

Behavioral Health Poised To Go In “New Directions”

For the past 15 years, many Blue Cross and Blue Shield of Kansas members have become familiar with the utilization management program offered by HMS/Value Options. On Jan. 1, 2009, BCBSKS enters a new business partnership with New Directions Behavioral Health, a full-service behavioral health

organization based in the Kansas City area.

New Directions will perform utilization management services for BCBSKS members including:

- Preauthorization of inpatient admissions
- Concurrent stay renewals
- Reviewing of outpatient treatment plans for biologically-based diagnoses

Servicing employees since 1978

“New Directions has an outstanding, accredited utilization management program that also gives our members and providers access to review services 24 hours a day, 365 days a year,” notes Andrew C. Corbin, BCBSKS president/CEO. “Our members will

continue to use the BCBSKS contracting network for outpatient and inpatient services.”

New Directions provides managed behavioral health care and employee assistance services to more than two million members nationwide. Now accredited by URAC for utilization management, the company

first provided employee assistance programs (EAPs)

in 1978 and introduced behavioral health care carve-out services in 1995.

A smooth transition

To assure continuity, New Directions is opening an office in Topeka and is expanding its staff. According to John Quick, president/CEO, New Directions has offered employment opportunities to many of the HMS/Value Options employees who have assisted BCBSKS members and providers for the past 15 years. In addition, many of the telephone numbers members and providers currently use will transfer to New Directions, making it easier to make contact.

Corbin said the companies are striving for a smooth transition.

“I can assure all our members and providers that Blue Cross, New Directions and HMS/Value Options are working closely together to assure a smooth and seamless transition,” Corbin said. “We appreciate the professionalism and hard work of the Value Options team during our partnership, but are excited about this new opportunity which will benefit our members and providers for years to come.”



New Directions begins utilization management services for BCBSKS members on Jan. 1, 2009. The extensive BCBSKS contracting network will continue to be used for outpatient and inpatient services.

NEW DIRECTIONS
BEHAVIORAL HEALTH



HealthNotes

Heart Association Recognizes BCBSKS

BCBSKS mentioned in Forbes

It's all there in black and white – in the Oct. 27 issue of Forbes magazine. Blue Cross and Blue Shield of Kansas received the Gold Start! Fit-Friendly Company award from the American Heart Association. The award recognizes employers who demonstrate leadership in promoting employee health. As an award recipient, BCBSKS was recognized in a special advertising section of Forbes magazine.

Promoting physical activity

To be considered for the Gold award, an organization must offer employees physical activity support, increase healthy eating options at work, promote a wellness culture, implement at least six activities in the area of physical activity, at least two nutrition activities and at least one cultural activity.

School Nurses Once Again Receive Grants

Addressing child obesity continues to be the overall goal of the Healthy Habits for Life grant program. The Blue Cross and Blue Shield of Kansas Foundation recently donated approximately \$40,000 to school nurses through the grant program – the third consecutive year the foundation has provided grants.

Healthy Habits for Life creates grants for school nurses for implementation or enhancement of programs that help children reduce cardiovascular risk, increase their physical activity or learn healthy eating habits. The maximum grant amount is \$1,000 with no more than one public school within a school district earning a grant.

Flu Can be Deadly

Each year in the United States, on average, more than 200,000 people are hospitalized from flu complications. Of those hospitalized, 20,000 are children younger than five years old. The contagious disease also claims the lives of 36,000 people each year.

The Centers for Disease Control and Prevention (CDC) recommends a yearly flu vaccine as the first and most important step in protecting against the disease. The CDC also recommends taking everyday prevention against germs and taking antiviral drugs if recommended by your doctor.

Web Site's Secure Section Now Delivers Passwords by E-mail

No more waiting for "snail mail."

Members wanting access to BlueAccess®, the secure section of www.bcbsks.com, are now able to receive their passwords immediately via e-mail. Members setting up accounts for the first time, or those who have forgotten their User ID or password and can't answer their challenge questions/responses correctly, will no longer have to wait on U.S. postal mail for passwords.

Members still have to authenticate themselves as they do today with their ID number, group number and date of birth. However, instead of waiting several days to receive a password in the mail, members will be able to receive their passwords immediately via e-mail. Confirmation letters will be sent to the

member address on file to ensure the member created the account and/or changed the password.

In addition, members will be asked to create new challenge questions and responses.

These are used to verify a member who has forgotten a password. The new challenge questions have been developed from industry standards, such as "mother's maiden name" or "city you were born in." This should improve the member's ability to answer the questions correctly.

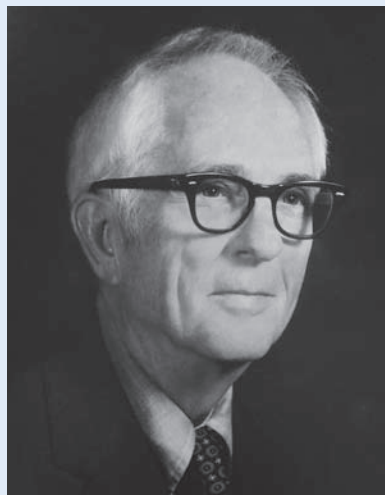
Please note: This new functionality is

only available to members. Employers who require access to the secure section at the administrative level will need to contact their marketing representative to begin the process.

4 Easy Sign-up Steps

1. Click on Sign-up in the BlueAccess area.
2. On the following welcome page, click on Member.
3. Click on Create My BlueAccess Account.
4. You will be prompted to complete a few identity tasks.

Former BCBSKS Executive Honored by Junior Achievement



Sam J. Barham, who led Blue Cross and Blue Shield of Kansas for its first 33 years, will be inducted into the Junior Achievement Hall of Fame.

Community involvement has been a longstanding tradition at Blue Cross and Blue Shield of Kansas. And most of the credit for that can be attributed to the late Sam J. Barham, one of the pioneers of the health insurance industry in Kansas. Barham, who guided BCBSKS for 33 years as its first president, has been selected by Junior Achievement as one of four Topeka Business Hall of Fame laureates for 2009. Mr. Barham will be inducted into the Topeka Business Hall of Fame March 5, 2009.

To be considered as a Hall of Fame laureate, an individual's record of business achievement must demonstrate excellence in several general categories including business excellence, courageous thinking and action, inspiring leadership and community impact.

Junior Achievement honors esteemed leaders in the hopes of encouraging and inspiring young people to make a career in business and contribute to their communities as those persons inducted into the Topeka Business Hall of Fame have done.

Introducing HealthyBlue®

focusing on prevention and treatment

A more effective and sustainable health care system for our country needs to have several components to become successful. A commitment to prevention serves as one of those components. Helping members stay well through a preventive approach is the strategy behind the new BCBSKS health care insurance plan.

Healthy Blue features a combination of several fully covered medical services and fully covered preventive radiology and lab services. From routine OB/GYN exams to heart disease prevention, screenings for a multitude of diseases and disorders are covered 100 percent of maximum allowance. Healthy Blue is being offered as the marketplace trends toward plans that encourage members to proactively keep healthy.



Fully covered services include:

- Doctor visits
- Flu shots
- Immunizations for children up to age 72 months
- Preventive radiology and lab services

An affordable plan with a niche market

With a maximum lifetime benefit of \$250,000, Healthy Blue is not designed for everyone. “We are looking at a paradigm shift as we look more toward wellness and prevention,” says Mark Dolsky, vice president of sales and marketing. “With Healthy Blue, we are targeting a niche market of good-risk consumers to be proactive with their health care.” People that get their preventive screenings, watch their diets and exercise regularly may find an ideal fit with Healthy Blue. The new plan is affordable where many other health insurance plans may be out of reach. It includes a \$2,000 deductible for each covered person and \$6,000 maximum for three or more persons. You can find complete details about Healthy Blue by visiting www.bcbsks.com.

“Turn Off the Paper” Supports Worthy Cause

Preventing paper waste, reducing administrative expenses and saving time while donating to a worthy cause are all part of the “turn off the paper” initiative Blue Cross and Blue Shield of Kansas began four years ago.

For each member deciding to receive their summary of claims processed (SOCP) statements online, BCBSKS donates \$1 to a charitable cause. For 2009, the recipient of the donations will be the *American Cancer Society*. The charitable organization is dedicated to eliminating cancer as a major health problem by preventing the disease, saving lives, and diminishing suffering through research, education, advocacy and service.

Opting to receive SOCPs online means members receive their claims information sooner, since an e-mail is sent with a link to the information in our secure section as soon as a claim is processed.

Your employees will find that getting started is easy. If a member has never created a secure User ID and password, they simply sign up from the www.bcbsks.com home page. After one’s identity is validated, a password is sent via e-mail so they may log in to BlueAccess® immediately. Once there, members click the “Request SOCP e-mail notification” link to turn off the paper SOCPs.

Symptom checker may have the answers to your medical questions

Experiencing nose bleeds, a brutal headache or annoying lower back pain? These are just a few of the symptoms that are addressed in “My Symptom Checker,” found in Resource BlueSM.

This handy tool is able to provide you instant information and feedback on many common medical symptoms. Using simple drop-down menus, Symptom Checker allows members to identify the symptom in question and then receive instant information about the short- or long-term seriousness of the symptom.

In addition to drop-down menus, members may refer to the human body diagram and select the area of the body that is causing

concern. For example, if someone was suffering from eye problems, they would click on the eye illustration. The illustration is highlighted and a drop-down menu appears.

My Symptom Checker also includes “Emergency” and “First Aid” information which address several symptoms ranging from abdominal pains to a child’s earache.

My Symptom Checker is an easy way to get basic medical information. Obviously, it shouldn’t be used as a substitute for a consultation or visit with your health care provider. You can take a quick tour by visiting Resource Blue at www.bcbsks.com and clicking on Symptom Checker in the Health and Wellness section.

Great Service Recognized Again

How do Blue Cross and Blue Shield of Kansas customers perceive our customer service? Apparently, customers are “very satisfied” with their call center experience.

For the second consecutive year, BCBSKS customers’ perceptions of problem resolution received the highest rating in the health care segment, tying with the Massachusetts Blue Plan. The satisfaction award was recently announced by the independent, third-party firm, Service Quality Measurement Group (SQM).

SQM conducts surveys twice a year to determine resolution of customer service issues with just one call to our call center. The survey also includes questions about customer satisfaction with BCBSKS service.

Wellness Initiatives Continue to Expand *New A Healthier YouSM Program Unveiled*

Over the last few years, employers have seen the demand for “wellness programs,” as part of an overall benefit package offered to their employees, rise to new heights. Blue Cross and Blue Shield of Kansas continues to offer a full catalog of programs focused on helping employees take charge of their health. Our active approach to health and wellness has led to the production of effective tools and specialized solutions that can ultimately lead to healthier and more productive employees.

Changes in attitudes, behaviors and lifestyle can go a long way to supporting good health. Some of the BCBSKS health and wellness programs include:

- Online Resource BlueSM tools
- Healthy Options care management programs
- Specialized client reporting
- Resource Blue educational and reference tools
- Health-related newsletters
- Resource Blue discount opportunities

A Healthier You

A Healthier You is a new turn-key program designed for groups of 100 or more. The program can bring a variety of wellness programs to your workplace to create an environment supporting healthy choices and lifestyle changes. Members enrolled in

the program receive information on their health status & risks, education information and tools, and incentives to participate.

The Wellness/Productivity Connection

Recent studies indicate that encouraging health and wellness strategies can lead to a healthy workforce – and a healthy bottom line. Wellness programs are designed to vitalize your employees through:

- Elevating employee productivity
- Reducing absenteeism
- Lowering health care costs
- Increasing morale and loyalty

If you have questions about any of our wellness programs, contact your group representative.

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Andy Velez, editor

Telephone: (785) 291-8844

Visit us on the Web at www.bcbsks.com

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