

SPRING  
2024

# GROUP UPDATE

*for Employers*

## *Inside this issue...*

- ▶ Help Your Employees Feel Their Best with Health Coaching
- ▶ Women's Health and Cancer Rights Act
- ▶ GroupAccess Resources for Employers
- ▶ Did You Know? Case Management Program for Members
- ▶ Promote Employee Health with Lifestyle Discounts through Blue365
- ▶ New Healthcare Reform Preventive Mandates



**BlueCross BlueShield  
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

# GROUP UPDATE

*for Employers*

## Help Your Employees Feel Their Best with Health Coaching

Blue Cross clinicians offer personalized health coaching to improve overall member well-being. Members can enjoy valuable one-on-one support to help them make healthier choices and prevent or reverse health risks for a happier and healthier life.

Health coaches work with your members to set personalized health goals, connect with essential community resources, explain medications and treatment plans and create a personalized nutrition and exercise plan.

Making healthy choices can lead to improved health outcomes for members. Health coaches are available to support them in areas like healthy eating habits, smoking cessation, improved sleep and stress management.

### PERSONALIZED HEALTH COACHING SUPPORT IS AVAILABLE FROM A TEAM OF PROFESSIONALS, INCLUDING:

- ▶ Nurses
- ▶ Registered dietitians
- ▶ Certified Diabetes Care and Education Specialists®
- ▶ Licensed clinical social workers
- ▶ Licensed professional counselors
- ▶ Registered nutritionists

Health coaches provide ongoing motivational and educational support. They help members understand recommended healthcare services, adjust their lifestyle for better health and explore strategies to achieve their health goals.

*Members can enroll by calling **1-855-699-6168**, Monday – Friday, 7 a.m. to 6 p.m. Central time. Participation is voluntary, confidential and offered at no additional cost to members.*

The information contained in this communication is not intended to replace professional medical advice, diagnosis or treatment. Always seek the advice of your physician or other qualified healthcare provider regarding your healthcare needs.



## Women's Health and Cancer Rights Act

*Don't forget to remind employees about the protections provided by the Women's Health and Cancer Rights Act of 1998.*

This Act provides protection for members who are receiving benefits in connection with a medically necessary mastectomy.

Written notice of these protections should be provided to plan participants when they enroll in the plan and annually thereafter. Notification requirements may be met by simply providing benefit booklets to employees once per year. The benefit booklets provided by Blue Cross include the necessary information to satisfy the notification requirement. If you distribute benefit booklets each year, a separate annual notice may not be needed.

If you prefer a separate annual notice, a pamphlet entitled "Women's Health and Cancer Rights Act" (MKT-375) is available online after logging in to **AlabamaBlue.com/Employers** and then selecting Forms and Materials or by contacting Customer Service. You may also provide notice annually through a benefits or union newsletter or with open enrollment materials. These notices may be delivered electronically, provided the conditions in federal regulation 29 CFR 2520.104b-1 related to electronic delivery are met.

## GroupAccess Resources for Employers

For all employer groups, Blue Cross provides GroupAccess, your secure online self-service resource for account management. Our goal is to make your job easier, from helping you select your benefit design to administering your health plan and leveraging the data that powers it all.

### ONCE REGISTERED FOR GROUPACCESS, GROUP ADMINISTRATORS CAN:

- ▶ Manage enrollment
- ▶ View account balances and pay invoices
- ▶ View and download reports
- ▶ Access your benefit booklet and health Summary of Benefits and Coverage
- ▶ Email, print or order ID cards for employees
- ▶ Order forms and materials
- ▶ Review the latest group newsletter
- ▶ Find your Blue Cross team contact information
- ▶ Submit legally required reporting on pharmacy and drug cost data

These features are reliant upon group needs and permissions set for each group administrator. Your Enrollment Services Representative can help set up permissions for your Primary Group Administrator (PGA). From there, the PGA can add additional administrators with all or select permissions to perform specific tasks within GroupAccess.

*If you have any questions about how GroupAccess works, please refer to the GroupAccess User Guide available at **Employers.bcbsal.org** under the Resources tab or call your Enrollment Services Representative at **1-877-455-1030**.*

## Did you know?

As part of our standard **Case Management Program**, we offer support for members with complex needs, providing education, guidance and support.

In addition to our standard program, we also provide catastrophic and specialty case management to members with more complex needs. Specialty programs include Transplants, Neonatal, High Risk Obstetrics, Pediatrics and Oncology, and **they are provided to members at no additional cost.**

**Contact your account representative for more details.**

