



SPRING
2023

BLUE NEWS

for Employers

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**BlueCross BlueShield
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

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Enjoy healthy living!

At Blue Cross and Blue Shield of Alabama we work hard to ensure our members have the tools and resources to make the best health decisions, including monthly member communications about a wide range of topics. Our April campaign focuses on healthy living, encouraging members to create an exercise routine, eat healthy and visit their Primary Care Provider (PCP) on a routine basis.

The communication includes the following simple ideas that are easy to implement:

PERSONALIZE YOUR PLATE

One way to create healthy eating habits is to match the portion to the recommended **serving size**.

Suggested serving sizes

- ▶ **3.0 oz protein** (meat, poultry, fish) = the size of a deck of cards (meat) or checkbook (fish)
- ▶ **2 tbsp healthy fats** (peanut butter, avocados, olive oil) = the size of a poker chip or your thumb for each tablespoon
- ▶ **1/2 cup grains** (pasta, rice, bread) = the size of your cupped hand or a lightbulb
- ▶ **1 cup vegetables or fruits** = the size of a baseball

MOVE IT OR LOSE IT

The recommended amount of time for physical activity is at least **30 minutes**, 5 days per week, but can be broken up throughout the day.

Benefits of an exercise routine

- ▶ Weight management
- ▶ Strengthen muscles and bones
- ▶ Brain health
- ▶ Disease prevention or management
- ▶ Better sleep
- ▶ Increase chances of living longer
- ▶ Prevent falls
- ▶ Stress relief
- ▶ Reduce health risks

ESTABLISH GOOD CARE

One of the **most important** and beneficial things members can do for their health is to establish a PCP.

Advantages of having a PCP

- ▶ Personalized care
- ▶ Preventive care
- ▶ Scheduled immunizations
- ▶ Blood pressure monitoring
- ▶ Weight management
- ▶ Treatment of common medical conditions
- ▶ Referrals to specialists
- ▶ Healthy lifestyle tips
- ▶ Better quality of life

For more resources, members can visit [AlabamaBlue.com/myBlueWellness](https://alabamablue.com/myBlueWellness) or call 1-888-759-2764, Monday through Friday, 7:00 a.m. to 6:00 p.m. Central Time to speak with a BlueCare Health Advisor.

We deliver information not to replace professional medical advice, diagnosis or treatment, but rather to educate. Members should always seek the advice of their physician or other qualified healthcare provider regarding healthcare needs and should check their benefits for coverage information and limitations.



New Baby Yourself Mobile App Launched with Updated Design, Enhanced Features and New Notifications

The Baby Yourself mobile app helps expectant parents track their pregnancy and baby's development. The app was recently relaunched with a redesigned interface and enhanced features.

The weekly pop-up notifications are an exciting addition to increase engagement, displaying on the user's device home screen once a new week in the pregnancy journey is reached.

These notifications encourage members to engage with the Baby Yourself app by learning more about their babies and bodies utilizing various app features. While anyone can use the app as a guest, these notifications are an exclusive feature for members who are logged into the app and have opted into receiving the notifications within the app settings.

Baby Yourself is a prenatal wellness program that helps ensure the best possible healthcare during pregnancy for the mother and her baby. This program provides pre- and post-partum assessments, education and support by nurses who have extensive experience in prenatal care, labor and delivery and newborn care. The program pairs with the mobile app.

A variety of updated features are included within the app:

- ▶ **Dashboard**
 - Weekly baby changes
 - Personalized pregnancy updates
- ▶ **Articles related to pregnancy and baby development**
- ▶ **Photo gallery**
- ▶ **Organizer**
 - Birth plan creator
 - Doctor's visits
 - Checklists
 - Hospital bag
- ▶ **Trackers**
 - Kick counter
 - Weight
 - Contraction timer
 - Belly growth
 - Mood
 - Symptom
 - Blood pressure
- ▶ **NEW weekly notifications**

Members can log into the app with their myBlueCross username and password.



There is no charge from Blue Cross and Blue Shield of Alabama to download, but rates from your wireless provider may apply. This information is for educational purposes only and is not a substitute for personal care from a licensed physician. Please consult your physician for diagnosis and treatment options.

Insights Update

The Healthcare Analytics team at Blue Cross and Blue Shield of Alabama released new content and functionality to the Insights reporting tool in February 2023. This release included the following updates:

INCURRED WITH PAID RUN OUT

The new Incurred with Paid Run Out menu option allows users to run certain dashboards and report(s) for both incurred and paid date ranges.

DIVISION LISTING IN MENU SELECTION

The values in the Division selection drop down now includes the Group-Division combination.

ER DASHBOARD DRILL DOWN

A new Member Level Detail report (drill-down) is available for ER by visit band, allowing users to better understand which members are frequent ER utilizers, if they were admitted or sent home, their primary diagnosis summary group and cost for each associated ER visit.

MEDICAL DRUG COST DRIVER ENHANCEMENT

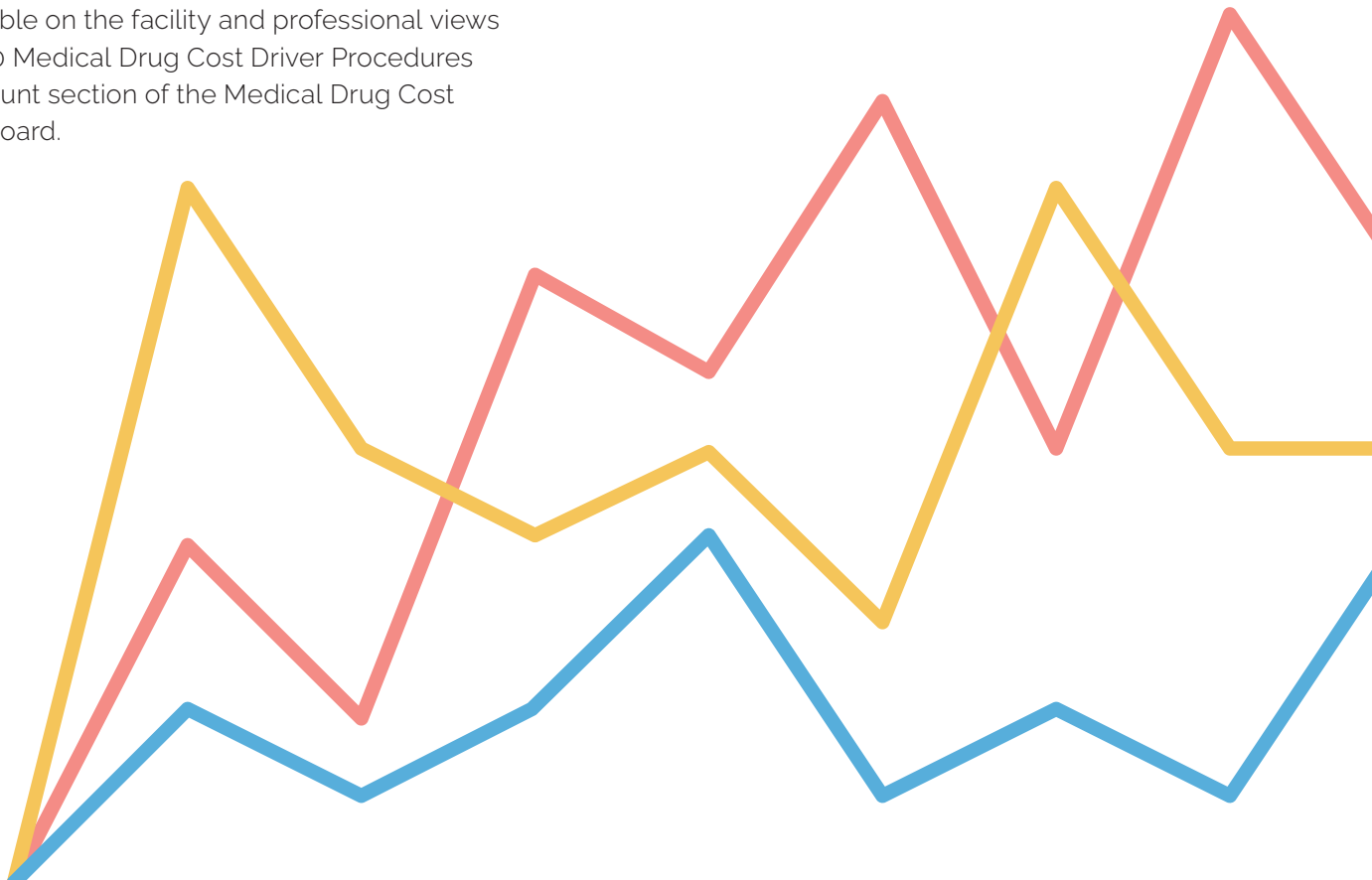
Place of treatment break-out (inpatient, outpatient, independent lab, patient home, physician office, etc.) is now available on the facility and professional views of the Top 20 Medical Drug Cost Driver Procedures by Paid Amount section of the Medical Drug Cost Driver dashboard.

TOP PROVIDER NETWORK UTILIZATION REPORT

The new Network Utilization report provides a summary of visits, paid amount, and patient counts by provider type (dental, facility, pharmacy and professional) and network (in-network and out-of-network).

CLINICAL STRATIFICATION SUMMARY ENHANCEMENTS

The Clinical Engagement Stratification Summary dashboard now includes new measures and engagement information. New measures include engaged members, percent of members with health targets, percent of members with positive health impact and engaged members by channel.



For additional information or questions regarding Group Insights, please reach out to InsightsFeedback@bcbsal.org.

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 breast cancer patients 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. Federal regulations establish the joint responsibility of employers with two or more employees and insurers to meet these requirements. 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](https://www.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.



New Healthcare Reform Preventive Mandates

PREVENTIVE REQUIREMENT	PUBLISHED DATE	BLUE CROSS EFFECTIVE DATE	CHANGE TO CURRENT BENEFIT?
Multiple Services	Existing recommendation with updated ICD-10 (procedure and diagnosis) & HCPCS coding	October 1, 2022	NO: Applicable procedural and diagnosis coding updates (new/ revised/deleted codes) to existing benefit services comprehensively reviewed and operationalized.
Depression, Anxiety and Suicide Risk Screening	Existing recommendation with updated information published July 2022	January 1, 2023	YES: Expanded covered diagnosis codes and increased number of allowed visits for screening service.
Preventing Obesity in Midlife Women	New recommendation published January 1, 2022	January 1, 2023	YES: New preventive counseling service to maintain weight or limit weight gain to prevent obesity.
Hepatitis B Virus Infection Screening	Existing recommendation with updated information published July 2022	January 1, 2023	YES: Existing immunization coverage expanded to include ages newborn and older.
Breastfeeding Counseling, Support & Supplies	Existing recommendation with updated information published January 2022	January 1, 2023	YES: Additional services/supplies added for breastfeeding support.

HAVE QUESTIONS OR COMMENTS ABOUT BLUE NEWS?

Please send your feedback to your account management team.