



SPRING  
2024

# 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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## 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.

## Promote Employee Health with Lifestyle Discounts through Blue365

Blue365 is available exclusively for Blue Cross members. It's an online destination featuring deals and discounts on resources for physical, emotional and financial health. Your employees can find deals on everything from apparel and footwear to contact lenses, pet supplies and even travel.

*Members can register through the member portal or by visiting **AlabamaBlue.com/Blue365**.*

## Blue Cross and Prime Therapeutics Microsite for Employer Groups

The Blue Cross and Blue Shield of Alabama microsite is a resource for employer groups to learn more about Blue Cross and Prime Therapeutics' integrated drug management solutions in a digital setting. The site arranges content into four employer group priorities (listed below) and includes short descriptions for each pharmacy program:

- ▶ Helping to lower drug costs
- ▶ Optimizing drug access
- ▶ Improving medication adherence
- ▶ Managing specialty medications

*Visitors can also access educational resources and submit a form to learn more about Blue Cross and Prime Therapeutics. To view the site, please visit **primetherapeutics.com/bcbsal**.*

## *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.***

## 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, 2023	<b>NO:</b> Applicable procedural and diagnosis coding updates (new/ revised/deleted codes) to existing benefit services comprehensively reviewed and operationalized.
Routine Immunizations- MenABCWY Vaccine	New recommendation published October 26, 2023	October 26, 2023	<b>YES:</b> Addition of new immunizations into existing routine immunization schedule.
Routine Immunizations- Mpox Vaccine	New recommendation published October 26, 2023	October 26, 2023	<b>YES:</b> Addition of new immunizations into existing routine immunization schedule.
Depression, Anxiety and Suicide Risk Screening	Existing recommendation updated October 11, 2022	November 1, 2023	<b>YES:</b> Expansion of age range of current preventive service to include ages 8 years and older for anxiety screening.
Diabetes Screening During and After Pregnancy	New recommendation published January 1, 2023	January 1, 2024	<b>YES:</b> New preventive service for type 2 diabetes screening in women with a history of gestational diabetes mellitus.

### HAVE QUESTIONS OR COMMENTS ABOUT BLUE NEWS?

Please send your feedback to your account management team.