



SUMMER  
2025

# BLUE NEWS

*for Employers*

## *Inside this issue...*

- ▶ Support Your Employees with Baby Yourself
- ▶ Group Insights March 2025 Release Overview
- ▶ Enjoy Exclusive Member and Group Discounts with Blue365
- ▶ Did You Know? Staying Safe in the Summer Sun
- ▶ Help Your Employees Better Understand Their Plan Coverage
- ▶ New Healthcare Reform Preventive Mandates



**BlueCross BlueShield  
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

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## Support Your Employees with Baby Yourself

Baby Yourself is a free prenatal wellness program that helps expectant moms, new moms and their babies get the best care. It is available to your employees and their spouses through your Blue Cross health plan. Once enrolled, participants are matched with a friendly, experienced nurse who supports pregnancy, birth, post-partum and newborn care.

### Baby Yourself nurses offer support in several ways:

- ▶ **One-On-One Nurse Support:** Nurses with experience in pregnancy and baby care are just a call away to answer participant questions and offer guidance.
- ▶ **Help for All Pregnancies:** Whether it's a routine or high-risk pregnancy, the program offers extra care and attention.
- ▶ **Easy-to-Understand Information:** Participants get helpful tips and resources to stay healthy and informed at every stage of pregnancy.
- ▶ **Special Gifts:** Participants receive thoughtful items for mom and baby.

### For high-risk pregnancies, Baby Yourself nurses can offer additional support such as:

- ▶ Collaborate with the participant's healthcare provider for seamless care
- ▶ Help set up home care if needed
- ▶ Arrange home treatments and monitors for early labor

*Baby Yourself services are offered to Blue Cross members and their spouses at no extra cost. It is included as part of their health plan. Members can call **1-800-222-4379**, Monday - Friday, 7 a.m. – 6 p.m. Central time, to enroll in the program. For added convenience, the Baby Yourself app is available in English and Spanish.*

This information is provided for general informational purposes. 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.





## Group Insights March 2025 Release Overview

The Group Insights release on March 7, 2025, included the following key features:

- ▶ **Payment Integrity Dashboard:** This dashboard includes Total Recoveries, Claim Count, Client Savings and Client Fees resulting from accidental and/or intentional provider billing and coding errors.
- ▶ **Savings Dashboard Update:** The Subrogation Coordination of Benefits (COB) Savings information has moved to the Metrics section.
- ▶ **Out of Pocket Accumulator Update:** A new benefit date confirmation message now appears as a reminder to select the correct benefit period to avoid generating a report with no results.

*Check out these new features within the Group Insights tool and reach out to [InsightsFeedback@bcbsal.org](mailto:InsightsFeedback@bcbsal.org) with any questions you may have.*

## Enjoy Exclusive Member and Group Discounts with Blue365

Maintaining a healthy lifestyle may be difficult for employees juggling busy lives. Your employees have free access to the Blue365 program, which delivers exclusive discounts on gym memberships, wearables, weight loss programs and more. Members can sign up by visiting [Blue365Deals.com](https://Blue365Deals.com).

Blue365 also offers employers bulk discounts on wellness products like wearables from Fitbit® and Garmin® to help build a culture of health and wellness in the workplace. Groups can learn more about bulk discounts by visiting [Blue365Deals.com/employer-solutions](https://Blue365Deals.com/employer-solutions).

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## *Did you know?*

Summer days are here, and encouraging employees to wear sunscreen—even on cloudy days—is an important part of promoting long-term health and wellness. Up to 80% of the sun's harmful UV rays can pass through clouds, meaning skin damage can still occur without visible sunshine.

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The Blue365 program is brought to you by the Blue Cross and Blue Shield Association. The Blue Cross and Blue Shield Association is an association of independent, locally operated Blue Cross and/or Blue Shield Companies. Blue365 offers access to savings on health and wellness products and services and other interesting items that Members may purchase from independent vendors, which are not covered benefits under your policies with Blue Cross and Blue Shield of Alabama, its contracts with Medicare, or any other applicable federal healthcare program. Neither BCBSA nor Blue Cross and Blue Shield of Alabama recommends, endorses, warrants, or guarantees any specific vendor, product or service available under or through the Blue365 Program or Site.

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## Help Your Employees Better Understand Their Plan Coverage

Blue Cross has created a brochure to help members get the most out of their benefit plan. Available in September, the brochure covers topics such as:

- ▶ Rights and responsibilities
- ▶ Understanding and using medical benefits, including access to care
- ▶ Benefits of a primary care physician
- ▶ Preventive care services
- ▶ Behavioral health services
- ▶ Understanding pharmacy benefits
- ▶ What is utilization management
- ▶ Protecting healthcare needs
- ▶ How to appeal an adverse decision
- ▶ Programs targeted toward improving health
- ▶ How we are improving quality

*We encourage you to alert your employees that, beginning in September 2025, they can get a copy of the brochure at [AlabamaBlue.com/GetTheMost](https://AlabamaBlue.com/GetTheMost) or by calling **1-855-880-6356 (TTY 711)**.*

## New Healthcare Reform Preventive Mandates

PREVENTIVE REQUIREMENT	PUBLISHED DATE	BLUE CROSS EFFECTIVE DATE	CHANGE TO CURRENT BENEFIT?
Routine Immunizations - RSV Vaccine (Adult)	New recommendation effective June 26, 2024.	June 26, 2024	<b>YES:</b> Addition of new immunization, mRESVIA, into existing routine immunization schedule.
Routine Immunizations - Pneumococcal Vaccine (Adult)	New recommendation effective June 27, 2024.	June 27, 2024	<b>YES:</b> Addition of new immunization, Capvaxie, into existing routine immunization schedule.
Multiple Services	Existing recommendation with updated ICD-10 (procedure and diagnosis) and HCPCS coding.	October 1, 2024	<b>NO:</b> Applicable procedural and diagnosis coding updates (new/ revised/deleted codes) to existing benefit services comprehensively reviewed and operationalized.
Multiple Services	Existing recommendation with updated CPT and HCPCS coding.	January 1, 2025	<b>NO:</b> Applicable procedural coding updates (new/revised/deleted codes) to existing benefit services comprehensively reviewed and operationalized.
High Body Mass Index in Children and Adolescents: Interventions	Existing recommendation with updated information published June 2024.	July 1, 2025	<b>YES:</b> Addition of covered nutrition/ counseling services for children and adolescents 6 years and older with a high body mass index (BMI).

### HAVE QUESTIONS OR COMMENTS ABOUT BLUE NEWS?

Please send your feedback to your account management team.