



Welcome

Dear Business Partner:

According to the Centers for Disease Control and Prevention, obesity in the United States has risen at an epidemic rate during the past 20 years, a trend that has contributed to rising health complications and health care costs. At Blue Cross Blue Shield of Massachusetts, we want to support the health of your clients' employees who may be dealing with this critical issue. That's why we developed a new program called FitBlue, which you'll learn about in this issue of BlueLinks eNews.

In addition, we're helping moms-to-be get themselves and their babies off to a good start with our "4 Weeks to a Healthy Pregnancy" online education course. We can also help improve health and control costs by focusing on the health of the greater community. That's a key goal of Andrew Dreyfus, formerly President of the Blue Cross Blue Shield of Massachusetts Foundation, who is taking the helm of our Health Care Services division.

Finally, we have information about a network update and an organizational change within our Sales Division.

We look forward to hearing your feedback about our programs and company news, and we thank you for your support. If you have any questions or concerns, please contact your Account Executive.

Sincerely,

Carlos Cubia
Vice President
Sales Division

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BCBSMA Foundation President Takes Helm of Health Care Services

At Blue Cross Blue Shield of Massachusetts, we're committed to helping promote higher standards of health care in the community. We pursue this goal by supporting our provider partners and through the work of the Blue Cross Blue Shield of Massachusetts Foundation.

That's why we're pleased to announce that Andrew Dreyfus, the Foundation's President, has been selected to serve as Executive Vice President of our Health Care Services Division, effective September 1, 2005. The timing of this appointment coincides with the retirement of the division's current leader, Sharon Smith.

"Andrew is highly regarded in the health care community," Sharon said in a written statement, "and the talent, experience, and professional credentials he brings to Health Care Services are ideally suited to lead and implement the health and quality strategic initiatives that have been developed."

A Career Dedicated to the Community

Andrew has led the Foundation since February 2001. Under his leadership, this organization has awarded 245 grants totaling \$8.2 million in an effort to expand access to health care for uninsured and low-income individuals and families in Massachusetts. Andrew also led the launch of the Roadmap to Coverage project, which seeks to facilitate the debate about how to best provide coverage for the uninsured in Massachusetts.

Prior to joining the Foundation, Andrew served as Executive Vice President of the Massachusetts Hospital Association (MHA), where he oversaw advocacy and policy. Prior to that, he held posts with the Commonwealth of Massachusetts, including Undersecretary of Consumer Affairs and Business Regulation, as well as Director of Operations and Director of Communications in the Massachusetts Executive Office of Human Services.

A committee has been chartered to conduct a search for Andrew's replacement at the Foundation.

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Fighting Overweight/Obesity: The Launch of FitBlue

We're constantly developing and improving programs to help our members to live a healthier life. Now, to support your clients' employees who are overweight or obese, we're launching a healthy lifestyle program called FitBlue.

FitBlue focuses primarily on helping members to lower their body mass index (BMI), a standard measurement of the relative percentages of fat and muscle mass in the human body. The program will roll out in three phases.

The first phase launches on July 1 and features components of our successful Blue Health Coach and Go Walking programs. Specifically, we will target members who:

- are taking weight loss medication
- have requested weight loss medication
- suffer from sleep apnea (often associated with being overweight)
- are considered to be severely obese, moderately obese, or overweight according to clinical standards such as BMI

During the first year, we expect to enroll approximately 6,000 members in the Blue Health Coach program and at least 7,500 in Go Walking. We'll roll out the second and third phases of FitBlue in Q4 of 2005 and Q1 of 2006, respectively, and send you updates closer to these periods. To learn more about FitBlue, please contact your Account Executive.

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Off to a Healthy Start: Online Guidance for Expecting Moms

In collaboration with WebMD®, we have developed an online university program, designed to help our members become better informed about their health. Our latest online university, "4 Weeks to a Healthy Pregnancy," is a course designed to help expectant mothers enjoy a healthy and happy pregnancy and childbirth.

This free four-week course is available to your clients' employees and other visitors to bluecrossma.com. The weekly classes provide expecting moms with information on how to have a healthy nine months and to care for their newborns. Features include:

- email newsletters
- live online chats with field experts
- weekly online lectures and slideshows with the course instructor
- chat capabilities with other participants

The course is currently underway, and anyone can enroll by visiting www.bluecrossma.com and clicking on **Online Education** on the right-hand side of the home page. Shortly after the course ends, it will be available through archives, along with other past WebMD University classes. Simply click on **Online Education** on the right side of our home page.

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Network Update Reminder: New Hampshire

As previously announced, effective January 1, 2006, Parkland Medical Center and Southern New Hampshire Medical Center in New Hampshire, as well as the network physicians associated with these hospitals, will no longer participate in our HMO Blue® network. However, providers associated with both facilities will continue to participate in our HMO Blue® New England, Blue Choice® New England, Blue Care® Elect PPO, and indemnity plan networks.

If your clients are currently offering one of the plans affected by this network change—HMO Blue, Network Blue, Access Blue, Blue Choice, and Managed Blue for Seniors—and would like to continue offering their employees in-network access to providers associated with Parkland Medical Center or Southern New Hampshire Medical Center, please speak to your Account Executive prior to January 1, 2006. He or she will be able to assist you in moving these clients to one of our New England managed care or PPO plans on their next anniversary date.

Your clients' employees who remain enrolled in one of our HMO Blue, Blue Choice, Network Blue, Access Blue, or Managed Blue for Seniors plans will be notified that they will need to select a new PCP from within the network.

If you have any questions regarding this network change, please contact your Account Executive.

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Organizational Announcement: New Retention Director for Central/West Region

We are pleased to announce the promotion of Marcia McFarland-Gray to Director of Retention for the Central/West Region. In her new role, she will lead all Account Executives in the Worcester, Springfield, and Pittsfield offices.

Marcia joined Blue Cross Blue Shield of Massachusetts in 1986 and she has dedicated herself, as Senior Account Executive, to providing world-class service to our brokers and accounts. She is also heavily active in the community, having won several service awards, and she sits on the board of corporators for Northern Berkshire Health Systems and MountainOne Financial Partners.

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Landmark Center, 401 Park Drive, Boston, MA 02215-3326 | 800-262-BLUE | TDD# 800-522-1254

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