



Welcome

Dear Business Partner:

We've recently completed our second quarter and want to thank you again for your ongoing efforts and partnership. Our quarter was very successful, and we're excited about the many enhancements we've made to provide you and your clients with even better service.

We've made it easier than ever for your clients' Blue Cross Blue Shield of Massachusetts members to make the most of their pharmacy benefit. With our enhanced single sign-on process, access to our pharmacy benefits manager's website means it's faster and more convenient to use the services available from Express Scripts, Inc.

Offering our members the ability to make better-informed health care decisions has been another one of our ongoing strategies. To enhance this effort, we've developed a resource that helps them review information about hospital quality—Select Quality Care Consumer, available on bluecrossma.com.

We are also pleased to announce a new printed companion to our website. Our *comprehensive guide to online resources* is clearly organized and full of the information that your clients' Blue Cross Blue Shield of Massachusetts members want and use most often.

Finally, we have included a link to a recent press release announcing our BlueCare®65 premium and benefit filing.

If you have any questions about these new offerings, please contact your Account Executive.

Sincerely,

Tim O'Brien
Senior Vice President
Sales Division

In the September 2004 issue of BlueLinks eNews:

- [Blue Care®65 Rate and Premium Filing](#)
- [Online Pharmacy Benefits Update](#)
- [BCBSMA Partners with HealthShare Technology to Provide Members with Objective Hospital Quality Information](#)
- [Web Resources Brochure](#)

Note: If the above links do not work, scroll down to read the articles or access additional information at the bottom of this e-mail.

Blue Care®65 Rate and Premium Filing

On Monday, September 13, Blue Cross Blue Shield of Massachusetts filed premium and benefit changes for BlueCare®65 for 2005 with the Center for Medicare and Medicaid Services (CMS). For details about this filing, please review the [press release](#).

If you have any questions or concerns, please contact your Account Executive.

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Online Pharmacy Benefits Update

We've now made it faster and easier than ever for members with a pharmacy benefit to access valuable drug information from our pharmacy benefit manager's website. With our new single sign-on feature, members only need to register for Member Self Service, get their user name and password, and then log on to access their Express Scripts (ESI) account information.

By first visiting Member Self Service, members will automatically have secure access to the ESI site. First, members will be offered the opportunity to read about their pharmacy benefits, learn about our partnership with ESI, and can then view their own personalized pharmacy information. The ESI site also offers members the following easy-to-use features:

Mail Service

The Mail Service Prescription Program provides eligible members the opportunity to save money and time when ordering prescription drugs. While logged on to the ESI site, members can:

- Enroll in the Mail Service Prescription Program
- Order refills
- Learn about their mail service benefit
- Check the status of their orders and requests
- Compile an online profile that will help their pharmacist better serve them

Drug Information

ESI makes it easy for members to access the online drug information needed to help promote appropriate and effective treatment. By using the site, members can:

- learn more about their prescription medications
- access a drug library with over 1,500 drug and over-the-counter supplement reviews
- compare different drugs used to treat the same condition
- check for harmful drug interactions
- research and compare side effects
- better understand their treatment options

Privacy

To protect the privacy of our members, prescription information is only accessible to the individual member. In the event that a member has legal guardianship of a minor or an adult dependent, the guardian is allowed access to the dependent's information, and will be allowed to review non-personal information. In addition, adult dependents may also grant access to other adults covered under the same membership.

If you have any questions or concerns about how to use Member Self Service or the ESI website, please feel free to contact your Account Executive.

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BCBSMA Partners with HealthShare Technology to Provide Members with Objective Hospital Quality Information

One of our key objectives is to provide our business partners and members with capabilities that enhance informed health care decision-making. We recently expanded our suite of online consumer decision support tools by making available HealthShare Technology's Select Quality Care Consumer to provide our members with the information they need when making treatment decisions for care delivered in hospitals.

Select Quality Care Consumer offers members the opportunity to conduct side-by-side comparisons of each hospital's performance based on factors such as mortality rate, length of stay, complications, and the frequency with which specific procedures are performed. HealthShare Technology, Inc., a provider of health care decision support tools, compiles this information from publicly available data reported by hospitals to state and federal government agencies. Members can access the Select Quality Care Consumer resource by registering and logging onto Member Self Service, located on bluecrossma.com.

Demos of Select Quality Care Consumer are also available for brokers and employers at <http://bcbsma.sqctool.com/?f=bcbsmademo>.

If you have any questions about this new feature, please feel free to contact your Account Executive.

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Web Resources Brochure

As part of our ongoing efforts to keep you informed and simplify health care decisions for our members, we have created *bluecrossma.com: a comprehensive guide to online resources*. This easy-to-use catalog of features is clearly organized by website, making it easy to navigate our wealth of web resources. Each section includes straightforward directions on how to get to the features, as well as a complete list of everything you'll find on that web page. You will be receiving a hard copy of *bluecrossma.com: a comprehensive guide to online resources* later this month, as part of the Important Administrative Information mailing.

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If the above links are not functioning in your email, copy and paste the URLs listed below into a browser window.

BlueCare®65 Press Release:

http://www.bluecrossma-bluesline.com/BlueLinks_eNews/Brk_Sept04_Email/bc65filing0904.html

Select Quality Care Demos:

<http://bcbsma.sqctool.com/?f=bcbsmademo>

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