

**BlueLinks**... eNews for Brokers and Consultants

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BlueLinks...
for Employers

Welcome

Dear Business Partner:

We recently announced our financial results for the second quarter of 2006, and the strong performance is a testament to our account retention and new business growth. We thank you for the time you spend learning about our products and services and strengthening your relationship with us. Because of your feedback, we are better able to offer your clients the highest possible quality of service and value.

In this issue of *BlueLinks eNews*, we describe new offerings from our Health Care Services division. Finally, you'll read about an update to our Broker Agreement regarding mergers and acquisitions.

As always, if you have any ideas or concerns, please do not hesitate to share them with your Account Executive.

Sincerely,

Carlos Cubia
Vice President
Sales Division

In this August 2006 issue of BlueLinks eNews:

- [Strong Performance Results for Q2 2006](#)
- [New Health Care Services Offerings Help Hypertension, Prevent Hospital Readmissions](#)
- [Broker Agreement Update: Mergers and Acquisitions](#)

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Strong Performance Results for Q2 2006

On August 15, 2006, we reported our financial results for the second quarter of 2006, which reflect continued strong performance. During this period, overall enrollment increased by approximately 12,000 members, bringing our total medical membership to 2.95 million.

We could not have achieved these results without your ongoing dedication and support. We appreciate the opportunity to continue serving you and your clients.

For details about our financial results, please read our recent [press release](#) (PDF, 20 Kb). If you have any questions, please contact your Account Executive.

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New Health Care Services Offerings Help Hypertension; Prevent Hospital Readmissions

Our Health Care Services department recently announced the launch of two new programs for members taking hypertension medications and those recently discharged from a hospital.

Blue Health Coaches Address Hypertension Medication

Since 2002, Blue Health Coaches have been reaching out to members with risk factors such as coronary artery disease, weight management, and lower back pain. Now we are expanding our Blue Health Coach program to support your clients' employees with hypertension and/or high cholesterol.

Non-compliance with medical prescription regimens can result in recurring or persistent illness, excessive tests, and avoidable hospitalizations that increase the cost of medical care. Of our more than 100,000 members who have a prescription for an antihypertensive medication, an estimated 28,000 or more are non-compliant with their treatment recommendation.

At no additional cost, members with hypertension who choose to participate in the Blue Health Coach program will receive confidential, telephone-based support and education from health care professionals about antihypertensive medications and ways to minimize their risk for heart disease. Coaches will:

- educate members about the importance of adhering to a medication regimen
- provide members with periodic reminders to take their medication
- inform members about factors that have a strong correlation with hypertension, such as high cholesterol, weight management, stress, and smoking
- answer any general questions about hypertension and medications

The combination of telephonic support, educational mailings, assistance with medication regimes, and healthy tips will give members the tools they need to lead healthier lifestyles.

Blue Care[®] Connection After Care Program Helps Prevent Hospitals Readmissions

We also launched an After Care Program—part of our Blue Care Connection disease and case management services—to support members recently discharged from the hospital. This program seeks to reduce avoidable readmissions to acute care settings by helping members understand their discharge plan, medication use, warning signs of complications, and follow-up care. The program targets members (excluding those already enrolled in another disease or case management program) who are discharged from the hospital for conditions that typically result in a high readmission rate. With two days of discharge, eligible members receive telephone calls from Blue Care Connection case managers who:

- assess their conditions
- check for signs and symptoms of complications
- provide information about home care and communicating with one's PCP
- address post-hospitalization concerns
- support members' self-management goals

Participants may receive several additional calls in the month after discharge to discuss side effects, medication management, their diseases and treatments, and, if applicable, enrollment in other disease and case management programs.

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Broker Agreement Update: Mergers and Acquisitions

Effective July 1, 2006, our Broker Agreement was amended with a new merger/acquisition policy. Read the amendment [here](#) (PDF, 12 Kb).

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If the above link is not functioning in your email, copy and paste the URL listed below into a browser window:

Financial Results Press Release:

http://www.bluecrossma-takecontrol.com/BlueLinks_eNews/BLinks_August06/Q206_Earnings.pdf

Broker Agreement Amendment:

http://www.bluecrossma-takecontrol.com/BlueLinks_eNews/BLinks_August06/Merger_Policy.pdf

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