

## Unit 8 Resources from Blues On Call<sup>SM</sup>

### Overview

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**In this unit** This unit covers the topics listed below:

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## Unit 8 Blues On Call<sup>SM</sup>

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### **What is Blues On Call<sup>SM</sup>?**

The Blues On Call<sup>SM</sup> program offers Highmark Blue Shield members health information, support and condition management services. The program addresses the health care needs of a member, engaging him or her in the processes of shared decision-making and health coaching.

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### **The Blues On Call team**

The Blues On Call team is made up of Health Coaches, who are registered nurses and respiratory therapists who have received special training in coaching, education and techniques for supporting behavioral change.

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### **24-hour, 7-day access via phone**

The team is available to receive calls 24 hours a day, 7 days a week, at **1-888-BLUE428** (or **1-888-258-3428**).

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### **Fundamental principle and objective**

The fundamental principle behind Highmark Blue Shield's Blues On Call program is the belief that members should have the opportunity to participate actively in the making of medical choices that affect them. Accordingly, a primary objective of the Blues On Call team is to improve the member's navigation through the health care system by helping to build his or her skills and confidence in communicating effectively with providers.

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### **Health Information**

**Blues On Call is committed to providing callers with unbiased, evidence-based health information about their health concerns:**

- **Blues On Call sends targeted outreach mailings to members who will benefit from supportive information on a number of conditions, including ischemic heart disease, low back pain, cancers of prostate, breast or ovary, and menopause.**
  - **When appropriate, the Blues On Call Health Coach can often provide written educational materials and video- or audio tapes to increase a caller's awareness and support his or her health care decision-making.**
  - **Members with an Internet connection can access a wealth of medical information from the Blues On Call website. There is a link to this site on Highmark Blue Shield's website, at [www.highmarkblueshield.com](http://www.highmarkblueshield.com). (Note that members will need to register on-line at their initial visit to the site.)**
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## Unit 8 Blues On Call, Continued

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**Assistance in managing a chronic condition**

Blues On Call Health Coaches can work with members with one or more chronic conditions, to increase their knowledge and expand their awareness of options. In addition, they can dialogue on specific issues related to the member's condition(s), such as medication compliance, smoking cessation, monitoring of weight and/or blood sugars, regular physician visits or flu and pneumonia vaccines.

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**Chronic conditions**

At this time, Blues On Call focuses on these chronic conditions: Congestive Heart Failure (CHF), Coronary Artery Disease (CAD), Chronic Obstructive Pulmonary Disease (COPD), asthma and diabetes.

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**PBS's partners in Blues On Call**

In developing the Blues On Call program, Highmark Blue Shield is collaborating with industry leaders in chronic care management services (CorSolutions) and shared decision-making (Health Dialog). In turn, Health Dialog's programs are developed in a cooperative effort with the Foundation for Informed Medical Decision-Making.

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