HopeBlue Palliative Care Program May Help Your Patients

When you have patients suffering from symptoms due to a serious illness such as severe pain, persistent nausea, anxiety, depression or disabling shortness of breath, consider exploring how Florida Blue’s HopeBlue Palliative Care Program can help.

HopeBlue is a voluntary case management program providing eligible members with access to a Florida Blue case manager and a team of specialized palliative care experts. The case manager assists the member, physician and care-giver by coordinating care for your patients with a serious illness. Florida Blue contracted palliative care specialists provide services to enhance symptom management. This program is designed to support and augment your curative approach to treatment and your prescribed treatment plan on behalf of your patients with a focus on improving their quality of life.

HopeBlue affords one-on-one support from a doctor-led team of palliative experts who coordinate and work with you, the attending physician, to offer your patients symptom relief. When you refer your patients who are enrolled in Florida Blue health plans that cover palliative care to the program, they have access to:

- Support from one of our case management nurses who will work with the palliative care team to ensure their service and resource needs are met
- Care wherever needed – in the home, clinic, assisted living facility or at a medical facility where palliative care services are available
- Medical, physical, emotional and spiritual support from a team of experts
- Help with management of pain and other symptoms
- Assistance with advance care planning

You can afford your patients peace of mind knowing that HopeBlue is working to help ensure compassionate care for those unmanageable symptoms due to a serious illness while you focus on curative treatment.

HopeBlue continues to expand and is currently available in Charlotte, Collier, Duval, Glades, Hardee, Hendry, Highlands, Hillsborough, Lee, Martin, Miami-Dade, Pasco, Pinellas, Polk and St. Lucie Counties.

For more information on the program, or to refer your eligible patients, please contact a Florida Blue case manager at (800) 955-5692, option 4. HopeBlue Palliative Care Program empowers you and your eligible patients with more choices, education and guidance for a better quality of life.