



An Independent Licensee of the  
Blue Cross and Blue Shield Association

November 2016

## BlueMedicare Member Year-End Outreach

### Encouraging Completion of Health Care Services

As the end of 2016 grows near, we continue to encourage BlueMedicare<sup>SM</sup> Medicare Advantage members to have all the health care services they need before December 31. We are reaching out to our members, your patients, now through December with important reminders, such as:

#### **Calls to members who need health care services**

This month we are following up with members we were unsuccessful in reaching during prior efforts to encourage them to complete the health care services they still need, such as:

- An Annual Wellness Visit
- Breast cancer screening
- A Flu Shot
- Colon cancer screening
- A diabetes A1c blood test\*
- A diabetes dilated retinal eye exam\*
- A diabetes urine test for protein\*

*\*Only for members diagnosed with diabetes*

We are also reminding members about the **Healthy Blue Rewards program**, which offers the chance to earn gift cards for completing (and reporting) these services by December 31.

#### **Flu and pneumonia shot outreach**

We are sending postcards and email to members this month to remind them to get their annual flu and pneumonia shots. Members can receive a \$10 Healthy Blue Rewards gift card for getting their flu shot and reporting it to us before December 31.

#### **High blood pressure (hypertension) and diabetes education**

We are partnering with Altegra Health and they are communicating on our behalf with our members, who have diabetes and/or high blood pressure (hypertension). Members are receiving automated phone calls with important educational information that can help them better manage their conditions.

#### **What you can do to help your BlueMedicare patients**

Helping your patients to get the health services they need this year not only assists them in staying healthy, it also helps you continue providing the best possible care for them.

- When speaking with patients, you are a significant influence for them getting the services they need by December 31. Remind them to do so if they haven't already.
- Remind BlueMedicare patients they can earn gift cards just for getting tests and services that are eligible as part of our Healthy Blue Rewards program – it's a great benefit. Which tests and health services are eligible for rewards are included in our new [Healthy Blue Rewards program](#).

Thank you in advance for working together with us as we aim to achieve the best possible care and health for our members.