

# Blueprint for Health<sup>®</sup>

for BlueMedicare HMO, BlueMedicare PPO,  
BlueMedicare Regional PPO,  
BlueMedicare Group PPO (Employer PPO) Members



*Florida Blue*  

In the pursuit of health<sup>®</sup>

Florida's Blue Cross and Blue Shield Plan

# What is Blueprint for Health?

A support solution specifically designed around your life — that lets you live it your way.

**Through Blueprint for Health®, you have access to a number of resources, including:**

- Personalized information to help you make informed health care decisions.
- Access to health care professionals for support, guidance and answers to your questions.
- Programs designed to assist you with understanding your health and the importance of talking with your doctor.

## Wellness and Prevention Services

You're healthy and want to stay that way. Here's how BluePrint for Health can help:

- Discounts on health-related products and services
- Prevention awareness campaigns
- Information and videos on disease prevention and wellness tips

## Acute Care Support

When there is a health care crisis, Blueprint for Health offers support:

- Clinical Care Programs - Florida Blue Case Management nurses are available to provide support and information through a health care crisis or to help before a crisis starts.
- Assistance with coordination of services required for complex or chronic health care events

## Disease Management

You have a chronic health condition you'd like to better manage; Florida Blue has the following services available to assist you:

- Disease Management Programs designed for members with chronic diseases



- Pharmacy Programs
- Registered nurses and health coaches to help you understand your condition and how to get the most benefit from our Blueprint for Health programs.

## Decision Support Services

Blueprint for Health provides assistance when you have tough health care decisions to make.

- Online health information
- Prescription drug information
- Health and benefit education
- Dedicated Member Service representatives
- A nurse line available 24/7 to support informed decision making and provide information

### Personalized care and service programs

Take better care of yourself while worrying less. You can use these programs to make sure you're ready to handle a common cold, as well as a chronic condition(s) or even an unexpected health crisis.

## You're in an unexpected health crisis and need help getting through it

Yesterday, you were healthy. Today, you're in the hospital. Now what? When your health status changes overnight and you need help getting the care you need, there is support to help you make informed choices.

Case Management is a program dedicated to members who have complex or catastrophic health care events. It's often difficult to understand the many benefits, services and resources available—that's precisely how our Case Managers can help. Our team of registered nurses and medical directors work with your

doctor to coordinate a plan of care that meets your unique needs. The Case Management Program is voluntary and offered at no additional cost to you. You decide if it's right for you. All medical information obtained during the Case Management process is kept confidential and is only used to support your individual plan.

## We understand that each person is an individual with unique needs.

If you have a long-term health condition(s), it helps your health for a better quality of life.

Our Disease Management Programs can help you do that. These programs have been designed to help you manage chronic conditions such as:

- Diabetes
- Chronic Obstructive Pulmonary Disease (COPD) (i.e. emphysema, chronic bronchitis)
- Coronary Artery Disease (CAD)
- Congestive Heart Failure (CHF)
- Depression

Nurses are available to:

- Talk with you about your condition(s) and helps you understand early warning signs and symptoms;
- Provide information that will assist you with making informed health care decisions and taking an appropriate course of action;
- Give you information about how to access resources and/or providers for specific assistance; and

- Provide member, family and caregiver education and support.

With our Disease Management Programs, we're able to make a difference by sharing information

helps to know what actions to take to manage related to your condition, providing education to prevent complications and supporting the emotional challenges of a long-term, complex condition.

### You have decisions to make about your health and your health care

Whether you're healthy, need to make decisions about preventive care, are seeing a doctor or are handling unexpected health issues, Blueprint for Health decision-support resources can help.

To stay informed, check out our online resources at [www.BluedicareFL.com](http://www.BluedicareFL.com)—they're always available when you need them.

In addition, our Care Management team will provide you with decision support, personalized information and resources related to your specific condition(s) so you may better achieve your health goals.

*That's what Blueprint for Health is all about. Answering the question, "How can Blue help you?"*

# How Can You Get In Touch With Us If You Need Assistance?

We have several ways you can contact us for information.

## How to contact Care Management for chronic and complex needs:

You can call us Monday through Friday (except holidays) from 8:00 a.m. to 5:00 p.m. Local Time at **1-800-809-9808**; **TTY** users please call **1-800-955-8770**.

You or your physician can fax information to us at: **Fax: (904) 565-6225**.

You can also go to our website, anytime, day or night, to access information:

**Website:** [www.BlueMedicareFL.com](http://www.BlueMedicareFL.com)

## How to contact Disease Management Programs:

Call **1-888-476-2227**, Monday through Friday 8:00 a.m. to 5:00 p.m. Local Time (except holidays). **TTY** users please call **1-800-955-8770**.



Remember, these programs are offered at NO additional cost to BlueMedicare HMO, BlueMedicare PPO, BlueMedicare Regional PPO and BlueMedicare Group PPO members.

Florida Blue is a PPO and RPPO Plan with a Medicare contract. Florida Blue HMO is an HMO Plan with a Medicare contract. Enrollment in Florida Blue or Florida Blue HMO depends on contract renewal.

Health coverage is offered by Blue Cross and Blue Shield of Florida, D/B/A Florida Blue. HMO coverage is offered by Health Options Inc., D/B/A Florida Blue HMO, an HMO affiliate of Blue Cross and Blue Shield of Florida. These companies are Independent Licensees of the Blue Cross and Blue Shield Association.

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