

Benefit FOCUS

SPRING '15

**Improved health care
and lower costs**
ACHIEVING EFFECTIVE OUTCOMES

Transparency Tools
HELPING CONSUMERS MAKE
SMARTER HEALTH DECISIONS

Data and Analytics
SHAPING A NEW GENERATION OF CARE

Capital BLUE 

Capital BlueCross is an Independent Licensee of the BlueCross BlueShield Association

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**LIVE
FEARLESS**
Capital BLUE 

capbluecross.com

Improved Health Care, Lower Health Care Costs

Achieving Results through Accountable Care Arrangements

Capital BlueCross' Accountable Care Arrangements, an innovation that the company first introduced in 2011, are proving to yield excellent results including improved quality of care, healthier customers, and lower health care costs.

"As health care continues to evolve at a rapid pace, we remain focused on finding better ways to improve the quality of care, while putting downward pressure on the rising cost trend," said Dr. Jennifer Chambers, Capital BlueCross senior vice president and chief medical officer. "We have done just that over the past four years by collaborating with area providers to implement Accountable Care Arrangements throughout the region. Not only has our model been enthusiastically embraced by physicians and their patients, but this holistic approach to medical care is working as we had hoped."

Since the launch of Capital BlueCross' first Accountable Care Arrangement, the company has tracked lower medical and pharmacy cost trends for patients treated through these partnerships as compared to general plan membership.

Data from physicians who have participated in a Capital BlueCross Accountable Care Arrangement for at least one full year show:

- A nearly five percent decrease in acute inpatient admissions for customers enrolled under an employer plan, and a more than seven percent decrease for Medicare customers
- An eight percent decrease in hospital readmissions for commercial customers, and a nearly 15 percent decrease for Medicare customers
- Emergency room visits have dipped more than 8 percent for employer group and Medicare customers

Capital BlueCross' Accountable Care Arrangements are a significant deviation from the traditional fee-for-service provider payment model. Under the latter arrangement, health insurers simply compensate doctors for patient visits, which typically do not include plan development for better health, the coordination of patient care with carrier data and resources, or setting goals for patients to ultimately achieve healthy results.

Through Capital BlueCross' innovative Accountable Care Arrangements, physician partners are compensated for improving the patient experience and driving healthier outcomes, which in turn reduces health care costs.



More Ways We Reward Quality

About 130,000 Capital BlueCross members are receiving improved care through our QualityFirst Primary Care Recognition Program. This model rewards eligible physicians for delivering high-quality, patient-centered, and affordable care that prioritizes:

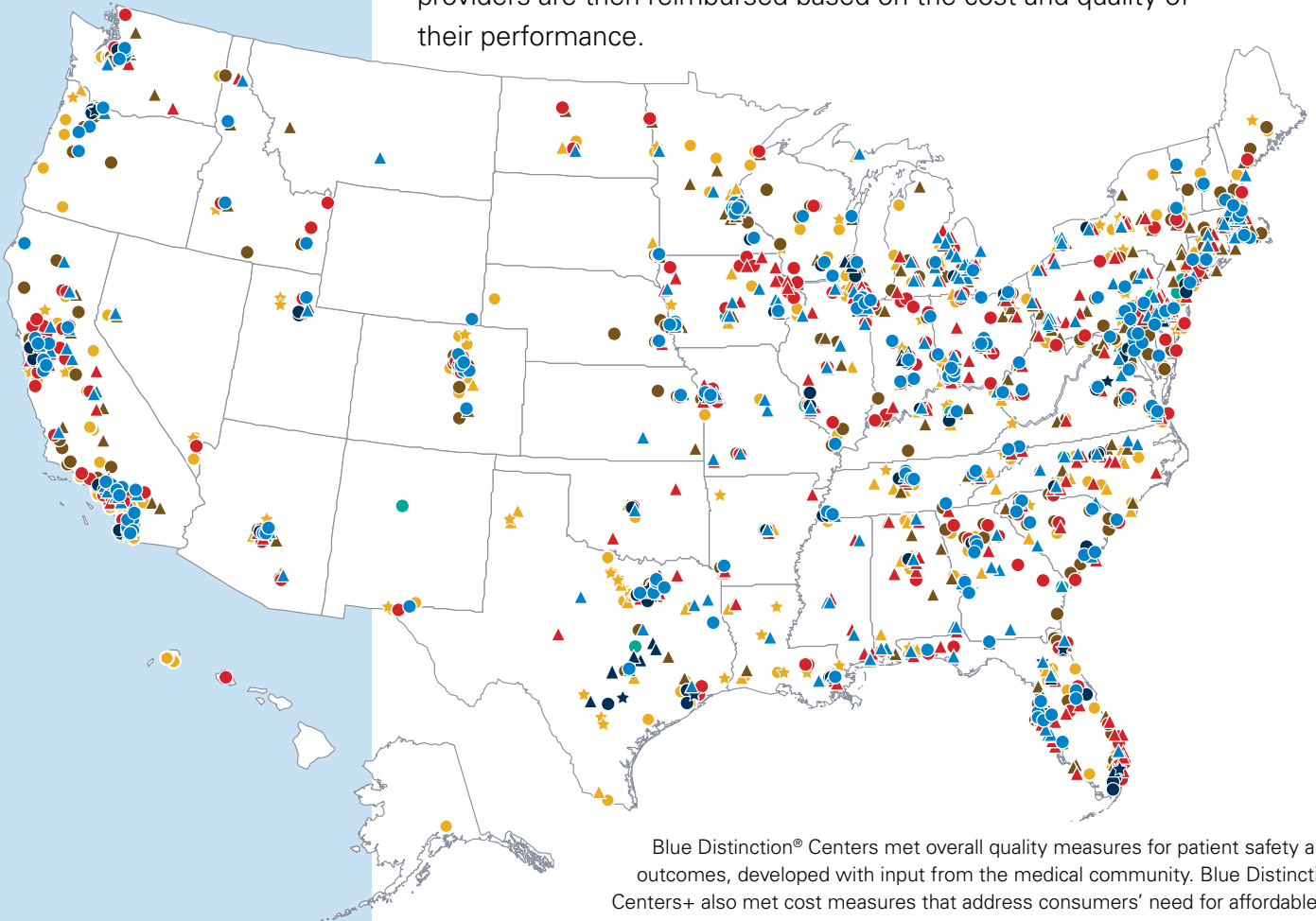
- Quality measures based on Healthcare Effectiveness Data and Information Set (HEDIS) metrics
- Efficient service
- Clinical infrastructures to help manage utilization, such as electronic health records and appropriate patient access

National Access to Quality Initiatives with Blue Distinction®

Specialty Program	Blue Distinction Center (BDC)	Blue Distinction Center+ (BDC+)	BDC and BDC+
Bariatric Surgery	●	▲	★
Cardiac Care	●	▲	★
Complex and Rare Cancers	●	▲	★
Knee and Hip Replacement	●	▲	★
Spine Surgery	●	▲	★
Transplants	●	▲	★

Capital BlueCross works with the BlueCross BlueShield Association (BCBSA) on the Blue Distinction initiative—a national program that recognizes quality, cost-efficient primary and specialty care providers, including our Accountable Care Arrangements. Using the largest health care database in the industry, Capital BlueCross customers now have access to 389 value-based programs across 35 states, including 41 of the top 50 metropolitan areas.

How does Blue Distinction work? Local plans with Blue Distinction programs share information and resources with providers to enable proactive, coordinated care of their attributed patients. Participating providers are then reimbursed based on the cost and quality of their performance.



Blue Distinction® Centers met overall quality measures for patient safety and outcomes, developed with input from the medical community. Blue Distinction® Centers+ also met cost measures that address consumers' need for affordable health care. Individual outcomes may vary. National criteria is displayed on bcbs.com.

Capital BlueCross may require additional criteria for facilities located in its own service area. To find out which services and providers (including hospital based physicians) are covered under your policy, or to learn about Local Blue Plan Criteria, contact Capital BlueCross; and contact your provider before making an appointment to verify its current Network and Blue Distinction Centers status. Each hospital's Cost Index is calculated separately, based on data from Capital BlueCross. Hospitals in portions of CA, ID, NY, PA, and WA may lie in areas served by two Local Blue Plans, resulting in two Cost Index figures; and Capital BlueCross decides whether all hospitals in these areas must meet Blue Distinction Centers+ national criteria for one or both Cost Index figures. Neither BlueCross BlueShield Association nor any Blue Plans are responsible for damages, losses, or noncovered charges resulting from Blue Distinction or other provider finder information or care received from Blue Distinction or other providers. To find out more, contact Capital BlueCross.

Network Hospitals Earn Praise for Quality and Cost Efficiency for Bariatric Surgery

Capital BlueCross and the BCBSA recently recognized nine hospitals within Capital BlueCross' service area as Blue Distinction® Centers and Blue Distinction® Centers+ for Bariatric Surgery.

Blue Distinction Centers are recognized for delivering quality care that results in better overall outcomes for bariatric patients. Blue Distinction Centers+ deliver the same quality care as Blue Distinction Centers, while also meeting key requirements for cost efficiency.

To receive a Blue Distinction Center+ for Bariatric Surgery designation, a hospital must demonstrate success in meeting patient safety as well as bariatric-specific quality measures, including complications and readmissions, for gastric stapling and/or gastric banding procedures.

Hospital	Blue Distinction Center		Blue Distinction Center+	
	Gastric Band	Gastric Stapling	Gastric Band	Gastric Stapling
Geisinger Medical Center	X			X
Lancaster General Hospital	X	X		
Lehigh Valley Health Network			X	X
Milton S. Hershey Medical Center	X			X
PinnacleHealth Hospitals			X	X
Reading Hospital and Medical Center		X	X	
Sacred Heart Hospital			X	X
St. Luke's Hospital – Allentown Campus			X	X
York Hospital	X	X		

Each facility also must have earned national accreditations at both the facility level and the bariatric care-specific level, as well as demonstrate better cost efficiency relative to its peers.

Bariatric surgeries represent some of the most common elective procedures in the U.S., with 179,000 performed in 2013, according to the American Society of Metabolic and Bariatric Surgery. *The Journal of the American Medical Association* estimates that the average cost for each procedure is \$28,000.

The estimated annual health care costs of obesity-related illnesses are more than \$190 million, or nearly 21 percent of annual medical spending in the U.S., according to the *Journal of Health Economics*.

Visit the Search & Save Center on capbluecross.com to locate Blue Distinction and Blue Distinction Centers+ for additional medical specialties and procedures within Capital BlueCross' service area and across the country.

Help Your Employees Save Money on Their Health Care Expenses

Ways TO **SAVE** ALERTS



Employees who are enrolled in PPO plans can sign up to receive a monthly text message or email about savings opportunities and tips to reduce out-of-pocket expenses on their most common health care services, including where to find a quality doctor, close to home, who provides services for less.

To sign up, employees simply need to register or log in at capbluecross.com.

Search & **SAVE** CENTER



Quality, cost, and convenience are three factors you likely consider before making any important purchase. That's why Capital BlueCross created the Search & Save Center, a go-to resource to help customers make informed health care decisions.

With the Search & Save Center, your employees can find a provider, compare treatment costs, estimate out-of-pocket costs, and provide reviews on doctors and hospitals.

To access the Search & Save Center, visit capbluecross.com or download the Capital BlueCross mobile app available on the Apple App Store or Google Play.

Find Ways to Save

REGISTER or log in at capbluecross.com.

LEARN a cost-savings tip each month via text or email.

SAVE by following the links within each message.

Ways to Save® is a trademark of Change Healthcare Corporation. On behalf of Capital BlueCross, Change Healthcare Corporation provides health information content and member health platform tools. Change Healthcare Corporation is an independent company.

Better Health Through Data

As a business leader, you understand the power of data and how it helps shape your company's strategies.

Capital BlueCross puts the power of data to work to develop strategies to improve your health plan, too.

Each year, Capital BlueCross measures the health care services our customers receive through data collection known as the Healthcare Effectiveness Data and Information Set (HEDIS). These measures assess how many customers received important screenings for numerous health conditions and follow-up tests for disease management. In fact, HEDIS information was designed in part to help employers and others make more informed health care choices.

After collecting these figures through claims and other sources, Capital BlueCross develops programs, plans, and outreach campaigns to encourage customers to seek preventive care and manage their health conditions.

Based upon our most recent HEDIS measures, Capital BlueCross has identified the following focus areas to help lower costs and improve the health of your employees and their families:

- Breast cancer screenings
- Controlling high blood pressure
- Diabetes care: HbA1c testing
- Timeliness of prenatal care
- Six or more well visits for infants in the first 15 months of life

How you can help

As an employer, you can do a number of things to improve general member health, which can lower absenteeism, control health care costs, and ultimately improve your top line. You have a vested stake in your employees' health and can leverage your partnership with Capital BlueCross by:

- Reminding employees of their preventive benefits and the online resources available on their secure member page at capbluecross.com.
- Encouraging your employees to download the Capital BlueCross mobile app to help them manage their health, maintain immunization and doctor visit schedules, and find doctors and hospitals.
- Contacting your Capital BlueCross Account Executive to discuss how you can start and manage health and wellness programs at your workplace.



HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA)



Manage Your Health Plan Better with TheonSM Care Engager

Instant access to actionable, comprehensive data gives you the power to:

- Identify care opportunities
- Understand utilization
- Explore savings opportunities
- Pinpoint ways to improve quality
- Manage your health care dollars

TheonSM is a product of Geneia[®] LLC. On Behalf of Capital BlueCross, Geneia LLC provides health data informatics and analytical support and services. Geneia LLC is an independent company.

Bringing Clarity to Your Health Plan Data

What health conditions are most prevalent among your employees? What health services are utilized most frequently? What are the key drivers of your health plan's costs?

Health care data is complex. Using a new and advanced data analytics platform, Capital BlueCross is making it simple.

The Theon Care EngagerTM platform, imagined by Geneia, brings clarity to your health plan data, empowering you to improve the health of your workforce and reduce health care costs.

Accessible on your Capital BlueCross Employer Portal, Theon features:

- A customizable and user-friendly dashboard
- Drill-down and filter features to refine results
- Daily updates of admission and discharge measures
- Monthly utilization and quality metrics
- Action reports in customizable formats
- The option to export reports to Microsoft Excel

Consulting and Technical Support

Personal consulting and technical assistance are always just a phone call or click away to help you make the most of this powerful tool.

To learn more, contact your Capital BlueCross account executive.

Empower Your Employees with Choice

Cost control, plan quality, and convenience are the foundational components of Capital BlueCross' group health plan private exchange. Through our exchange, you can offer your employees a menu of plan options — including prescription drug, dental, vision and more — while controlling costs for your business.

This solution helps our employer customers find the best value for their health care dollar while empowering their employees to shop for a plan that best suits their unique needs and fits their budget.

Here's how it works:

- **Set your contribution amounts**

To help manage your costs and budget for the future, you have the flexibility to choose contributions for each employee, and can set different amounts for single and family coverage, hourly or salaried employees, and other designations.

- **Select your menu of options**

From Capital BlueCross' line of quality products, you build a menu of plan choices from which your employees can shop and choose coverage. You can offer a wide range of deductible levels and include prescription drug, dental, vision, and more.

- **Invite your employees to shop for their plans**

Your employees are able to shop and compare plan offerings and costs with the freedom to pick the plan that's right for them. Since one size doesn't fit all, we'll guide them along the way with a few simple questions to help them make smart decisions that best suit their needs.

Contact your Account Executive or producer to see a demo today and learn more about how Capital BlueCross' group health plan private exchange can help you control costs while empowering your employees with quality and choice.



Manage enrollment online!

Beyond budget planning and employee choice, our exchange eases the administration of your plan's enrollment!

- Add new hires and dependents online
- Easily track who waived coverage
- Access a library of enrollment reports



WORKSITE WELLNESS AWARDS

Earn Money Toward Your Worksite Wellness Program

Capital BlueCross' annual Worksite Wellness Awards recognize employers who promote health and wellness in the workplace.

Applicants for the award are evaluated on:

- Engagement Methods
- Strategic Planning
- Programming
- Measurement and Evaluation
- Supportive Environment
- Success Stories
- Management Support

Visit capbluecross.com/wellnessawards to learn more.

Solutions for Your Entire Employee Population

Your employees are your most valuable resource. And we have solutions to meet each one's health insurance needs, even those who are not eligible for your company-sponsored plan.

Capital BlueCross has a portfolio of quality, flexible individual products to serve all of our customers, from part-time employees to early retirees.

We can assist you with educational seminars and electronic enrollment tools that will assist your employees with simple enrollment in an individual health plan. To discuss these solutions, please contact Jodi Clymans, Director of Individual Sales and Producer Relations, at 717.541.7729 or Jodi.Clymans@capbluecross.com.

See What's in Store

More Than Just Health Insurance

Capital BlueCross is opening a Capital Blue health and wellness store in central Pennsylvania this summer!

The company's second store will be located in the Hampden Marketplace shopping development, which is easily accessible from Interstate 81 in Enola. The first Capital Blue store opened in 2012 in The Promenade Shops at Saucon Valley, a shopping destination in the Lehigh Valley.

"Most health insurance retail locations are somewhat conventional, primarily focusing on sales and traditional customer service," said Gary D. St. Hilaire, Capital BlueCross president and CEO. "Capital Blue is unique in that, first and foremost, it is a health and wellness store that enables consumers to more directly and effectively experience our mission of helping people in the community at large live healthy."

Capital Blue empowers customers to live healthy—and offers valuable resources for your business' well-being, too.



For your employees	For your business
<ul style="list-style-type: none"> • In-person customer service to answer questions about benefits and services • Health and wellness seminars exclusively for your employees • Personalized wellness plans, health risk assessments, and health coaching • Health screenings, such as blood pressure, body mass, skin screening, and so much more • Fitness classes • Kids Zone activities focused on art, wellness, nutrition, and fitness 	<ul style="list-style-type: none"> • Space to host client meetings in our business hub with free Wi-Fi • Free seminars and workshops hosted by health care experts • Capital Blue to You, our mobile store, which can be brought to your workplace • Free seminars and workshops hosted by business experts to boost your business • A café with healthy options for lunch meetings



Capital Blue to You

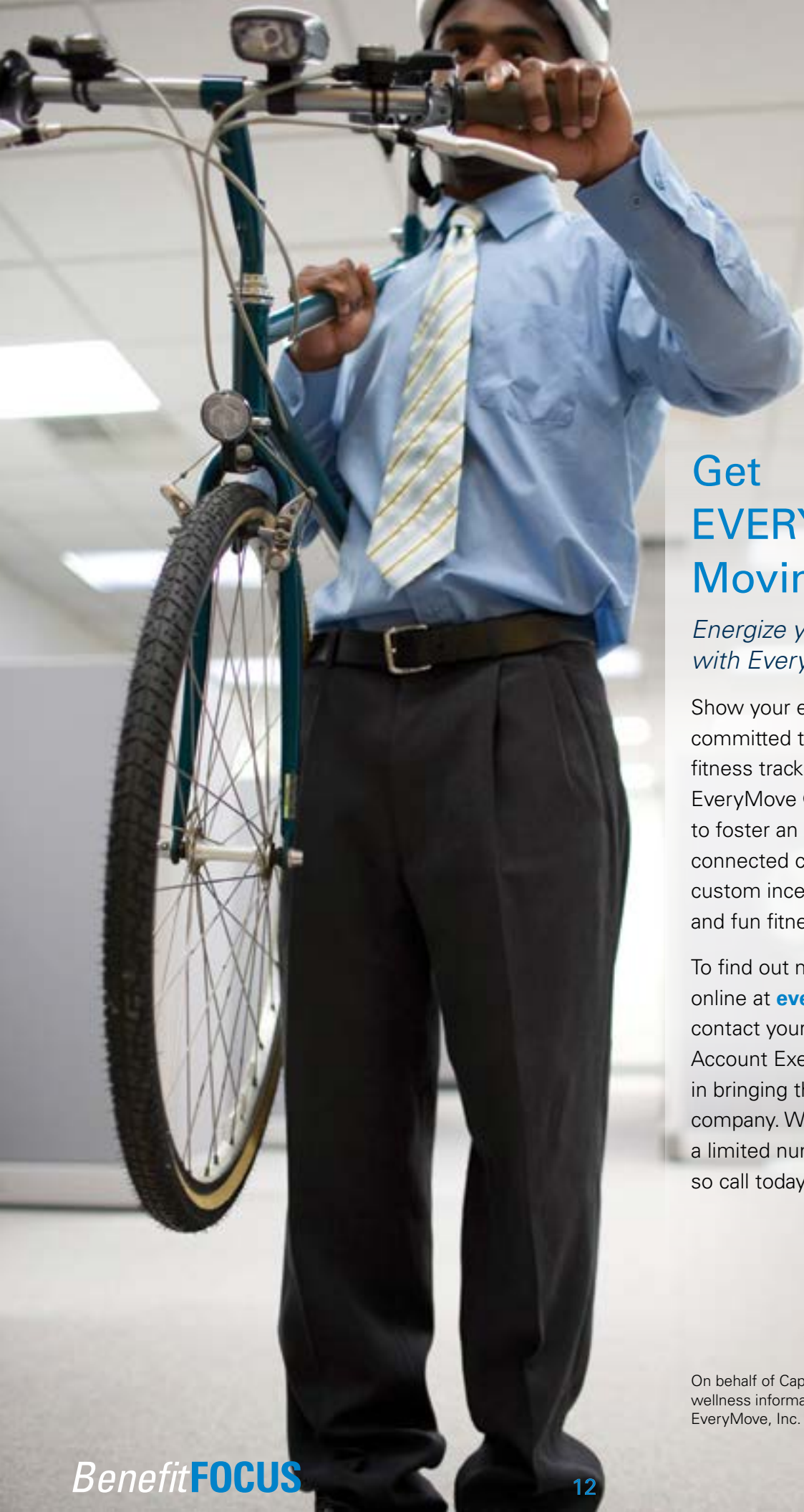
Can't make it to a physical Capital Blue store location? With Capital Blue to You, we'll bring the store experience to you!

Our Capital Blue to You mobile unit is perfect for employee wellness fairs, onsite health exhibits, open enrollment meetings, and more!

Contact your Account Executive for more information.

Stop in, call 855.505.BLUE, or visit capitalbluestore.com to learn more about what Capital Blue can do for you! Plus, stay up-to-date with our calendar of events and get tips for living healthy on our blog!

Capital Blue is brought to you by Capital BlueCross.



Get EVERYONE Moving

*Energize your company culture
with EveryMove @Work*

Show your employees you're committed to their health by bringing fitness tracking to the corporate level. EveryMove @Work is a great way to foster an enthusiastic, active, and connected company culture with custom incentives, charity rewards, and fun fitness challenges.

To find out more, visit EveryMove online at everymove.org/work—then contact your Capital BlueCross Account Executive if you're interested in bringing this program to your company. We're offering this deal to a limited number of employer groups, so call today and reserve your spot!

On behalf of Capital BlueCross, EveryMove, Inc. provides wellness information and member health platform tools. EveryMove, Inc. is an independent company.

Coverage for Your Four-legged Friend

Petplan® pet health insurance is available to Capital BlueCross customers

Pet insurance helps owners avoid the risk of costly, unexpected care for their furry companion that they otherwise may not be able to afford—a risk nearly 76 percent of pet owners would take according to a recent study conducted by the American Veterinary Medical Association.

For more information on adding this value to your benefits package at no cost to you, contact us at **855.224.PETS** or **pets@capbluecross.com**, or visit **capbluecross.com/pets**.



Capital BlueCross customers who enroll their pets online are eligible to receive a 15 percent premium discount.

Pet insurance policies are issued by AGCS Marine Insurance Company and administered by Fetch Insurance Services LLC, d/b/a Petplan. AGCS Marine Insurance Company and Fetch Insurance Services, LLC, are independent companies whose products and services are not BlueCross products and services, and are solely responsible for this pet insurance program. For more information, please visit GoPetplan.com.

Rx Coverage and Services

Access prescription drug plan information and updates to our list of covered drugs on the [Pharmacy section](#) of [capbluecross.com](#).

On this page, you and your employees can review your Guide to Prescription Drug Benefits to learn more about your prescription drug coverage, download claims forms, access the current Capital BlueCross formulary, and much more.



Preventive Care for Dental Health

As your partner in health, one of Capital BlueCross' top priorities is to ensure our customers have access to comprehensive preventive services. Recently, the U.S. Preventive Services Task Force (USPSTF) recommended the addition of the following as covered preventive services*:

- The prescription by a primary care clinician of oral fluoride supplementation starting at age 6 months for children whose water supply is deficient in fluoride.
- The application of a fluoride varnish by a primary care clinician to the primary teeth of all infants and children starting at primary tooth eruption through five years of age.

Effective May 5, 2015, Capital BlueCross updated our schedule of preventive care services to include the USPSTF's recommendations. These added preventive services apply to all Comprehensive, HMO, POS, PPO, and Traditional plans offered to Individual, Group (small, mid, and large) and ASO accounts through Capital BlueCross and its family of companies.

Members enrolled in group plans that are subject to the Patient Protection and Affordable Care Act's (PPACA) zero cost preventive benefits requirement will be able to receive these services at no cost. Members enrolled in grandfathered plans not subject to PPACA's zero cost preventive benefits requirement will have access to these services, but a cost share may apply.

*Reimbursement for the application of the fluoride varnish by a primary care clinician will be less than that of a dental provider. Our recommendation is two paid fluoride varnish services per year (every six months) per patient. Please contact your Capital BlueCross Account Executive or your producer to discuss any questions or concerns.

Preventive services may be updated throughout the year. To see the current list of Capital BlueCross' preventive care services, please go to [capbluecross.com/preventive](#)

Member Privacy Notice

Capital BlueCross Protects Members' Privacy

The Gramm-Leach-Bliley Act protects the privacy of an individual's nonpublic financial information. This protection includes nondisclosure of certain personal financial information, such as income or premium amounts. To demonstrate our compliance, Capital BlueCross provides the following privacy notice to our group and individual customers:

Member Privacy Is Important to Us

At Capital BlueCross, we are committed to providing our members with the highest quality health care products and services. An important part of this commitment is our pledge to protect our members' nonpublic personal financial information.

Our Privacy Pledge

Capital BlueCross does not sell member information. We do not disclose nonpublic personal financial information, except as permitted by law. We do not disclose this information, even when our customer relationships end, except as permitted by law.

Information We Collect

We collect nonpublic personal financial information from the following sources:

- Applications and other forms provided to us
- Transactions (such as claims submissions and payments) with us, our affiliates, or others
- Outside sources, such as health care providers, other insurance companies, and federal and state agencies

How We Protect Member Information

Our policies restrict access of member information only to employees who need this information to provide our products and services, and as permitted by law. We maintain physical, electronic, and procedural safeguards that comply with legal requirements to protect nonpublic personal financial information.



YOUR OFFICIAL NOTIFICATION OF BENEFIT AND POLICY CHANGES

*Benefit*FOCUS is designed to inform and educate our customers about recent benefit and policy changes that may affect your coverage.

- Please share this information with your employees/members.
- You can add other benefit administrators to our mailing list by contacting your Capital BlueCross account executive.
- If you have any questions about your group's benefits, contact Group Services at 800.541.3742.
- Since this information may affect your contract, as well as any labor contracts you may have, please file this update for future reference, or visit capbluecross.com/employers for the current and archived issues of *Benefit*FOCUS.



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