



Let the Lehigh Valley
Business Coalition on
Health Care and
Highmark Blue Shield
help you offer quality,
affordable health care
programs.

Lehigh Valley Business Coalition on Health Care

HIGHMARK®
BLUE SHIELD 



As a Coalition member with an ASO arrangement for health care benefits, you are able to take advantage of the pooled purchasing power that the Coalition and Highmark Blue Shield provide. The pooled purchasing power is only one of the advantages offered by the Coalition; which also gives you:

- Access to health care education conferences and seminars
- The opportunity to network with other LVBCHC members
- An advocate for health care issues in the Lehigh Valley

Medical Benefit Options

Highmark Blue Shield gives you the flexibility to meet your financial objectives and gives your employees the benefit protection they need. With a variety of products and specific benefit designs, you can balance the level of benefit protection you need with your financial objectives. Highmark Blue Shield offers a variety of plan designs to meet the changing needs of the LVBCHC members.

For employees who live outside Pennsylvania

If you have employees who live outside Pennsylvania, Highmark Blue Shield will work with you to administer programs on a national basis using provider networks throughout the country in association with local Blue Cross and/or Blue Shield Plans.

More Than Any Other Insurer, Highmark Gives Your Employees the Resources They Need to Take Charge of Their Care

Highmark Blue Shield wants your employees to take an active, informed role in their health care. That's why Highmark goes beyond the traditional role of health care insurer to educate and empower members. Your employees enjoy a variety of resources to learn about their health, their care and their coverage – more resources than any other area health care insurer.

By offering members 24-hour health care information and assistance and specialized programs for chronic health conditions, Highmark Blue Shield gives members responsive, innovative health care benefits.

A Commitment to Member Service

For assistance with any claims or coverage matter, members can just call the toll-free number on their identification card.

Highmark representatives are trained to answer questions quickly, politely and accurately. In fact, Highmark Blue Shield sets the standard for member service in central Pennsylvania and the Lehigh Valley.

- Highmark Blue Shield processes on average over 98 percent of all claims it receives in 30 days or less, with 99 percent accuracy.
- Highmark Blue Shield images all claims to provide easy access when a member calls with questions.
- Members typically speak to a representative within 30 seconds. Increasingly, members are also choosing to take advantage of Highmark's online inquiry capability.
- Most inquiries are resolved on the first contact because Customer Service representatives are empowered to resolve most issues without management involvement, and they have access to integrated systems and advanced call center technology.
- Highmark Blue Shield maintains full-service walk-in centers in Allentown and Camp Hill.

Blues On Call™ ... there for your employees by phone or online 24 hours a day, 7 days a week

One toll-free telephone call or a quick e-mail connects your employees to Blues On Call – a comprehensive health information and support program offering a wide variety of up-to-date, easy-to-understand health care resources. Contacting Blues On Call connects members to a Health Coach, who is a specially trained registered nurse. A personal Health Coach is available to discuss questions about any health topic – a rash, an earache, a recent diagnosis, medications, a scheduled medical test or surgery.

Members don't have to be ill to contact a Health Coach. They can learn about available programs and resources that address stress management, personal nutrition, weight management, physical activities and more...to help members stay healthy and active.

Blues On Call also offers videotapes or DVDs members can watch at home to learn about certain conditions or make decisions about treatment.

Blues On Call Plus...a highly tailored set of interventions that target specific risk levels

Blues On Call Plus gives you a set of individually tailored services that can be utilized by the largest percentage of your employees. A dedicated unit delivers all services across the continuum of care. Purchasing Blues On Call Plus is your best choice for controlling your medical spending and increasing your return on investment.

Blues On Call Plus features four components:

- **Outreach for more employees with targeted and chronic conditions** — Chronic condition management helps ensure that employees with asthma, chronic obstructive pulmonary disease (COPD), diabetes, congestive heart failure (CHF) and coronary artery disease (CAD) get the appropriate help they need to reduce complications and the cost associated with increased utilization, emergency room visits, surgeries and other care.
- **Expanded complex case and utilization management** — A service that focuses on whole person management of certain cases. High cost and specific diagnoses cases are identified as services that require an intense level of coordination, community services, education and advocacy. An integrated team of health care professionals combine their expertise to guide your employees to appropriate, timely, quality health care services that meet their specific needs.
- **First report absence** — offers an employer resource that focuses on the identification and elimination of unnecessary workplace absences.
- **Health promotion outreach** — targets those who are well and those who are at risk for chronic conditions. Blues On Call Plus identifies employees who may benefit from wellness-coaching programs. By managing certain health conditions to keep them from getting worse, unnecessary surgeries, work absences and productivity losses can be avoided.

Highmark Blue Shield Highlights

- Highmark Blue Shield, through its predecessor companies, has provided dependable health care coverage since 1940.
- Highmark Blue Shield is among the top 15 health insurers in the country.
- Members "Have a greater hand in their health" through Blues On Call, Customer Service and Highmark Blue Shield's Web site.
- Through Highmark Blue Shield, employees in central Pennsylvania and the Lehigh Valley can obtain high-quality, affordable insurance programs regardless of occupation or health status.

Lehigh Valley Business Coalition on Health Care Highlights

- Working to promote affordable, quality health care benefits since 1980.
- Helping members secure the best pricing for benefit coverage.
- Offering members access to health care education conferences and seminars.
- Providing the opportunity for members to network with other LVBCHC members.
- Advocating legislation on behalf of member health care interests.



Member Support on the Web at www.highmarkblueshield.com

Highmark Blue Shield makes it easy for members to manage their health plan – and their health – on its Web site www.highmarkblueshield.com.



Members have a wealth of health information at their fingertips. Whether they are looking for a health care provider or managing their claims...want to make informed health care decisions on treatment options...or lead a healthier lifestyle, Highmark can help with easy-to-use online tools and resources.



Members enjoy access to the following online features:

- **At “Your Coverage” members can ...** research plan options, review member information and benefits, get coverage information and request replacement identification cards.
- **At “Your Spending” members can ...** view claims, track health care costs, get information about the costs of medical services and access information on their spending account if they have one.
- **At “Your Health” members can ...** assess their wellness, link to health care decision support, explore treatment options, and get information on lifestyle improvement and preventive health care recommendations.
- **At “Choose Providers” members can ...** access our new provider directory which includes a wide range of information on doctors, hospitals and other providers.
- **At “Health Topics” members can ...** read articles, get information in the Health Encyclopedia, go “Inside the Human Body,” and find the latest information on surgeries and procedures.

These are just a few examples of the many health information and support tools available on our member Web site.



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Blue Shield and the Shield symbol are registered service marks of the Blue Cross and Blue Shield Association, an association of Independent Blue Cross and Blue Shield Plans.

Blues On Call is a service mark of the Blue Cross and Blue Shield Association.