



STAT Bulletin

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To: All PCPs and Select Specialists (MD, DO)
Contracts Affected: Medicare Advantage

Disease Management Program to be Administered by Alere for Senior Blue and Traditional Blue Medicare PPO Products

As part of our continuing effort to provide the highest quality healthcare coverage, BlueCross BlueShield is pleased to announce a disease management program for our Medicare Advantage members.

We have partnered with Alere Medical, Inc. to assist our Senior Blue and Traditional Blue Medicare PPO members in managing their health through a disease management service involving four major diseases:

- Heart Failure
- Coronary Artery Disease (CAD)
- Chronic Obstructive Pulmonary Disorder (COPD)
- Diabetes

This program helps members with chronic illnesses improve their health by helping them to become actively involved in managing their care.

There is no cost to the member and participation in these programs is completely voluntary. The goal of each program is to assist the member in learning more about their condition, how to better understand and control their symptoms, and how to better manage their prescription medications. Alere's clinical staff will provide education and coaching over the phone as well as provide educational materials in the mail.

The programs do not interfere with your role as the physician directly overseeing your patient's care and making changes, as necessary. These programs are valuable to the physician because they provide you with information about changes in your patients' conditions, thereby reducing the risk of crises such as emergency care or hospitalization.

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These programs help patients manage their chronic illness through a unique combination of at-home monitoring, patient education, and nurse-patient relationships. Alere uses the following components to administer the program:

- In-home patient monitoring devices
- Medication adherence and compliance
- Provider reports

Our members who qualify for this program will be contacted in early February 2008 and provided with the details of this free service. Once the member enrolls in one of the four disease management programs, your office will be contacted directly by Alere Medical, Inc. informing you of your patient's enrollment.

Once our member (your patient) begins the program, and if an issue is identified that requires your attention, you will be notified by Alere within 24 hours so that you may contact the patient. If there is an issue that does not require your immediate attention, you will be notified via fax. Alere will also alert you via fax if there are questions or issues regarding your patient's medications.

It is our hope that you will encourage your patients to participate in this free disease management program. It is our goal to have a positive impact on the health of our members by helping them to better manage their health conditions, thus empowering them to lead healthier and more satisfying lives.

If you have any questions regarding the Alere program, please contact our Provider Service department at 1-877-327-1395.