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**To: All PCPs and Select Specialists (MD, DO)  
and Mid-Levels (CNM, NP, PA)**

**Contracts Affected: All Lines of Business**

### **New Program Coincides with World COPD Day**

BlueCross BlueShield of Western New York announces a new chronic obstructive pulmonary disease (COPD) program within its Disease Management services to help improve outcomes for its members. This program is designed in collaboration with the Global Initiative for Chronic Obstructive Lung Disease (GOLD), healthcare professionals, and COPD patient groups throughout the world. GOLD established World COPD Day to be observed this year on November 19.

BlueCross BlueShield has identified a significant number of members who suffer from COPD, chronic bronchitis and emphysema. As we continue to identify these members, we are now able to provide them with educational materials, a COPD action plan and either telephonic health coaching or case management services, depending on the severity.

Our health plans have adopted the GOLD guidelines and have posted them on our web site as a tool for our practitioners to use to help manage this challenging population. For a copy of the GOLD clinical practice guidelines, as well as the COPD Action Plan, go to our provider web site at [www.bcbswny.com](http://www.bcbswny.com).

For additional information about our program, please call 1-877-878-8785.