

Shield Advocate Program

In general, 1% of members represent approximately 20% of total healthcare costs. That's where Shield Advocate comes in. We connect with the highest-risk members in your population to effectively manage healthcare costs.*

How it works

Shield Advocate is a comprehensive care management program to help members live better with illness, recover from acute conditions, and have a more seamless healthcare experience.

The Shield Advocate team includes nurses, behavioral health clinicians, social workers, health coaches, and other specialty clinicians. The team provides personalized coaching, education, and support to help members achieve overall health improvement.

Shield Advocate expands services in Shield Support using a designated care management team that has a deeper knowledge of a group's population and benefits programs. It includes additional predictive modeling criteria to identify a broader group of at-risk members so that we can offer support now to prevent serious health issues later.

Through broader outreach and engagement, Shield Advocate can help employers contain their healthcare costs while keeping their employees and dependents healthy.

Candidates are identified for outreach based on:

- Inpatient admissions
- Emergency room visits
- Acute or chronic conditions
- Medications
- High-cost claims
- Health risk assessments
- Predictive risk scores

Members are offered a wealth of education and self-care resources via phone, online, print, and in person to align with their preferences, including:

- Telephonic coaching from nurses, behavioral health clinicians, social workers, dietitians, and pharmacists
- Home visits with a health coach or nurse
- Biometric home monitoring for heart failure, diabetes, coronary artery disease, and COPD
- In-person (within California) and online self-management workshops based on nationally recognized curricula
- Virtual health coaching and cognitive behavioral therapy modules

* Mitchell E. Concentration of Health Expenditures in the U.S. Noninstitutionalized Population, 2014. Statistical Brief #497. November 2016. Agency for Healthcare Research and Quality, Rockville, MD. http://www.meps.ahrq.gov/mepsweb/data_files/publications/st497/stat497.pdf.

Who is identified and engaged

This program supports members with a wide variety of healthcare needs, including:

- Behavioral health
- Cancer
- Cardiovascular conditions, e.g., coronary artery disease, heart failure
- Catastrophic injury
- Depression
- Diabetes
- LGBTQ health
- Musculoskeletal conditions
- Opioid use
- Pain management
- Respiratory conditions, e.g., asthma, COPD
- Stroke
- Transplant process
- Recent ER utilization or hospital stays

Reporting

Client-specific reports including program metrics such as identification, engagement, program intervention utilization, and outcomes are available on a quarterly basis.

To learn more about the Shield Advocate program, visit blueshieldca.com.

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