

Shield Concierge

A single source for answers

Shield Concierge is our new, integrated service model designed to improve and expand the customer service experience. The program provides one-on-one support from a team of Blue Shield representatives who strive to resolve members' inquiries during their first contact and proactively identify Blue Shield services that support members' engagement in their health.

How the program works

Our Shield Concierge team includes health advocate registered nurses, health coaches, social workers, pharmacists, pharmacy technicians, and customer service representatives who provide comprehensive information and personalized one-on-one support.

The strong collaboration within the Shield Concierge team ensures rapid problem resolution and comprehensive support. Our team of experts receives expanded training so that they can quickly answer most questions on the first call as well as be proactive in offering resources. With their wide spectrum of expertise, this integrated team provides personalized coaching and support.



How members benefit

Members benefit from a seamless end-to-end, high-quality process. Just by making one call, members can:

- Receive help from a professional team that provides a more personalized experience
- Obtain increased resolution of inquiries on the first contact and few transfers to other departments
- Work with a skilled liaison who navigates through a problem to its resolution
- Benefit from additional follow-up processes that help them to stay informed and reduce the need to call back

How your business benefits

Your employees receive an expedited and more personal plan experience. We resolve their issues so that you don't have to. Fewer employees should need to contact you for assistance with problem resolution or plan concerns.

Skilled liaisons navigate members' questions through to resolution. Gone are the experiences of potentially feeling isolated or being bounced around from department to department.

One call, many experts

A toll-free call connects members to our team of professionals ready to assist with a range of inquiries, such as:

- Explaining benefits and coverage
- Helping locate providers locally and around the world
- Resolving billing issues
- Requesting additional or replacement Blue Shield member ID cards
- Providing assistance with pharmacy prescriptions
- Helping select a doctor, hospital, or urgent care center
- Facilitating prior authorizations and referrals to specialists
- Connecting members to condition management and wellness programs

Features exclusive to Shield Concierge:

- Real-time communication of personalized care tips and reminders for screenings and medications
- Real-time connections to our wide spectrum of health management programs

Going beyond problem resolution

The team makes proactive recommendations to close care gaps, obtain appropriate screenings, or engage in programs members may not have been aware were available. Recommendations may include:

- Programs for members with specific health conditions
- Follow-up care for post-hospitalization or for diagnosis of certain conditions
- Recommended immunizations, medication adherence, and safety measures
- Completing a Well-Being Assessment and participating in employer or health plan wellness programs



Participant satisfaction

We deliver high-member satisfaction by striving to resolve issues on the first call. The Shield Concierge program delivers best-in-class, competitive service by navigating on behalf of members, anticipating their needs, identifying gaps in care, and connecting them to programs based on their needs.

Program integration

The program is integrated with Blue Shield's High-Risk Case Management,* Prenatal Program,* Musculoskeletal Case Management,† Disease Management,* NurseHelp 24/7,^{SM*} and Wellvolution®[‡] programs to provide a seamless experience.

Reporting

Quarterly reporting includes call metrics, service performance, clinical program referrals, and case management activity and outcomes.

“Throughout the years I have been fortunate to have had the opportunity to work with individuals that I have admired for their professional accomplishments and personal merits. Yet, the Shield Concierge representative managed to set the bar higher as he rose above and beyond and worked tirelessly to help me make a smooth transition into my new health plan.”

– Satisfied member

* Included for fully insured; available as value-added service for self-funded.

† Available as value-added service.

‡ Daily Challenge® and Well-Being Assessment included for all members; customized programs available as value-added services.

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