

CareTips use data to improve care

CareTips is a clinical messaging program designed to help improve quality of care and yield cost of healthcare savings. Messages are based on nationally recognized clinical practice guidelines and focus on quality improvement topics, many of which are drawn from HEDIS clinical measures. Sent to members, the messages are intended to encourage preventive care and support improvement in treatment outcomes for patients with chronic conditions.

How are CareTips generated?

CareTips are based on a systematic analysis of Blue Shield of California's medical, pharmacy, and lab claims that identifies potential gaps in care and medication-related issues. Some examples include:

- Chronic disease management recommendations for members with asthma, coronary artery disease, diabetes, heart failure, and chronic obstructive pulmonary disease
- Medication recommendations related to consistent, appropriate and safe medication use
- Preventive-care information including recommended lab tests, screenings, immunizations, and other wellness measures

Who receives CareTips?

CareTips are monthly targeted mailings sent to members informing them of potential gaps in care, inappropriate medication usage, and recommended preventive screenings. Each mailing includes up to three educational messages that are based on the member's individual healthcare needs.

The personalized mailings are timely, straightforward, and easy to understand. They are designed to facilitate member education and encourage the member to discuss the CareTips with their healthcare provider. All messages are sent confidentially via U.S. mail.

CareTips are based on national clinical practice guidelines for a number of common conditions, treatments, and screenings

Hello Sandra,

Your health matters! That's why we're sending you CareTips – suggestions on ways to manage your health. Our records show that it's time for you to talk to your healthcare provider about the following:

Ask your doctor about a Pap test

A Pap test can help reduce your risk of cervical cancer.

- A Pap test looks for changes in the cells of the cervix.
- Finding and treating these changes early makes cervical cancer less likely.

Pap tests are recommended for most women at least every 3 years, starting no later than age 21. Some women should be checked more frequently. Ask your doctor how often you should get Pap tests.

message #100172

Ask your doctor about a mammogram

Routine mammograms can help save lives.

- A mammogram can find cancerous tumors that are too small for you or your doctor to feel.
- Breast cancer is most easily treated and cured when it is found early.
- Regular mammograms can help find breast cancer early.

Regular breast cancer screenings are recommended for women over age 40. Talk to your doctor about a mammogram.

message #100176

Ask your doctor about colon cancer screening

Routine testing can help save lives.

- Regular screening tests can find colon cancer early.
- Colon cancer is treatable.
- Colon cancer is easier to cure when it is caught early enough.

Regular colon cancer screenings are recommended for people age 50 and older. How often you need screening is based on the type of test done. Ask your doctor which test is best for you and how often you need to be tested.

message #100175

Sample CareTips shown. Messages may vary.

Program integration

CareTips is integrated with Blue Shield's health management programs. This strategic integration allows for CareTips messages to be reinforced at more than one touch point with a given member. For example, a disease management nurse will follow up with a member regarding a CareTips message during the member's regular chronic disease management care calls. A member calling NurseHelp 24/7 may be reminded about their CareTips message by the nurse handling their call. This robust communication across programs and clinical staff encourages comprehensive, consistent, and coordinated member education.

Reporting

Employers with CareTips receive a quarterly report that includes the count of members reached, number of mailings sent, types of CareTips messages provided, and conversion rates showing the number of members who have followed up on their CareTips and completed the recommended action. No confidential member information is disclosed. Sample reports are available.

Member satisfaction

Recently, 96% of members reported being satisfied, very satisfied, or extremely satisfied with CareTip.*

* Blue Shield of California 2013 CareTips Member Satisfaction Survey Report.

CareTips facilitate education, timely preventive care, self-management, and open dialogue between members and their doctors.

For more information about CareTips, please contact your Blue Shield account manager or account representative.

This program is offered by Blue Shield of California and Blue Shield of California Life & Health Insurance Company.