

Dependable Shared Services Solutions

for Blue Plan special markets



BlueLink^{TPA}

Gain greater control with a Shared Services Solutions from BlueLink TPA

BlueLink TPA offers tailored, powerful, cost-effective Shared Services Solutions, so you can focus on delivering a high-touch customer care experience every time. With more than 30 years of experience in serving the benefits administration needs of Blue Plan special markets, you can count on expert handling of your operations and infrastructure needs.

"I'm diverting too many human and financial resources to administration and claims processing for my special markets customers."

"I need to find ways to retain, grow and win business in special markets."

"I'm missing opportunities because it is too costly to support the infrastructure needed to serve special markets."



Our Shared Services Solutions include:



Shared processing technology



Wellbeing tools



Sales support



Custom portals



Custom administration by segment



Dedicated service teams



Cultural awareness



Integrated Health Management

Special markets

Tribal • Department of Corrections • Other markets unique to Blue Plans

As an affiliate of Blue Cross and Blue Shield of Minnesota, BlueLinkTPA understands that each Blue Cross plan has unique market needs and high service expectations for the communities they serve.

Simple solutions to manage your special markets

SERVICE MODEL

A trusted account team

- Personalized online and face-to-face interactions
- An understanding of the Tribe's needs
- Training and education on the tailored health benefits the tribe

CLINICAL

Personalized health & wellness benefits

- Holistic support for the mind, body and soul
- Preventive solutions for all ages
- Guidance from BlueLink TPA clinical staff

PLAN ADMINISTRATION

Customized reporting options

- Cost management tools
- Custom client and member portals
- Simplified claims integration

Cultural understanding and personalized solutions every step of the way.

Tribal Solutions

With an emphasis on customizing programs and services to meet the unique needs of each special market, we collaborate with you to ensure quality and consistency across the continuum of care. Our experienced and responsive teams have been offering Tribal communities a full range of integrated third-party administrative (TPA) services, including:

- Custom client and member portals
- Health and wellness products
- Support from dedicated member services specialists
- Flexibility to administer custom designed plans

In addition to these shared services, both Tribal communities and Taft-Hartley groups have more options to customize their plans, including:

Tribal Communities

- Administration of 506 legislation for the Purchased/Referred Care (PRC)
- Communication and education strategy for providers and members for the PRC program
- Simplified claims integration with PRC and re-pricing capabilities at the point of claim
- Customized plans to maximize use of Indian Health Services (IHS), Tribal clinics and Tribal resources



Guiding members to the care and services they need

From pre-enrollment, to enrollment, to ongoing assistance, it's important to guide members to health and wellbeing offerings that help them get the most from their benefits. BlueLink TPA offers a variety of communication templates and materials to jump start or supplement your engagement solutions and your network offering.

BlueLink TPA communication solutions

Benefits education

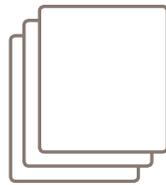


Help customers create an integrated marketing communications campaign to educate members on their benefits and how to use their plan.

Open enrollment

Provide the materials customers need to support their members in choosing from available options:

Printed materials



These include information on plan benefits, administration, networks, care management programs, frequently asked questions, and more.

Phone support



Dedicated special markets team members are available to answer questions about benefits, network and transition of care issues.

Internet resources



Mobile-enabled resources offer 24/7 access to valuable tools, including the Find-a-Doctor search tool, even before coverage is effective.

Core claims processing solutions

- Private-labeled, Shared Services Solutions, including a dedicated customer care team
- Available customized ID cards
- Dental administration
- Pharmacy benefits administration
- Claim repricing and adjudication for Medicare-like rates (MLR)
- PRC eligibility and maintenance
- Medication Therapy Management (MTM)
- COBRA and HIPAA administration
- Comprehensive and customized reporting packages
- Local, regional and national network offerings
- Stop-loss reinsurance

Customizable ways to work together

Blue Plan	BlueLink TPA
<ul style="list-style-type: none"> • Act as host plan for local members • Negotiate host plan fees • Perform provider service • Retain membership counts 	<ul style="list-style-type: none"> • Process BlueCard® claims in Shared Services Solutions • Perform customer service • Track Tribal referrals • Provide customized ID cards • Generate client reporting • Group billing
Blue Plan or BlueLink TPA	
Manage client relationship • Send and manage eligibility file • Provide stop-loss reinsurance • Provide care management	

Each Blue Cross and/or Blue Shield plan is an independent licensee of the Blue Cross and Blue Shield Association.

Tools to promote better health

We offer a range of tools and resources to help your members take charge of their overall health, engage in specific health and wellbeing goals, and become more confident health care consumers. You may choose only the options that best fit the needs of your members.

INFORM: Educate about general benefits, wellness and prevention topics		
Service	Description	Included/Available
Member services specialists	Answers to benefit questions and referrals to nurses, when necessary.	Included
Online wellness and prevention resources	A library of articles, videos, quizzes and calculators about preventive care, health conditions, diseases, procedures and prescriptions.	Included
Employee/member communications	A member engagement strategy with support materials to increase understanding and use of health and wellbeing programs.	Included
Onsite educational seminars	One-hour seminars on various health-related topics help increase member knowledge and prompt changes in health behaviors.	Available

ACTIVATE: Encourage individuals to learn about their health status and set personal health goals		
Service	Description	Included/Available
Online health assessment	A snapshot of individual health status, along with tools to develop a personal health improvement plan.	Included
Health screenings	Individuals learn their numbers (weight, blood pressure, cholesterol, glucose, etc.) so they can develop a plan for making healthier choices.	Available
Fitness member discounts	Up to \$20 monthly discount for meeting workout goals.	Available

Each health care provider is an independent contractor and not our agent.

TREAT: Provide individuals access to integrated, appropriate and high-quality care, when and where they need it

Service	Description	Included/Available
Provider cost/quality	Members easily get recommendations on doctors, hospitals, prescriptions and other information based on cost and quality.	Included
Integrated case and condition management support	Members with complex health care needs or very high cost conditions receive support from a variety of health care professionals to stay on track with their health goals. A full suite of clinical and behavioral programs is now integrated.	Included
Nurse line	Members may contact a nurse 24 hours a day, seven days a week for answers to health-related questions.	Available
Online care	A convenient face-to-face option for members to get care from a board-certified doctor from home, work or even on vacation.	Available

COACH: Support individuals as they take meaningful steps toward improving health habits

Service	Description	Included/Available
Maternity management	Education, support and rewards guide expectant mothers to essential care throughout their pregnancies.	Included
Online health coaching	Online health coaching helps members address health goals and concerns.	Included
Quitting tobacco support	Members can develop and maintain a quit plan with information and support from a wellness coach.	Included
Employee assistance program	Member access to confidential, short-term counseling with licensed professionals by phone, as well as referrals for in-person counseling.	Available
Telephone-based lifestyle coaching	One-on-one, over-the-phone coaching to support personal health goals.	Available

Calls to Member Services are answered within 30 seconds,
with an inquiry accuracy rate of 99.6 percent

MANAGE: Help individuals with chronic or serious conditions achieve improved outcomes

Service	Description	Included/Available
Utilization management	Support to assure effective, appropriate, efficient use of medical and behavioral health care resources.	Included
Medication management	Helps minimize errors and adverse drug events while directing patients to the most cost-effective therapies.	Available
Home-care solutions	Services and products that enable patients to remain in a safe home environment.	Available

Visit bluelinktpamn.com

For more information about our products, programs and services, contact:

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BlueLink TPA

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Blue Cross® and Blue Shield® Association
serving Minnesota businesses and
their members across the nation