



North Carolina
State Health Plan
FOR TEACHERS AND STATE EMPLOYEES



Communication Update – Health Literacy

Board of Trustees Meeting

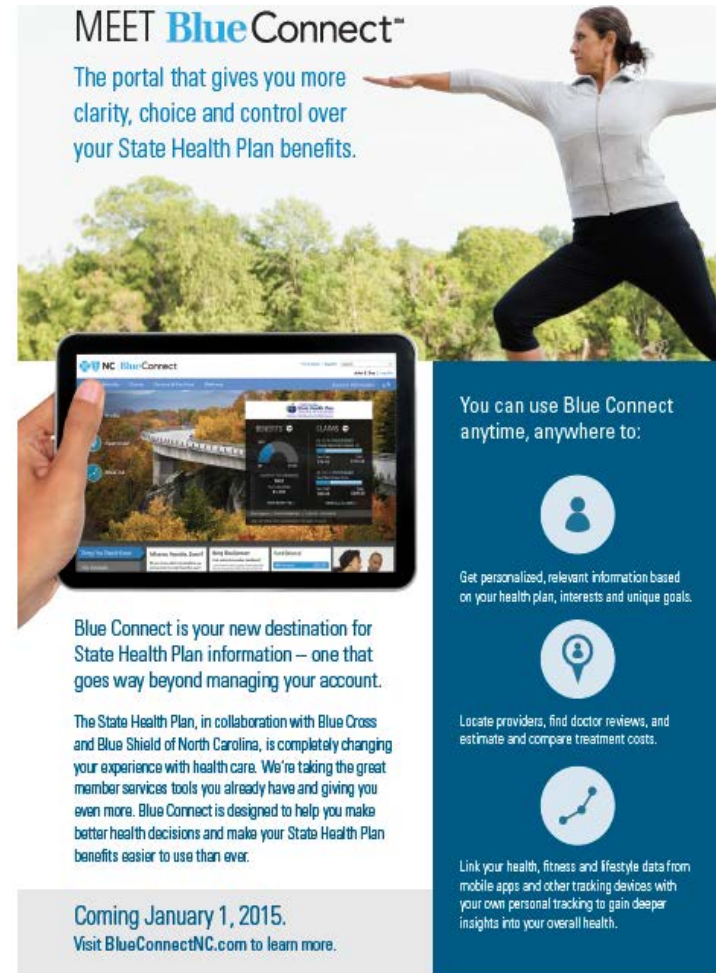
November 20, 2014

A Division of the Department of State Treasurer

Health Literacy: Blue Connect

BCBSNC is rolling out an enhanced member website in January. In addition to providing new features and tools, the site will have a new name: Blue Connect

We plan to promote the site throughout 2015 as part of our health literacy campaign. While our health literacy strategy is still in development, we are taking advantage of the issuance of the 2015 AE ID cards to insert a “buck slip” promoting the site.



MEET Blue Connect™
The portal that gives you more clarity, choice and control over your State Health Plan benefits.

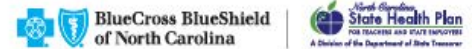
You can use Blue Connect anytime, anywhere to:

- Get personalized, relevant information based on your health plan, interests and unique goals.
- Locate providers, find doctor reviews, and estimate and compare treatment costs.
- Link your health, fitness and lifestyle data from mobile apps and other tracking devices with your own personal tracking to gain deeper insights into your overall health.

Blue Connect is your new destination for State Health Plan information – one that goes way beyond managing your account.

The State Health Plan, in collaboration with Blue Cross and Blue Shield of North Carolina, is completely changing your experience with health care. We're taking the great member services tools you already have and giving you even more. Blue Connect is designed to help you make better health decisions and make your State Health Plan benefits easier to use than ever.

Coming January 1, 2015.
Visit BlueConnectNC.com to learn more.



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Health Literacy: Bundled Payment

Coming Soon

- Promotion of Bundled Knee Replacement Surgery at the following practices:
 - OrthoCarolina
 - Triangle Orthopaedics
- Working on plans to communicate these services through direct mail and other avenues

CONSIDERING knee surgery?



Costs for a knee replacement in North Carolina can vary from \$18,000 to \$75,000. That's a difference of 400%!

Blue Cross and Blue Shield of North Carolina and OrthoCarolina have worked together to bring you a better solution, saving you up to \$1,500 in out-of-pocket costs.

What is a bundle?

A bundle brings all the components of your knee surgery together:

- + Orthopaedic Surgeon Fee
- + Hospital Facility Fee
- + Anesthesia Fee
- + Physical Therapy

And you spend less!

What are the benefits of a bundled program?

- + Increased overall quality of care
- + Higher level of service
- + Greater emphasis on the management of costs
- + Physical Therapy at our facility is covered at 100%
- + All post-surgical services included

OrthoCarolina

LEARN MORE

Contact OrthoCarolina today at **704-323-2452**.



bcbsnc.com



BlueCross BlueShield of North Carolina

