

Blue Cross Blue Shield Of Massachusetts Offers New Program To Care For Chronically Ill Seniors At Home

Innovative partnership with Landmark Health begins April 3

BOSTON, April 3, 2017 /PRNewswire-USNewswire/ -- In an effort to improve care and support for our members who are faced with serious illnesses, today [Blue Cross Blue Shield of Massachusetts](#) (Blue Cross), the largest health plan in the Commonwealth, announced it will partner with [Landmark Health](#) on an innovative program that provides care to seniors in their homes. The program is the first of its kind in New England.

Letters are being mailed to Blue Cross Medicare Advantage members with serious chronic or acute conditions, such as cancer, heart disease, depression, diabetes, or kidney disease, inviting them to participate in the program. While we believe this program will deliver high value for members, the program is voluntary.



Landmark Health provides home-based medical care to individuals with multiple chronic conditions. Their care team is available 24/7, providing chronic care management and urgent visits in the comfort a patient's home. The providers are supported by an interdisciplinary team including nurse care managers, behavioral health providers, and social workers, which allows them to integrate medical, behavioral, social, and palliative care for patients.

This new program will begin in the Worcester area on April 3 and expand to Boston and Springfield throughout 2017, potentially reaching 3,500 members across the Commonwealth.

"This innovative program reinforces our commitment to improving access to high-quality, affordable health care for our members by allowing us to provide care where seniors are often most comfortable—in their homes," said Blue Cross Chief Physician Executive Bruce Nash, M.D.

Under this model, Landmark clinicians provide care that complements—but does not replace—care members receive from their regular doctors. The model has shown to increase patient satisfaction, improve the quality of care, and reduce health care spending for emergency room, inpatient, and skilled nursing facility visits.

"We have seen the positive impact our program has had on patients," said Landmark Chief Medical Officer Mike Le. "We are excited to partner with Blue Cross Blue Shield of Massachusetts to bring our unique care model to New England."

This new program is one of three innovative partnerships Blue Cross has under way to improve care for Medicare Advantage members in the region. The Dementia Care Coordination Program, developed with the Alzheimer's Association Massachusetts/New Hampshire Chapter, creates an individualized care plan for members who have Alzheimer's or dementia. The Transitions in Care Pilot Program works with Elder Services of Worcester to send health coaches out to help members after they are discharged from the hospital, leading to speedier recoveries and improved management of their condition.

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We're the trusted health plan for more than 25,000 Massachusetts


employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we're rated among the nation's best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#).

About Landmark Health

Landmark Health is the leading national provider group focused on delivering in-home care services exclusively to the most chronically ill, wherever they reside and whenever they need it. Landmark Health has completed over 85,000 house calls, including nearly 20,000 urgent visits since its founding in 2014. Landmark's team of mobile clinicians partners with the local provider community and serve as its 24/7 eyes and ears in the home. For more information about Landmark Health, please visit www.landmarkhealth.org.

SOURCE Blue Cross Blue Shield of Massachusetts

For further information: Greg Winter, gregory.winter@bcbsma.com, 617-246-2372

Additional assets available online:  [Photos \(1\)](#)

<http://newsroom.bluecrossma.com/2017-04-03-Blue-Cross-Blue-Shield-Of-Massachusetts-Offers-New-Program-To-Care-For-Chronically-Ill-Seniors-At-Home>