Blue Care Partnership Selected to Deliver Integrated Care for Dually Eligible Medicare and Medicaid Enrollees in Massachusetts

New Service Delivery and Payment Model Slated to Begin April 2013

BOSTON — November 7, 2012 — Blue Care Partnership, a joint initiative between Blue Cross Blue Shield of Massachusetts (BCBSMA) and the Massachusetts Behavioral Health Partnership (MBHP), a ValueOptions® company, announced today that it has been selected to participate in the Massachusetts/Center for Medicare and Medicaid Services (CMS) demonstration to integrate Medicare and Medicaid benefits for people who are "dually eligible" for both programs. Upon successful readiness review and contract negotiations, Blue Care Partnership will care for the Commonwealth's dually eligible individuals in 11 counties, including Barnstable, Bristol, Essex, Franklin, Hampden, Hampshire, Middlesex, Norfolk, Plymouth, Suffolk and Worcester.

Many people with dual eligibility have complex needs because of serious chronic illnesses and disabilities, including mental illness. Getting to the right mix of health care and long-term supports in the community is critical in facilitating access to quality, coordinated care.

"Blue Care Partnership will give members access to the right services and supports to move beyond the limitations of the fragmented health care system they know today," said Audrey Shelto, CEO of Blue Care Partnership. "By integrating all forms of care—medical, behavioral, pharmacy, dental, vision and long-term care—and putting individuals at the center of their care plans—we will ensure that members get all the services they want while improving their health."

"As Massachusetts is the first state awarded a contract for the CMS demonstration, Blue Care Partnership is a historic endeavor," adds Heyward Donigan, ValueOptions President and CEO. "We will work tirelessly to not only improve treatment services for individuals in the Commonwealth, but also to build a system of care that serves as a national model for other states that will soon follow Massachusetts."

Blue Care Partnership was one of 10 organizations to submit an application for the CMS demonstration program, and Massachusetts is one of 26 states that submitted proposals to the federal government to participate in the program. Eligible individuals can begin to enroll in an Integrated Care Organization (ICO) managed care plan, like Blue Care Partnership, as early as February 2013 with their coverage effective on April 1, 2013 or thereafter.

BCBSMA and MBHP/ValueOptions have extensive experience managing health benefit plans for Medicare, Medicaid and commercial members. BCBSMA has more than 2.8 million members and a network of over 21,000 primary care physicians, specialists and acute care hospitals. MBHP provides comprehensive behavioral health services to more than 430,000 people enrolled in the MassHealth Primary Care Clinician (PCC) Plan, as well as support services to the primary care clinicians treating these members.

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. Celebrating our 75th anniversary in 2012, we 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 members first, we are rated among the nation's best health plans for member satisfaction and quality.

About ValueOptions

ValueOptions® is a health improvement company that serves more than 32 million individuals. On behalf of employers, health plans and government agencies, we manage innovative programs and solutions that directly address the challenges our health care system faces today. A national leader in the fields of mental and emotional wellbeing, recovery and resilience, employee assistance, and wellness, ValueOptions helps people make the difficult life changes needed to be healthier and more productive. With offices nationwide and a network of more than 130,000 provider locations, ValueOptions helps people take important steps in the right direction. We help them live their lives to the fullest potential. Visit www.valueoptions.com for more information.

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