Blue Cross Blue Shield of Massachusetts Honored by American Well for Innovations in Telehealth

BOSTON — June 19, 2019 —Blue Cross Blue Shield of Massachusetts ("Blue Cross") has been honored by American Well, the leading national telehealth services provider, for its innovation in influencing telehealth's role in health care delivery. The company was selected by a leadership committee at American Well for its vision, achievements, and execution on rethinking the role of a health plan in using telehealth.

"Our priority is the health of our members, so it's critically important to us that they be able to find the treatment and services they need in a timely manner," said Greg LeGrow, Sr. Director of Consumer and Provider Solutions. "Encouraging and supporting telehealth adoption among our local providers and providing direct medical and behavioral health access via our Well Connection platform have been key to helping our members find the treatment and services they need, when they need them, at an affordable price."

In addition to offering medical and behavioral health services, including therapy, via telehealth, Blue Cross has also installed telehealth kiosks at its offices in Boston, Quincy, and Hingham, to save employees time and money. Instead of taking time off to go to the doctor, employees can use the kiosks during the workday to have a real-time video visit with a licensed provider who can diagnose, treat and prescribe medication for routine medical conditions.

"Blue Cross Blue Shield of Massachusetts is at the forefront of the wellbeing movement - a model for how other organizations can and should promote overall wellness in the workplace," said Danielle Russella, president of Health Plan Solutions at American Well. "We are thrilled to be called their partner, and even more honored to recognize their transformational thinking and actions on making high-quality care easily accessible. They're innovators through and through, and I have no doubt this is only the beginning."

American Well presented the award to Blue Cross during a ceremony held June 13 in Boston.

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 are committed to the relentless pursuit of quality, affordable health care *with* an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube, and LinkedIn.

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