

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS EXPANDS SUPPORT FOR MEMBERS WITH HIGH-RISK PREGNANCIES AND PREMATURE BABIES

State's leading health plan works with ProgenyHealth to reduce NICU readmissions and improve health outcomes

BOSTON – October 3, 2024 – [Blue Cross Blue Shield of Massachusetts](#) (“Blue Cross”) today announced a new program to support members with high-risk pregnancies and premature babies. Blue Cross is working with [ProgenyHealth](#), an independent health care organization dedicated to maternal and infant health, to provide services for the health plan’s commercial members with NICU (neonatal intensive care unit) admissions.

“Premature and medically complex newborns represent a vulnerable population, and families of NICU infants often face significant challenges and stress,” said Dr. Sandhya Rao, Blue Cross’ chief medical officer. “ProgenyHealth enables us to better support our members and their clinicians and improve health outcomes for at-risk infants.”

ProgenyHealth provides care management services to families with babies in the NICU, and for the first year of life. ProgenyHealth’s team of neonatologists/pediatricians and NICU/pediatric nurses works closely with hospital clinicians to improve at-risk newborn outcomes by helping ensure members get the best care at the right time.

The program includes:

- A dedicated team of specialists from ProgenyHealth that works with the baby’s care team to improve outcomes and consult on external issues that may affect the baby’s health
- A clinical team that helps coordinate services after discharge
- A care manager to provide support and education as needed
- An on-call staff member available 24/7

“Our NICU care management work with Blue Cross Blue Shield of Massachusetts is helping to pave the way for a lifetime of health and well-being for infants as we provide support during their crucial first year of life,” said Susan Torroella, CEO, ProgenyHealth. “We are proud to work with such a highly recognized and community-focused health plan committed to transforming maternal and infant health. Today’s health plan members need proactive care and ongoing personalized support, and that is what we are committed to delivering.”

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to showing up for everyone like they’re the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, we are rated among the nation’s best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#).
