

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS ANNOUNCES NEW OFFERINGS FOR 2025

BOSTON – November 21, 2024 – [Blue Cross Blue Shield of Massachusetts](#) (Blue Cross) is announcing new offerings to meet the diverse needs of our customers.

"More than ever, our account customers and members are looking for affordable health plan options that allow them and their loved ones to access high-quality care in a way that's easy for them," said Blue Cross' Vice President of Product Management and Innovation Rachel Vorobyev. "Our account customers can tailor these new, flexible medical and pharmacy offerings to support the unique needs of their employees."



The following offerings will be available starting January 1, 2025:

Affordability focused offering: Blue Cross is enhancing our Blue Select plans for individuals and small group customers. The offering will provide 8-10% premium savings by using a cost-efficient provider network. Members will also have access to Blue Cross' Virtual Care Team Feature¹, which provides \$0 primary care provider and mental health visits for certain providers², as well as three \$0 mental health, chiropractor and acupuncture visits.³

CVS Weight Management Program: Self-insured customers with 100 or more employees who have their pharmacy benefit through Blue Cross now can offer the CVS Weight Management Program, which helps members who are taking a weight loss medication achieve and maintain a healthy weight through personalized support.

Teladoc Health's Chronic Condition Plus and Weight Management programs: Self-insured customers with 500 or more employees now will have access to two new offerings through virtual care company Teladoc Health. The first is designed to help individuals with several chronic conditions such as diabetes, pre-diabetes, and hypertension manage their conditions through personalized care plans, virtual consultations with health care professionals, and continuous monitoring through connected devices. The second is designed to help individuals achieve sustainable weight loss through personalized coaching and nutritional guidance.

Family friendly offerings

\$0 primary care provider and mental health visits for dependents: Blue Cross self-insured customers with 51 or more employees can offer their employees a set number of \$0 sick and mental health/substance use visits for enrolled health plan dependents. Eligible dependents include children, young adults through age 26 and disabled children of any age. Customers can apply this benefit to the first 1, first 3 or first 6 visits per dependent, per plan year.

Reduced primary care provider and mental health office-visit copay for dependents: Self-insured customers with 51 or more employees can offer their employees a reduced sick and mental health/substance use office visit copay for enrolled dependents. Eligible dependents include children, young adults through age 26 and disabled children of any age.

Cleo caregiving solution: Cleo provides personalized, end-to-end support for caregivers and their families. Through a dedicated Cleo Guide, participants receive tailored advice and resources, including expert consultations, specialist sessions and on-demand content. Cleo addresses a wide range of caregiving needs, from child development and pediatric nutrition to senior care and long-term planning.

Sempre Health medication adherence solution: To improve medication adherence and affordability for members with select chronic conditions including diabetes, Blue Cross is expanding its partnership with Sempre Health to individuals and small group

customers. Sempre's interactive tools and discounts help eligible members save when they fill their medications consistently and on time. The program is already available to customers with 51 or more employees offering a medical plan with pharmacy coverage.

All offerings are available to customers Jan. 1, 2025, on anniversary, unless noted otherwise. Program availability and costs vary based on multiple factors, including employer size, funding arrangement and plan design.

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](#).

- 1. Before qualifying for no-cost virtual visits, HMO members must designate a Virtual Care Team provider as their primary care provider (PCP), and Saver/HSA-eligible plan members must meet their deductible.*
 - 2. \$0-copayment visits through the Virtual Care Team feature are available only through Firefly Health and select Carbon Health providers.*
 - 3. Not available on Saver plans.*
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