

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS ADDS NEW VIRTUAL CARE OPTION TO SUPPORT WOMEN'S HEALTH

State's leading health plan adds Visana Health to help treat a wide range of women's health issues, including complex conditions such as endometriosis and polycystic ovary syndrome

BOSTON, Feb. 6, 2025 /PRNewswire/ -- Building on its commitment to women's health, [Blue Cross Blue Shield of Massachusetts](#) ("Blue Cross") today announced a new virtual care option designed to support women through all life stages. [Visana Health](#), a virtual women's health clinic that goes beyond family planning to provide medical care for all women, is now available to most Blue Cross members.



MASSACHUSETTS

"It's important that women have access to the services they need to take charge of their own health and well-being," said Dr. Monica Ruehli, Blue Cross' clinical director of reproductive health and gender affirming services. "Adding more options like Visana Health ensures we can show up for our members and better support women throughout their health journeys."

Visana Health's clinical research found that 1 in 3 women have gaps in care, while another report found that women [spend 25% more time](#) in "poor health" than men. Visana Health's team of clinical specialists' diagnoses and treats all women's health conditions, from menstruation to menopause, and specializes in complex conditions such as fibroids, endometriosis and polycystic ovary syndrome (PCOS). Operating in all 50 states, Visana Health helps to eliminate long waits for care, prevents costly and unnecessary surgeries, procedures, and medications.

"Women's health includes high-cost, complex conditions. Yet, many women's health conditions remain overlooked, and there is a critical lack of services to support women in these stages of their healthcare journey," said Barbara Levy, Chief Medical Officer of Visana Health. "Visana Health and Blue Cross have a shared mission to ensure that women are heard, helped and supported at all stages of their health."

BLUE CROSS' WOMEN'S HEALTH LEADERSHIP

Over the past few years, Blue Cross has taken a number of steps to support women's health and the needs of our members. This includes:

- Offering support options through [Maven Clinic](#) to support our employer customers and our employees throughout their reproductive health journey.
- Working with [Cleo](#) to offer a family care platform that supports parents and caregivers across all life stages. Available as a buy-up for certain employer customers starting January 1, 2025, Cleo makes caring for loved ones – from infants to older adults – easier through one-on-one personalized guidance, expert support and resources.
- Providing our own specialized Reproductive Health Care team gives Blue Cross members access to personalized support options and resources for a variety of women's health issues, including supporting diverse families embarking on their parenthood journey.
- Launching a pilot program with [Accompany Doula Care](#) to help address racial inequities and improve maternity and birthing care across Massachusetts by pairing eligible members with a birth doula.

Additional reproductive health and women's health services and resources include reimbursement for childbirth classes, breast pump savings, lactation counseling and more. Members can visit MyBlue to learn more about what is available to them.

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](#).

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