BLUE CROSS BLUE SHIELD OF MASSACHUSETTS ADDS NEW VIRTUAL-FIRST PRIMARY CARE OPTION

State's leading health plan adds CloseKnit to provide convenient access to primary care

BOSTON, May 8, 2025 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts ("Blue Cross") today announced a new virtual-first primary care option designed to support members' health when and where they need it. CloseKnit, which provides virtual and in-person access to primary care, is now available to most Blue Cross members. This comes at a critical time as Massachusetts continues to face a primary care physician shortage.



As part of their agreement, CloseKnit is participating in Blue Cross' value-based payment program and provides members with convenient and timely access to primary care.

"Primary care is the foundation of good health," said Dr. Ashley Yeats, Blue Cross' vice president of medical operations. "Not only can virtual primary care help alleviate the physician shortage, but it gives our members access to more care options and can improve their overall experience."

CloseKnit offers convenient preventive care, sick/urgent care, chronic care, disease management, and more, all from your smartphone, computer, or in-person appointments available at One Post Office Square in downtown Boston. In addition to these services, members also have access to a dedicated care team of doctors, nurses, and Health Guides to support their health needs and guide them to the right care.

"It's exciting to bring CloseKnit to Massachusetts," said Mary Jane Favazza, CEO of CloseKnit. "Care is personal. We want our patients to feel how much we care about them from the start and understand that our goal is to provide the care they need, when and where they need it."

Expanding access to primary care
Blue Cross has grown its primary care network by 13% over the past five years. Members can visit MyBlue to learn about care options available to them.

"We understand how difficult it is for our members to access high-quality, affordable primary care," said Lisa Glenn, Blue Cross' vice president of network partnerships and innovation. "Our focus is on building a network of providers that can support our members now and navigate members to the care they need when they need it."

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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