Better health in sight

Anthem Blue Cross and Blue Shield vision and health plans work together for better all-around care
Eye care has evolved

Anthem’s Blue View Vision™ introduces a first-of-its-kind partnership between health and vision plans:

- Network eye doctors can now view and print relevant patient health histories, including patient summaries, diagnoses, lab results and prescriptions, for a more complete health picture.
  - These providers just have to choose View Medical History on the online claims system, eye doctors can see health data that is compliant with the Health Insurance Portability and Accountability Act (HIPAA).
- We connect the dots between the member’s claims and medical history to find possible gaps in care. For example, a member may be due for an important health screening. Now, eye doctors can securely view an online Care Alert about their patient and remind him or her to get the necessary screening.
  - Eye doctors simply select Alerts on the online claims system to see their patients’ Care Alerts.

How routine eye care can lead to better health care:

- Detect — Eye doctors are often the first to find high-risk health problems, including high blood pressure, high cholesterol, and diabetes and its related eye problems, through eye exams.
- Connect — Primary care and vision doctors, health plans and disease management nurses can share patients’ health histories for a better understanding of their problems, needs and risks. This collaboration is HIPAA compliant.
- Manage — Based on the types of services members receive from primary care and vision providers, our disease management programs can identify those who are at risk and may need support. These employees can then get preventive care reminders and access to a nurse coach to help them stay on top of their conditions.

What if all doctors worked together to help employees achieve better health?

At Anthem Blue Cross and Blue Shield (Anthem), they do. Only Anthem paves the way for two-way communication between eye doctors and primary care doctors. We help them work together, share information and coordinate care — all through one company. So employees benefit from an approach that makes the average eye exam far less average.
The eye care connection

Eye doctors are often the first to find health problems like high blood pressure, high cholesterol and diabetes. So eye doctor visits may be the first step toward getting much-needed care.

It’s also important for doctors and specialists to make sure members with certain health problems get the right eye care. At Anthem, we help connect all the information — and all our network providers — so they can see eye to eye on our members’ care.

Health history for better care

Every time a member gets care in our network, it becomes part of his or her health history. That includes checkups, eye exams, lab tests and prescriptions. So whenever network doctors or nurse care managers see members and pull up their health history, they have the big picture information to provide the best care.

Plus, if a member forgets the name of a medication, lab test results or an important health detail, his or her doctors will likely find it in that member’s personal health history.
Members get better care management

Members don’t have to wait for a doctor to refer them to one of our care management programs. A visit to any network doctor — an eye doctor or primary care doctor — can help us better target at-risk members for these programs.

We also connect members with extra support through our nurse outreach program and care alerts. Care alerts help members stay on top of ongoing health problems, like diabetes, heart disease and other conditions.

Get a solid return on investment (ROI) and satisfied members

Our ConditionCare programs report an ROI of at least $2:$1 or better.¹ Plus, 91% of members who spoke to a nurse coach rated their ConditionCare experience as “Excellent.”²

Choose Anthem Blue Cross and Blue Shield vision and health plans for better communication, better care and one-company convenience. Call your Anthem Sales representative to learn more.

¹ Internal Health and Wellness Solutions data study and Actuarial validation, 2009.
² Internal Health and Wellness Solutions Member Satisfaction study (high-risk participants), Q4 2011.
Jeff doesn't let his busy work schedule slow him down. He makes time to work out and plan healthy meals. But he only sees his primary care doctor when he’s really sick — which is almost never. That’s how three years slipped by without checkups. When Jeff went to the eye doctor for new contacts, he was stunned to hear his eye exam showed signs of high blood pressure. That’s when he was contacted by an Anthem nurse care manager, who now helps him keep his numbers in check between regular doctor visits.

Mary is always on top of preventive and diabetes care. But her 20/20 vision makes it easy to forget about eye checkups. When her primary care doctor looked at her health history and saw she was long overdue for important vision care, he reminded her how diabetes can damage eye nerves — and put her perfect vision at risk. Thanks to Mary’s doctor, and care alerts that remind her to get those critical eye exams, Mary is back on track with all her care.