

CARE MANAGEMENT AND UTILIZATION MANAGEMENT



Blue Cross and BCN offer care management programs to members. We also provide utilization management programs.

These programs vary based on member coverage and may be administered by Blue Cross or BCN staff or by contracted vendors.

- **Care management** programs provide patient support by identifying patients with health risks and working with them to improve or maintain their health.
- **Utilization management** programs focus on ensuring that patients get the right care at the right time in the right location through the authorization process.

These programs are provided by the vendors listed below.

Care management

- [Genex Services LLC](#)
- [Landmark Health LLC](#)
- [naviHealth](#)
- [PopHealthCare®](#)

Utilization management

- [CareCentrix®](#)

Keep reading to learn which members have access to or requirements under these programs. Programs may not apply to all members.

This document is subject to change. Access this document via ereferrals.bcbsm.com to ensure you're viewing the most up-to-date information.

CARE MANAGEMENT

Genex Services LLC

Provides in-home assessments for members with complex medical conditions who are at high risk for inpatient admissions or emergency room visits. The in-home assessment includes a medication reconciliation and an environmental risk assessment.

Genex also provides these programs:

- **Catastrophic care management:** Provides support for members with high acuity and complex needs.
- **Life care plan:** Estimates the projected life-long cost of care.

To be eligible for these services, members must be engaged in the Blue Cross® Coordinated Care program.

Genex provides these services for the following groups and individual members, when they're referred by Blue Cross Coordinated Care staff:

- Blue Cross commercial
 - Most fully insured groups — **Exception:** Michigan Education Special Services Association
 - Most self-funded groups* — **Exceptions:** Select Ascension groups, Dart Container of Michigan and UAW Retiree Medical Benefits Trust
 - All members with individual coverage
- BCN commercial — All fully insured groups, all self-funded groups* and all members with individual coverage

Resources

- genexservices.com/**
- [genex-catastrophic-injury-management](#)**

CARE MANAGEMENT

Landmark Health LLC

Delivers in-home medical services for patients with multiple chronic conditions to help them stay healthy at home and reduce avoidable emergency department visits and hospital admissions.

Using a physician-led, interdisciplinary team, the program complements office-based primary care with various in-home services. It's available to Medicare Advantage members who reside in select counties in Michigan's Lower Peninsula.

Primary care providers receive a list of their patients who are eligible for the program.

Landmark provides these services to the following groups and individual members:

- Medicare Plus BlueSM — All groups and all members with individual coverage
- BCN AdvantageSM — All groups and all members with individual coverage

Resources

- [High-intensity in-home care program: Frequently asked questions for providers](#)
- [landmarkhealth.org](#)**

PopHealthCare[®]

Through their CareSite[®] program, PopHealthCare provides in-home visits and phone-based care coordination by a team that includes nurse practitioners, physicians and registered nurses.

The program provides support that helps members:

- Monitor chronic conditions
- Prevent exacerbations
- Identify acute problems
- Develop self-management skills
- Address advance directives

PopHealthCare provides these services to the following groups and individual members:

- Medicare Plus Blue — Some groups and some members with individual coverage

Resources

[pophealthcare.com](#)**

CARE MANAGEMENT

naviHealth

Offers a nonclinical, transitional care program for Medicare Advantage members that aims to reduce avoidable inpatient readmissions. naviHealth does this by:

- Engaging members during their hospital stays and supporting them through phone calls for up to 30 days after discharge
- Identifying social barriers that may affect medical outcomes and connecting members with appropriate resources
- Helping to coordinate physician appointments
- Connecting members with appropriate Blue Cross and BCN clinical programs and resources
- Assisting members with medication adherence

The program is available to members who are discharged from inpatient facilities in Michigan to their homes or to certain post-acute care facilities in Southeast Michigan.

naviHealth provides this service to the following groups and individual members:

- Medicare Plus BlueSM — All groups and all members with individual coverage
- BCN AdvantageSM — All groups and all members with individual coverage

Resources

- [Nonclinical, transitional care program aims to reduce readmissions for Medicare Advantage members](#) article in the November 2021 *Record*
- navihealth.com/solutions/readmissions-reduction/**

UTILIZATION MANAGEMENT

CareCentrix®

Makes authorization determinations and supports the coordination of home health care, such as skilled nursing and physical, occupational and speech therapies.

CareCentrix provides these services for the following products:

- Medicare Plus Blue — All groups and all members with individual coverage
- BCN Advantage — All groups and all members with individual coverage

Resources

- carecentrixportal.com/ProviderPortal**
- [Home health care: Frequently asked questions for providers](#)

For Medicare Plus Blue

- [Blue Cross Home Health Care](#) page on the ereferrals.bcbsm.com website
- In the “Utilization management” section of the [Medicare Plus Blue PPO Manual](#), see the “Prior authorization process for home health care” subsection

For BCN Advantage

- [BCN Home Health Care](#) page on the ereferrals.bcbsm.com website
- See the “Guidelines for transitional care” section in the [Utilization Management](#) chapter of the *BCN Provider Manual*

ADDITIONAL INFORMATION

About this document

This document lists coverage exceptions for major groups.

It also refers to additional resources. For resources that are publicly available, we provide direct links. To access documents that aren't publicly available, including provider manual chapters:

1. Log in to our provider portal (availability.com**).
2. Click *Payer Spaces* on the menu bar.
3. Click the BCBSM and BCN logo.
4. Click the *Resources* tab.
5. Click Secure Provider Resources (Blue Cross and BCN).

Information for out-of-state providers

See the following documents for referral and authorization requirements.

- For Blue Cross commercial and Medicare Plus Blue members: [Provider Preauthorization and Precertification Requirements](#)
- For BCN commercial and BCN Advantage members: [Non-Michigan providers: Referral and authorization requirements](#)

You can view these documents and our medical policies through the [Medical Policy & Pre-Cert/Pre-Auth Router](#). To access the router, go to bcbsm.com/providers, click *Resources*, scroll to the “Out-of-area prior authorization resources” section and click the *out-of-area router* link.

Reminder

As always, it's essential that providers check each member's eligibility and benefits prior to performing services.

Providers are responsible for identifying the need for authorization through our provider portal, Benefit Explainer or Provider Inquiry and for obtaining authorization for services, as needed.

Genex Services LLC, Landmark Health LLC and PopHealthCare are independent companies that provide select care management services for Blue Cross Blue Shield of Michigan and Blue Care Network.

CareCentrix is an independent company that manages the authorization of home health care services for Blue Cross Blue Shield of Michigan and Blue Care Network members who have Medicare Advantage plans.

*For self-funded plans, the employer assumes the risk for claims costs and pays a fee for administrative services provided by Blue Cross or BCN.

**Clicking this link means that you're leaving the Blue Cross Blue Shield of Michigan and Blue Care Network website. While we recommend this site, we're not responsible for its content.