

### CARE MANAGEMENT AND UTILIZATION MANAGEMENT



Blue Cross Blue Shield of Michigan and Blue Care Network offer care management programs and support services 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 independent companies.

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

These programs are provided by the independent companies listed below.

#### Care management and support services

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

#### Utilization management

- [Utilization Management department](#)

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](http://ereferrals.bcbsm.com) to ensure you're viewing the most up-to-date information.*

## CARE MANAGEMENT AND SUPPORT SERVICES

### 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 to 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 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/](https://genexservices.com/)\*\*
- [Genex Catastrophic Injury Management](#)\*\*

## CARE MANAGEMENT AND SUPPORT SERVICES

### 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 Michigan's Lower Peninsula and meet the eligibility criteria for this program.

Primary care providers receive a list of their patients who are eligible for the program. We identify eligible members through specific criteria related to level and number of qualifying chronic conditions, age, geographic location and other factors (for example, frailty).

Landmark provides these services to eligible members with the following health plans:

- Medicare Plus Blue<sup>SM</sup> — All groups and all members with individual coverage
- BCN Advantage<sup>SM</sup> — All groups and all members with individual coverage

### Resources

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

### PopHealthCare

Through Emcara Health, PopHealthCare<sup>®</sup> 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

This program is available to eligible members who reside in certain counties in Florida.

### Resources

[pophealthcare.com](http://pophealthcare.com)\*\*

## UTILIZATION MANAGEMENT

### Utilization Management department

Makes prior authorization determinations for private duty nursing services.

Our Utilization Management department provides this service for the following groups:

- Some Blue Cross commercial groups
- Some BCN commercial groups

Important: Not all groups have private duty nursing as a benefit.

**Check each member's eligibility and benefits prior to performing services.**

### Resources

#### For Blue Cross commercial

- [Reminder: Private duty nursing services will require prior authorization](#) article in the September 2022 issue of *The Record*
- [Private duty nursing program: Coverage, authorization and billing criteria](#) PDF

#### For BCN commercial

- [Michigan providers: BCN global referral, plan notification and prior authorization requirements](#) PDF

## 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](https://availability.com)\*\*).
2. Click *Payer Spaces* on the menu bar and then click the BCBSM and BCN logo.
3. Click the *Resources* tab.
4. Click *Secure Provider Resources (Blue Cross and BCN)*.

### Information for non-Michigan providers

See the following documents for prior authorization requirements.

- For Blue Cross commercial and Medicare Plus Blue members: [Prior authorization requirements for Michigan and non-Michigan providers](#) PDF
- For BCN commercial and BCN Advantage members: [Non-Michigan providers: BCN referral and authorization requirements](#) PDF

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](https://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 prior authorization through our provider portal, Benefit Explainer or Provider Inquiry and for obtaining prior authorization for services, as needed.

\*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.

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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.