

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 department and independent companies listed below.

Care management and support services

- [Genex Services LLC](#)
- [Homeward Health](#)

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 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 lifelong cost of care.

To be eligible for these services, members must be engaged in the Blue Cross Coordinated CareSM 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, or MESSA
 - 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/**
- [Genex Catastrophic Injury Management](#)**

Home-based services

*For complex medical conditions, in-home medical services,
prior authorization determinations and more*

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CARE MANAGEMENT AND SUPPORT SERVICES

Homeward Health

Supplements the services provided by primary care providers to improve patients' health, while focusing on health care provider collaboration and communication.

Homeward is available to Medicare Plus Blue and BCN Advantage members in:

- All counties in the Upper Peninsula
- The following counties in the Lower Peninsula: Alcona, Alpena, Antrim, Arenac, Bay, Benzie, Charlevoix, Cheboygan, Clare, Crawford, Emmet, Gladwin, Grand Traverse, Iosco, Isabella, Kalkaska, Lake, Leelanau, Manistee, Mason, Mecosta, Midland, Missaukee, Montmorency, Newaygo, Oceana, Ogemaw, Osceola, Oscoda, Otsego, Presque Isle, Roscommon and Wexford

Exception: Members attributed to providers who are in Blueprint contracts aren't eligible for Homeward.

A local Homeward care navigator can collaborate with health care providers and their patients to provide additional resources and help to coordinate care based on their patients' needs. There's no additional cost to members and participation is voluntary, so it won't affect members' benefits if they choose not to participate.

Homeward care navigator services include:

- Finding local support for medical appointment rides, meals, caregiving resources and more
- Connecting members with primary care providers and specialists, scheduling visits and coordinating and providing in-home visits for patients with barriers to in-office care

- Assisting members with finding behavioral health providers closer to home
- Answering member questions about medication or medical equipment
- Helping to navigate benefit questions and access community resources and applicable plan-led programs

In addition to care navigators, Homeward's care team includes M.D.s, D.O.s, advanced practice providers, medical assistants, pharmacists and nurse care managers who help providers manage patients' chronic conditions and close care gaps. Homeward won't take attribution for members.

To learn more, call Homeward at 1-844-429-9278 from 7 a.m. to 7 p.m. Eastern time Monday through Friday or go to homewardhealth.com/providers.**

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

- [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

Home-based services

For complex medical conditions, in-home medical services, prior authorization determinations and more

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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 (availity.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 prior 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, 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.

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Availity® is an independent company that contracts with Blue Cross Blue Shield of Michigan and Blue Care Network to offer provider portal and electronic data interchange services.

Genex Services LLC is an independent company that provides select care management services for Blue Cross Blue Shield of Michigan and Blue Care Network.

Homeward Health is an independent company contracted by Blue Cross Blue Shield of Michigan to provide personalized health care services to select Medicare Advantage members.