

## **News for BCBSNC Group Administrators Universal Preventive Services Reminder**

October 14, 2008

Beginning in October, BCBSNC will implement a new Universal Preventive Reminder that incorporates seven preventive health screenings recommended by the US Preventive Services Task Force (USPSTF). Reminders will incorporate member-specific data to highlight specifically those screenings for which a member is overdue. All commercial members (ASO and underwritten) are eligible to get the reminders, including Blue Advantage members.

This reminder replaces our previous programs that sent separate reminder letters or automated phone calls for preventive services for which members may be due, including mammograms, pap smears, and colon cancer screenings. This new program includes four additional screenings that we haven't included in previous programs.

### **Important Features of the New Reminder**

- includes a tear-off portion that lists only those screenings for which a member is overdue, with an accompanying "Date Scheduled" write-in column to aid members in scheduling needed appointments.
- features a "preventive checklist" either for men or women to summarize when recommended screenings are appropriate.
- features a "call to action" box with instructions on how members can find a doctor nearby.

### **Monthly Mailing Campaign**

BCBSNC will mail reminders each month to members with an upcoming birthday who are overdue for one or more of the seven preventive health screenings.

An estimated 425,000 reminders will be sent to members each year, which represents a 40% increase in the number of reminders sent in 2007.

### **Sample Reminders Attached**

The samples below illustrate what a men's or women's reminder may look like. Please note that the "You are due for..." section will be customized for each member and only list those screenings for which the member is overdue.

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To find a doctor near you  
visit [bcbsnc.com](http://bcbsnc.com)  
and click on "Find a doctor"  
or call Customer Service  
at the number listed on your  
BCBSNC member ID card.

Sequence ID #:

Insert Date

First Name, Last Name  
Address 1  
Address 2  
City, State ZIP

Dear Ms. <Last Name>,

Our records show that you are due for (an) important health screening(s).

Call your health care provider to schedule an appointment for the health screening(s) listed on the tear-off section below. Just note the date that you are scheduled for the screening(s) and use this as a convenient reminder of the appointment(s).

It's important to stay up-to-date on your routine health screenings, even if you feel fine. Many diseases have no symptoms. Regular preventive care helps your doctor diagnose and treat disease early, which can mean better overall health for you in the long run.

If you have recently had any of these screenings or if your doctor has said that you do not need a particular preventive service, please disregard this reminder. This information is not intended to replace your doctor's advice, as you should always consult with your doctor about your specific health care needs. Check your Member Guide for details about your preventive health benefits.

Sincerely,



Eugenie Komives, M.D.  
Vice President and Senior Medical Director  
Blue Cross and Blue Shield of North Carolina

Use this list to keep track of your screening appointments. See the other side of this letter for more information about these and other important health screenings.

**You are due for the following preventive services:**

**Test**

**Date Scheduled**

- Cholesterol and blood pressure screening
- Mammogram (breast cancer screening)
- Diabetes screening
- Pneumonia vaccine
- Pap smear (cervical cancer screening)
- Eye exam (vision screening)
- Colon cancer screening

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of North Carolina**

## Preventive Checklist for Women<sup>1</sup>

- ✓ **Flu shot** – Don't forget to get your flu shot every year if you are 50 or older or have a chronic condition.
- ✓ **Cholesterol and blood pressure** – Cholesterol checks every five years. Blood pressure checks at every office visit or every three years.
- ✓ **Mammogram** – Mammograms every 1-2 years for women starting at age 40. Call a radiology facility or mammography center to make an appointment.
- ✓ **Pap smear** – Cervical cancer screenings every 1-3 years for women ages 21–64. Ask your doctor about additional tests during your appointment, like chlamydia or HPV.
- ✓ **Colon cancer screening** – Regular tests starting at age 50. Tests can be either an annual blood stool test, flexible sigmoidoscopy every five years, or colonoscopy every 10 years.
- ✓ **Diabetes screening** – Fasting glucose (blood sugar) tests for adults with high blood pressure or high cholesterol.
- ✓ **Pneumonia vaccine** – Once for adults ages 65 and older. Talk with your doctor if you are under age 65 and have a chronic condition.
- ✓ **Eye/vision exam** – Every year starting at age 65 by an optometrist or ophthalmologist.

<sup>1</sup> "The Guide to Clinical Preventive Services, 2007: Recommendations of the U.S. Preventive Services Task Force." Agency for Healthcare Research and Quality, U.S. Department of Health and Human Services.



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To find a doctor near you visit [bcbsnc.com](http://bcbsnc.com) and click on "Find a doctor" or call Customer Service at the number listed on your BCBSNC member ID card.

Sequence ID #:

Insert Date

First Name, Last Name

Address 1

Address 2

City, State ZIP

Dear Mr. <Last Name>,

Our records show that you are due for (an) important health screening(s).

Call your health care provider to schedule an appointment for the health screening(s) listed on the tear-off section below. Just note the date that you are scheduled for the screening(s) and use this as a convenient reminder of the appointment(s).

It's important to stay up-to-date on your routine health screenings, even if you feel fine. Many diseases have no symptoms. Regular preventive care helps your doctor diagnose and treat disease early, which can mean better overall health for you in the long run.

If you have recently had any of these screenings or if your doctor has said that you do not need a particular preventive service, please disregard this reminder. This information is not intended to replace your doctor's advice, as you should always consult with your doctor about your specific health care needs. Check your Member Guide for details about your preventive health benefits.

Sincerely,

John Fong, M.D.  
Vice President and Senior Medical Director  
Blue Cross and Blue Shield of North Carolina

Use this list to keep track of your screening appointments. See the other side of this letter for more information about these and other important health screenings.

Your plan for better health.™

## You are due for the following preventive services:

### Test

Cholesterol and blood pressure screening

Diabetes screening

Pneumonia vaccine

Eye exam (vision screening)

Colon cancer screening

### Date Scheduled

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(Please turn over for more information)

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## Preventive Checklist for Men<sup>1</sup>

- ✓ **Flu shot** – Don't forget to get your flu shot every year if you are 50 or older or have a chronic condition.
- ✓ **Cholesterol and blood pressure** – Cholesterol checks every five years. Blood pressure checks at every office visit or every three years.
- ✓ **Colon cancer screening** – Regular tests starting at age 50. Tests can be either an annual blood stool test, flexible sigmoidoscopy every five years, or colonoscopy every 10 years.
- ✓ **Diabetes screening** – Fasting glucose (blood sugar) tests for adults with high blood pressure or high cholesterol.
- ✓ **Pneumonia vaccine** – Once for adults ages 65 and older. Talk with your doctor if you are under age 65 and have a chronic condition.
- ✓ **Eye/vision exam** – Every year starting at age 65 by an optometrist or ophthalmologist.

<sup>1</sup>"The Guide to Clinical Preventive Services, 2007: Recommendations of the U.S. Preventive Services Task Force." Agency for Healthcare Research and Quality, U.S. Department of Health and Human Services.