

# New Members – From Coverage to Care

NC Get Covered Meeting  
May 1, 2015





# New Member Onboarding

- + Goal: Educate on the basics of health insurance and how it works through onboarding program
  - Focus on first-time insurance customers
  - Provide action steps and orientation checklist
  - Engage agents to support members



# Onboarding Checklist

1. Download Blue Connect Mobile App – [BlueConnectNC.com](https://www.BlueConnectNC.com)
2. Find a provider or check to make sure yours is in-network
3. Tell BCBSNC how you want to hear from us
4. Set up automatic payment preference
5. Get answers to your questions – Answer Spot
6. Take the Health Assessment – Collect \$50 gift card
7. Bonus – Customize Blue Connect



# Educating Our Members

## + Getting Care

- Find the right doctors, hospitals and specialists
- Prepare for your health care visits
- Paying for your health care services

## + Managing Your Plan

- Understanding your Blue Connect offerings
- Making account changes

## + Receiving/Paying Your Bill

## + Staying Healthy

- Understanding the value of preventive care
- Virtual Health Coaching
- Accessing available discounts
- Managing your ongoing care and/or chronic conditions



# Reaching Members Where They Are

- + Materials Tailored to Audience
- + Agents Who Specialize in Multi-Cultural Populations
- + Azul website – [www.bcbsnc.com/azul](http://www.bcbsnc.com/azul)
- + Language Simplification Initiative



# Using Your Insurance

- + 24/7 HealthLineBlue (HLB) – 1-877-477-2424
  - 24/7 resource staffed by registered nurses available via phone and online chat for free
  
- + Preventive Care and Chronic Condition Adherence
  
- + Case Management
  
- + Health & Wellness Portal



## How Navigators and Certified Application Counselors can help support our members

- + Help promote HealthLineBlue as the best starting place to get more information on non-emergency issues and to find best site of care
- + Educate people on proper ER use
- + Good phone numbers are very important – either from the beginning and when updates are needed.
- + Complete the onboarding steps! It's easy and members can earn \$\$!
- + Help us enroll more young and healthy people



Thank you!