

MCG message

Title: **Coming soon! New program encourages primary care physicians to proactively schedule routine office visits**

Posting date: **July 15, 2021**

Summary: Anticipated in the third quarter 2021, Blue Cross Complete is launching a “Prospective Outreach Program” to encourage primary care physicians to proactively outreach to and schedule routine office visits for your patients (our members) who might be due for routine care. The program includes a one-time administrative payment for each eligible visit completed, when all program requirements are met. Read on to learn more about this new program.

About the program:

When was the last time you saw “John Doe” or “Mary Smith” in your office? Blue Cross Complete’s new Condition Optimization **Prospective Outreach Program** is coming soon and will encourage primary care physicians to outreach to your members who might be due for a routine visit.

How does the program help primary care physicians?

As part of Blue Cross Complete’s ongoing efforts to assess your patients’ (our members’) chronic health conditions, we are offering this program to help primary care physicians:

- Identify patients who may be “due” for routine care.
- Proactively outreach to and schedule the identified patients.
- Complete scheduled routine visits, including evaluation of any chronic health conditions and creation of a medically-appropriate treatment plan.
- Report accurate and up-to-date patient diagnosis information to the health plan by completing a few simple program steps.

What about the administrative investment of participation?

The program includes a one-time administrative payment for each eligible visit completed, when all program requirements are met.

Please look for additional information, including training opportunities, to be released summer 2021.

Program name reminder and components

As a reminder, **Condition Optimization** was formerly known as the *Intensive Case Management program*. There are two components to this program:

- Primary care physician **Retrospective** Outreach component includes reviewing and updating diagnostic information previously-reported via claims submission.



- Primary care physician **Prospective** Outreach is the new component described above and anticipated to launch in third quarter 2021. This component includes outreaching to members to encourage scheduling routine appointments.

Questions

Thank you for your participation in our network and your continued commitment to the care of our members. If you have any questions, contact your Blue Cross Complete provider account executive or call Provider Inquiry at 1-888-312-5713.