Anthem Blue Cross and Blue Shield

Anthem, Optum Collaborating to Ensure Members Receive Regular Exams, Preventive Screenings

Anthem Blue Cross and Blue Shield is collaborating with Optum to educate members on the importance of annual wellness exams and preventive health screenings. Optum appointment specialists will place a three-way call to help our members schedule an appointment with your office. In addition, the health plan may provide a list of recommended annual tests or screenings based on the member's medical history. This program applies to individual and group-sponsored Medicare Advantage plans. Members identified for these calls are those who:

- Have not visited a provider in the last 12 months.
- Had office visit(s) but not an annual wellness exam or annual wellness visit and have potential chronic conditions not reported in the current year.
- Appear to be overdue for one or more CMS-recommended preventive health screening which may be conducted in your office or require a referral to another facility.

Suggested screenings typically conducted in the primary care physician setting include:

- Body Mass Index – BMI
- Cardiovascular care-cholesterol screening
- Diabetes -- HbA1c
- Diabetes – Hypertension control
- Diabetes – LDL-C
- Diabetes – Nephropathy Screening
- Rheumatoid Arthritis/DMARD

Suggested screenings that are typically conducted in a non-primary care physician setting and may require a referral include:

- Breast cancer screening
- Colorectal cancer screening
- Osteoporosis management – bone density test

For more information on the campaign, please contact Optum’s Provider Support Center at 1-877-751-9207.

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