

# NurseHelp 24/7 offers nurse support anytime

Blue Shield's NurseHelp 24/7<sup>SM</sup> provides confidential, secure access to registered nurses anytime day or night, putting members in better control of their health decisions. NurseHelp 24/7 is delivered as part of our "whole person" approach that integrates disease management, case management, clinical messaging, and wellness programs. The goal of this program is to help members get the most appropriate care while helping to minimize the cost of health care.

## How the program works

NurseHelp 24/7 offers members around-the-clock telephone and online support from registered nurses, who give immediate answers and reliable information about minor illnesses and injuries, chronic conditions, medical tests and medications, and preventive care. Through listening and asking the right questions, nurses help members choose care that's appropriate for their unique situation. This program offers a helpful and convenient alternative to the emergency room when it's not an emergency.

The nurses are trained to offer callers:

- **Health information** – Better understanding of health concerns and chronic conditions, education about possible treatment options to help members make informed decisions, and suggestions for preparing for doctor appointments.
- **Healthcare assistance** – Guidance in understanding and choosing the most appropriate types of health care such as hospital, home health, and long-term care, and help evaluating services.
- **Self-care measures** – Helpful tips for taking care of minor injuries at home, such as a twisted ankle or common illnesses such as colds or the flu.
- **Lifestyle counseling** – Information and resources about healthy habits, including diet and exercise.

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Members can talk to a nurse on the phone or online, conveniently and privately.

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### How integration benefits members

We use technology that enables NurseHelp 24/7 nurses to view key clinical information for a member, including diagnoses, medications, and lab values. With this history immediately available to the nurse, the required health status and medications check at the beginning of each call is expedited, allowing the member and nurse to rapidly get to the reason for the call.

Nurses can also view the member's participation history in Blue Shield's case and disease management programs. This integration allows for key health messages to be reinforced, while achieving greater program coordination and a more seamless experience for the member. For example, a nurse answering an after-hours call on NurseHelp 24/7 can access a member's case management notes, see messages sent to the member about potential gaps in care, and view alerts regarding dangerous drug interactions. This sharing of information across programs results in more comprehensive, consistent, and coordinated care.

### Reporting

Employers receive reports that include aggregate utilization, caller demographics, types of calls, conditions discussed, and triage dispositions. Frequency of reporting is determined by the number of subscribers. See your Blue Shield account manager for reporting frequency and to review a sample report.

### Promoting the program

The toll-free number for NurseHelp 24/7 is listed on the back of the member's Blue Shield ID card and in new member materials, and is prominently displayed in the *Health & Wellness* section of blueshieldca.com. Ask your account manager about additional promotional support.

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Registered nurses can answer health questions on minor illnesses and injuries, chronic conditions, medical tests, medications, and preventive care.

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For more information about NurseHelp 24/7, please contact your Blue Shield account manager or account representative. This program is offered by Blue Shield of California and Blue Shield of California Life & Health Insurance Company.