



BCBSND CARE CONNECT

INTRODUCING BCBSND CARE CONNECT FROM BLUE CROSS BLUE SHIELD OF NORTH DAKOTA

BCBSND Care Connect is our new mobile app that expands our care management services by making it easier for eligible members to manage new, chronic and complex conditions through the help of our care managers. Powered by Wellframe, the app makes it easier for care managers to connect with these members, giving them the support they need throughout their care journey without the extra cost.



FREQUENTLY ASKED QUESTIONS

What's Wellframe?

Wellframe is the independent company that helped us create the BCBSND Care Connect app. They provide the technology that enables person-to-person connections and improves the care management experience.

What is BCBSND Care Management?

The care management team at Blue Cross Blue Shield of North Dakota (BCBSND) is devoted to supporting members who are dealing with unique, complex and new challenges that impact their health every day. What people need to know about this unique service to BCBSND includes:

- Care managers are registered nurses and licensed social workers
- Members in the care management program receive 1-on-1 mentoring from care managers
- Can include members, their spouses, dependents and employers
- Available at no cost for members or employers

How does this tool impact costs for our company and employees?

There is no additional cost for employers and members. This is a helpful tool that helps us expand our care management offering and makes it easier to help members.

How does this app integrate with existing services provided by BCBSND?

The app works in conjunction with BCBSND's care coordination services. It provides an additional layer of support and communication between care managers and members, facilitating ongoing care coordination and collaboration.

Will there be any reporting or metrics that we can review with our team or our broker?

Yes! Your team will receive reports that let you know if people are using the service.

What data is used and saved by the BCBSND Care Connect app?

The app only uses general user data that is needed to function, which is saved securely on a cloud platform that is managed by a trusted third party.

Who is eligible to use the app?

Members will be contacted by BCBSND Care Management if they appear that they might be a good candidate to receive additional care.

The app is ideal for members who:

- Are facing a new diagnosis
- Experienced a change in their condition
- Received a new treatment plan
- Need support managing a mental health condition
- Recently been discharged from inpatient care

If a member thinks they might benefit from this service but haven't received an access code, they can contact BCBSND Care Management at 701-277-2100 or 1-800-336-2488, Monday through Friday, 8:30 AM to 4:30 PM CT.

How does it work?

Once our care management team identifies a member as someone who might need extra support, a care manager will start the process. The manager will provide an access code, download instructions, and onboarding steps to get the member registered on the app.

- **Getting Members Started**
First, care managers will extend an invite to eligible members. The invite shows the member the benefits of digital care management and how it can help improve their healthcare experience.
- **Setting a Good Foundation**
If the member accepts the invite, care managers will assist members in finding and downloading the mobile app, provide an access code and set up their account. This helps ensure that we can provide a consistent, hassle-free experience.
- **Fostering Ongoing Member Communication and Retention**
Care managers and members can use the platform as a secure communication channel to answer questions and

provide support. Care managers can tailor programs to the member's specific conditions for a more personalized experience to healthcare. The app also includes data dashboards that care managers and members can use to view their progress and fine tune care plans.

Where can I go to learn more?

Visit <https://www.bcbnsd.com/care-connect> to learn more about the app. The page provides an overview of the tool, the features, FAQs and even toolkits to help you and your selected employees understand the tool and what to expect.

What if an eligible employee doesn't respond or use BCBSND Care Connect?

If a member doesn't accept an initial invite to the app, the care manager will do additional outreach to attempt to get the member to engage or to engage the member in traditional case management.

What should I do if an employee says they were contacted about it?

Let them know that this program is part of their overall health benefits provided by BCBSND, and that the care team is trying to contact them because their well-being might benefit from the free service. You can also share that this service is no extra cost to them and is optional, though participation is highly encouraged for helping manage their health and healthcare costs.

How do I know if BCBSND Care Connect is available for my company?

To ensure members get the best experience, we're offering the app to a limited number of employer groups before expanding access. Our account managers will contact you if you've been included in the initial rollout. As we expand access, we'll notify employers and their brokers. In the meantime, employees can still request help from a care manager by contacting BCBSND Care Management.