

WE ASKED. YOU RESPONDED.

Nearly 13,000 shared your thoughts and concerns.

We're listening...

Last fall, we began an ongoing conversation with North Dakotans.



It started with a survey sent to Blue Cross Blue Shield of North Dakota (BCBSND) members. Responses poured in by the thousands.

Responses are now streaming in from a second survey recently sent to areas we didn't reach last fall.



The discussion moved into neighborhoods through a statewide series of community forums. Look for additional locations this spring.



It continues today, online. Join in the conversation at: BCBSND.com/BlueInsight

Taking action...

You want us to lead in finding solutions—and we are. BCBSND has been working internally and with others across the state on rising costs, accessibility, quality of care and many other issues brought up at the statewide forums.

And continuing the conversation.

This series from BCBSND answers the questions North Dakotans are asking and tells you what we're doing about them.

You asked,

“How do we fix the health care system?”

It's a hotly debated question. People don't agree about what's broken, much less how to fix it. But this much is clear—Americans want quality health care that's more affordable and easier to access.

Preventable chronic diseases account for 75% of U.S. health care spending.¹ And there are inefficiencies because care is so fragmented; medical records are incomplete and difficult to share, resulting in duplications and unnecessary tests and procedures.

We need fundamental changes in how care is delivered and paid for. We need to build on what's working and fix what's not. And in North Dakota, that's begun to happen with the implementation of MediQHome.

What is BCBSND doing to fix the health care system?

In 2009, we launched MediQHome, a collaborative, statewide program that helps prevent and manage diseases by rewarding primary care doctors to closely monitor the care of patients—specifically patients with the most common chronic diseases.

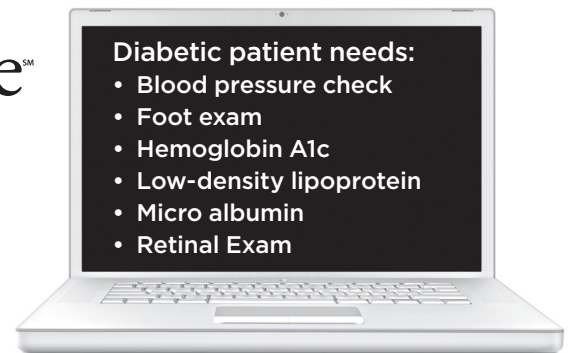
Example: How MediQHome works for diabetic patients

Diabetes is one of the diseases within MediQHome. It's also one of the fastest-growing diseases in America. Diabetes rates in North Dakota have increased 44% in the last 10 years, according to the North Dakota Department of Health.

mediQhomeSM

...as it applies to diabetic patients

Clinically, there are certain checks diabetic patients must do every year to effectively manage the disease:



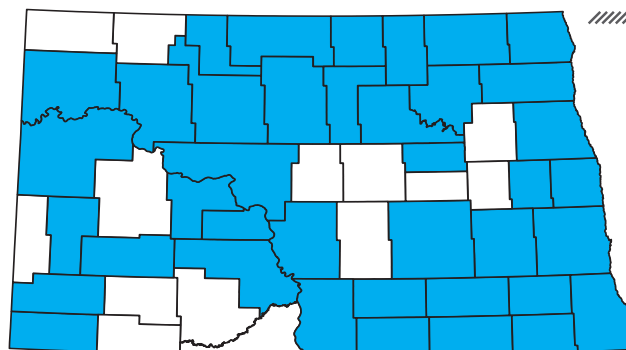
We're telling doctors we'll pay them more if they make sure diabetic patients get those things done. In the long run, patients will be healthier and their health care costs will be lower, due to fewer complications, emergency room visits and hospital stays.

MediQHome:

- Provides well-managed, coordinated care that improves quality and outcomes
- Focuses on prevention and wellness, as well as the chronic diseases that account for much of rising costs
- Ensures a smooth flow of information aided by technology
- Begins the transition to payment based on good outcomes rather than simply paying a fee for a service delivered

Which doctors are part of MediQHome?

See if your provider participates at BCBSND.com/mediqhome.



70% of North Dakota's health care providers participate in MediQHome.

One thing you can do: Make healthy choices

All of us can work a little harder at taking care of ourselves—especially those with chronic diseases: exercise, eat a healthy diet, maintain a healthy weight, take prescribed medications, and follow doctors' orders.



Obesity eats as much as \$147 billion in U.S. health care costs annually.²



Smoking burns through \$96 billion annually in direct medical costs.³

Sources:

¹Centers for Disease Control and Prevention

²Centers for Disease Control and Prevention/ Research Triangle Institute (2009)

³Centers for Disease Control and Prevention (2008)

WE'RE STILL LISTENING

Visit the blog at BCBSND.com/BlueInsight



ND

BOLDER SHADE OF BLUE

Blue Cross Blue Shield of North Dakota is an independent licensee of the Blue Cross & Blue Shield Association

Noridian Mutual Insurance Company

Next up in our series:
Use and abuse of the health care system in North Dakota