



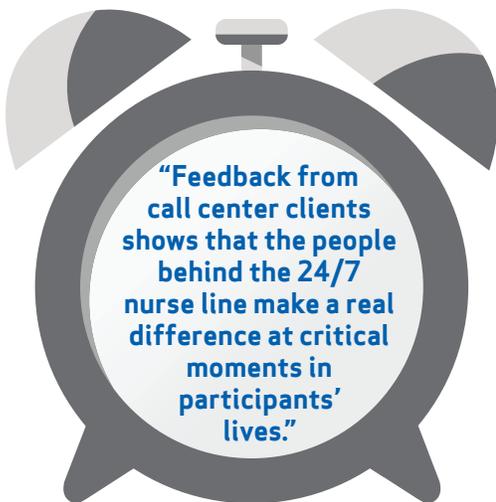
NURSE ADVICE LINE

Blue Cross of Idaho offers a nurse advice line to employers who wish to give their enrolled health plan members access to immediate clinical guidelines from registered nurses around the clock. Members can call a toll-free number to speak with trained nurses about symptoms and for advice about treatment options – before early symptoms become serious medical events.

24/7 HEALTH MANAGEMENT

Powered by Health Fitness®, the Nurse Advice Line is accredited by URAC, a Washington, DC-based accrediting organization that establishes quality standards for the healthcare industry. URAC accreditation is independent verification that the health call center has met stringent quality criteria and is trustworthy and effective. Program services include:

- ▶ 24/7/365 live answer
- ▶ Dedicated toll-free phone number
- ▶ URAC-accredited, HIPAA-compliant
- ▶ Live transfer between programs/multiple vendors
- ▶ English, Spanish and 150+ languages served
- ▶ Branded/customized scripting available
- ▶ Audio health library in English and Spanish
- ▶ Coming this summer – online chat feature
- ▶ Quarterly metric and cost avoidance estimates
- ▶ Ongoing satisfaction surveys



MEDICAL TRIAGE AND HEALTH INFORMATION



The telephone triage component of the Nurse Advice Line allows members with symptoms to get health information and advice for the most appropriate level of care.



Nurses encourage callers with serious problems to get medical attention immediately, avoiding dangerous and costly delays in seeking necessary care.



On the other hand, callers who have less severe symptoms may not require immediate medical care and are able to avoid unnecessary and expensive trips to emergency rooms and physician offices.



Redirecting callers to a lower level of care saves money for both the employee and employer, while still ensuring safe and appropriate medical care.