

Providing vital support for chronic kidney health management with REACH Kidney Care



Health care works best when it works together. That's why Excellus BlueCross BlueShield provides a coordinated, caring, personalized, and holistic health insurance experience that connects the dots for you and your employees, improving care and helping to manage costs for everyone. Our approach is simple – people come first. We address all types of member health conditions personally and proactively.

For members who have Stage 4 & 5 chronic kidney disease (CKD), we provide access to our REACH Kidney health management program through our partnership with REACH Kidney Care.

REACH provides one-on-one, individualized support, both in-person and virtually, to help members with advanced CKD, kidney transplant, and End-Stage Renal Disease (ESRD).

Members benefit from a REACH multi-disciplinary care team that partners with them, their primary care physician, and other providers, who remain at the center of their care.



CKD health management

Personalized health management for people with the highest clinical needs to slow disease progression.



Dietary consultations

Member-centered dietary services offered in collaboration with CKD health management services to help support patient's diet and fluid needs.



Coordinated care transitions

Collaboration with members and providers to support a smooth transition to the members choice of care, including transplant, dialysis, or medical management without dialysis.



Kidney transplant health management

Supportive care services for those who receive a kidney transplant to help them sustain the transplant over time.



Dialysis health management

Individualize health management for people with ESRD.



REACH clinical pharmacy

Evaluation of patients' medications to ensure optimal medication therapy to meet the patients' health needs.

82.3%

of patients would definitely recommend REACH to a friend or family member¹

\$5,640

savings per engaged member per year (PeMPY)²

42%

of REACH members receiving in home dialysis saves \$15,000 PeMPY³

\$92,000

PeMPY in savings through preemptive kidney transplants.² Only 3% of ESRD patients receive preemptive kidney transplants compared to 12% of REACH members³

¹ REACH Kidney Care data

² REACH Kidney Care vendor calculations using Health Plan commercial data

³ Per national data

REACH Kidney Care is a separate company and offers a kidney health management program on behalf of Excellus BlueCross BlueShield. Copyright © 2026, Excellus BlueCross BlueShield, a nonprofit independent licensee of the Blue Cross Blue Shield Association. All rights reserved.

B-8726 / 21985-26M

A11y CRG 012126