



# Tackling diabetes from more angles.

Comprehensive Diabetes Management from Excellus BlueCross BlueShield



# A unique way to help your employees live healthier.

Now more than ever, your employees need a comprehensive approach to wellbeing – one that brings people, programs, and tools together to protect their physical, emotional, and financial health.

We call it Synchronized Health. And it's how Excellus BlueCross BlueShield supports each member holistically throughout their health journey. Employers and employees enjoy better outcomes, lower costs and peace of mind in knowing they're never on that journey alone.





# A more synchronized approach to diabetes management is here.



Diabetes is one of the top five chronic conditions in the United States, accounting for more than 20% of all health care spending. The disease also costs employers \$90 billion annually in reduced productivity.<sup>1</sup>

As we're seeing today, people with diabetes are also at higher risk for contracting viral infections and having serious complications. That's why we've developed a comprehensive Diabetes Management Program that leverages technology to reach members where they are with the right level of care and support.

## How our Synchronized Health approach to Diabetes Management works:

- 1 **Excellus BCBS Diabetes Care Management Team**
- 2 **Wellframe® App**
- 3 **Remote Monitoring**

**Adults aged 45-65** are about 3x more likely to get diagnosed with diabetes than adults aged 18-44.<sup>1</sup>

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**11.3%** of americans have diabetes<sup>2</sup>

## 1. Excellus BCBS Diabetes Care Management Team

# A complete team in every employee's corner.

Our on-staff Diabetes Care Management Team coordinates with one another – and our provider network – to deliver the right level of support and guidance to meet each employee's needs.



### **Pharmacist:**

Works with the team to ensure safe and appropriate drug therapy while helping to reduce costs.



### **Registered Dietitian:**

Educates members on the role nutrition plays in managing their diabetes and preventing complications.



### **Health Coach:**

Motivates the members to use self-care tools and follow their diabetes care plan.



### **Licensed Social Worker:**

Addresses social and economic barriers that may hinder the member's ability to manage their diabetes.



### **Medical Director:**

Acts as liaison with physicians and hospitals and is a resource for care managers for complex diabetes management.



### **Registered Nurse Care Manager:**

Provides coordinated diabetes education, support, and coaching to empower members to self-manage and improve quality of life.

**93%** member satisfaction for our Case/Disease Management Program

**43%** Improvement in gap closure rates for members engaged in Care Management

## Higher-touch support for those who need it\*

In addition to our standard Care Management Team we also have Certified Diabetes Care and Education Specialists (CDCES) on staff.

The CDCES will offer personalized coaching and clinical support, engaging members who have poorly managed conditions.

\*Available to all fully insured group plans. Buy-up for self-funded and minimum premium groups.

## 2. Wellframe® App

# Keeping your employees' health on track and their diabetes in check.

When you live with diabetes, being able to reach professional support is essential. That's why all Excellus BCBS members receive access to the Wellframe® mobile app.

### Get connected to diagnosis-specific programs

Care Managers connect members with Wellframe programs that best fit their needs. Wellframe® offers tailored modules for:

- Understanding Diabetes
- Diabetes Medication Management
- Managing Your Diabetes
- Hypo- and Hyperglycemia
- Good Nutrition/Exercise
- Important Tests and Exams
- Preventing Complications
- Coping Support Resources

### All employees can:

- Direct message with a Care Manager
- Learn more about and manage their condition
- Conduct and track biometric screenings
- Create medication reminders and daily "to-do" lists
- Access educational articles and videos



EMPLOYEES AVERAGE  
**49 TEXTS**

WITH CARE MANAGERS COMPARED TO JUST  
4.5 PHONE CALLS, AND STAY CONNECTED LONGER

**\$500-\$2,000+**

SAVED PER EXCELLUS BCBS MEMBER BASED ON RISK TIER\*



Wellframe is an independent company that provides a health and wellness support mobile app to Excellus BCBS members.

### 3. Remote Monitoring

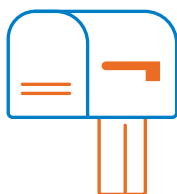
# A glucose monitor and professional monitoring – free of charge.

We've partnered with Express Scripts and LifeScan to offer Diabetes Remote Monitoring to help eligible members manage their blood sugar levels and prevent long-term complications. The blood glucose monitor and remote pharmacist monitoring are covered in full under your employee's benefit.

## How it works:



Members are identified for the program by their pharmacy claims history.



Eligible members who opt into the program receive a complimentary Bluetooth-enabled OneTouch Verio Flex® meter from LifeScan.



Blood sugar readings from the meter are tracked through the OneTouch Reveal® mobile app and monitored by diabetes specialist pharmacists at Express Scripts.



The Excellus BCBS care team has access to the member's readings to better support their needs through our Diabetes Management Program.

In partnership with:



EXPRESS SCRIPTS®



# Supporting your employees at every stage of their health journey.

Employees are brought into our Diabetes Management Program through claims reporting, direct referrals, or by opting in themselves. Engagement level varies by their health status.

RESOURCES	DIABETIC EMPLOYEE INTERVENTION LEVELS				
	Generally Healthy	Low Risk	Medium Risk	High Risk	Severe Illness
Wellframe® App	●	●	●	●	●
Excellus BCBS Care Management Team		●	●	●	●
Remote Monitoring			●	●	●





# Our team connects all the dots – so your employees can stay one step ahead.



*Over time, Maria has struggled with elevated A1C levels.*



*Robyn, one of our Care Managers, reached out to Maria to help set a goal to improve her blood sugar control.*



*We also connected Maria to one of our on-staff dietitians through the Wellframe® app and she is now engaging to change her eating and exercise habits. She also has access to the tools and resources to help her live a healthier lifestyle.*

After just two calls with our Care Manager Robyn, Maria now feels equipped and empowered to reach her goals.

**Discover more ways  
Synchronized Health is working  
for you and your employees at  
[ExcellusForBusiness.com](https://ExcellusForBusiness.com)**

**“ I have learned more during these two calls than with anyone else over the years. You are full of information and encouragement. This is a great service. ”**

— Maria, Excellus BCBS member



<sup>1</sup> Centers for Disease Control and Prevention. (2021, December 29). Prevalence of both diagnosed and undiagnosed diabetes.

<sup>2</sup> Centers for Disease Control and Prevention. (2022, January 18). National Diabetes Statistics Report.

\*2018 Health Plan data provided by Wellframe®

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