

BluePrints for Brokers Update

October 30, 2009

PRENATAL CASE MANAGEMENT

Blue Cross Blue Shield of Delaware (BCBSD) is committed to keeping you and your clients informed about changes to their health benefits plans. As a result, we wanted to advise you that we will be making changes to our prenatal case management program, effective November 1, 2009.

Currently, BCBSD works with Health Management Corporation (HMC) to provide expectant parents with information and support to complement the prenatal care and education mothers-to-be receive from their obstetricians or general/family physicians. Going forward, BCBSD will be bringing this program in-house to be more involved with expectant parents and more closely monitor members' care. Please note that any of your clients who are enrolled in HMC's *Baby Benefits* program as of October 31, 2009, will continue to receive services through HMC for their current pregnancies and postpartum care.

Beginning November 1, physicians can refer patients with high-risk pregnancies directly to BCBSD's Case Management Department. Our licensed registered nurse case managers will then work with both the physicians and patients to address any health issues and help coordinate care.

If you have any questions, please contact your BCBSD Broker Representative.

Regards,



Carl Fink
Director, Sales & Product Development



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