



**BlueCross BlueShield  
Association**

An Association of Independent  
Blue Cross and Blue Shield Plans

# News Release

Blue Cross and Blue Shield  
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## **Blue Cross And Blue Shield Companies Join Primary Care Physician Groups And Employers To Advocate New Approach To Patient Care**

**CHICAGO** – The Blue Cross and Blue Shield Association (BCBSA) and participating Blue Cross and Blue Shield (BCBS) companies have joined with four major U.S. physician groups and national employers to change the way healthcare is delivered to patients by creating a model that places the patient and primary care practice at the center of care.

Known as the Patient-Centered Medical Home (PCMH), the initiative is supported by the Patient Centered Primary Care Collaborative (PCPCC), an alliance of the American Academy of Family Physicians (AAFP), the American Academy of Pediatrics (AAP), the American College of Physicians (ACP), the American Osteopathic Association (AOA), leading health insurers, national consumer groups and employers. National employers currently committed to the initiative include IBM, General Motors, Wyeth, Exelon Corporation and Xerox.

### **Patient-Centered Medical Home**

The PCMH creates a healthcare setting that is a collaborative partnership between the patient and personal physician. Patients who choose to receive care in this setting have the benefit of a medical home, overseen by a trusted, appropriately trained primary care physician of their choice, to help them through today's complex medical system.

Explaining the role of specialists, suggesting appropriate and compassionate treatment options, answering questions about illnesses, and coordinating the care ordered by

specialists are cornerstones of the PCMH. The PCMH encompasses care for all stages of life including acute and chronic care, preventive services and end-of-life care.

“The Patient-Centered Medical Home creates durable and meaningful relationships among families, their doctors care teams and health Plans. The care is accessible, continuous and compassionate with care deliverers and patients working together. In this model, patients become empowered and ultimately make healthier lifestyle decisions,” said Scott P. Serota, BCBSA president and chief executive officer.

### **Pilot Demonstrations**

In conjunction with the PCPCC, Blue Cross and Blue Shield companies have pledged to work toward the implementation of a series of medical home pilot demonstrations that will test different models of provider reimbursement, integrate quality improvement, care management and patient educational tools into primary care practices. Patients will be engaged to understand the benefits of receiving care under the medical home model and will have the option of selecting to receive care through a Patient-Centered Medical Home demonstration. These pilot programs will allow participating BCBS companies, participating primary care medical societies and physicians to learn more about the most effective design of the Patient-Centered Medical Home.

“The pilot demonstrations will also contribute to the evidence in current health services research that suggests patients who have a medical home are healthier, experience a higher quality of care and receive that care more cost effectively,” said Carole Flamm, MD, MPH, executive medical director, Office of Clinical Affairs, BCBSA.

The PCMH model is based upon the principles advanced by the four primary care physician groups – the AAFP, AAP, ACP and AOA – that reward the comprehensive delivery of primary care by expanding the role of caregivers as coordinators. This meets the multi-faceted needs of today’s patients.

The Blue Cross and Blue Shield companies participating in the PCMH demonstrations are:

- Blue Cross and Blue Shield of Alabama
- Capital Blue Cross
- CareFirst, Inc.
- Blue Cross and Blue Shield of Florida

(more)

- Highmark Blue Cross and Blue Shield
- Horizon Blue Cross and Blue Shield of New Jersey
- Blue Cross of Idaho
- Independence Blue Cross
- Blue Cross and Blue Shield of Illinois
- Blue Cross and Blue Shield of Kansas City
- Blue Cross and Blue Shield of Massachusetts
- Blue Cross and Blue Shield of Michigan
- Blue Cross and Blue Shield of Minnesota
- Blue Cross and Blue Shield of North Carolina
- Blue Cross and Blue Shield of North Dakota
- Regence BlueCross BlueShield of Oregon
- Blue Cross and Blue Shield of Rhode Island
- Regence BlueShield
- Blue Cross and Blue Shield of South Carolina
- Blue Cross and Blue Shield of Tennessee
- Triple S (Puerto Rico)
- Blue Cross and Blue Shield of Vermont
- Wellpoint, Inc.
- Wellmark Blue Cross and Blue Shield of Iowa
- Wellmark Blue Cross and Blue Shield of South Dakota
- Blue Cross and Blue Shield of Western New York

### **About Blue Cross and Blue Shield Association**

The Blue Cross and Blue Shield Association is a national federation of 39 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide healthcare coverage for more than 99 million individuals – nearly one-in-three of all Americans. For more information on the Blue Cross and Blue Shield Association and its member companies, please visit [www.BCBS.com](http://www.BCBS.com).

### **About the PCPCC**

The Patient Centered Primary Care Collaborative is a coalition of major employers of more than 50 million Americans, consumer and advocacy groups and the American Academy of Family Physicians, the American College of Physicians, the American Academy of Pediatrics, and the American Osteopathic Association, with a combined membership of more than 330,000 physicians. The PCPCC believes that the patient-centered medical home will improve the health of patients and the U.S. healthcare delivery system. For more information about the PCPCC, visit: [www.patientcenteredprimarycare.org](http://www.patientcenteredprimarycare.org)

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