



Health Care Delivery Policy and Procedure

Policy Name: Member Communication

Policy Number: Rights & Responsibilities – 05

Effective Date: 10/01/03

Revision Date: 12/01/19

Review Date: 1/1/22

Approval Signature

DSVP, IL Health Care Delivery

Line of Business

Commercial

HMO

PPO

Exchange

HMO

PPO

Government

HMO

PPO

Approving Body

Policy and Procedure Committee

Date: 12/16/2021

Details

Policy:

Blue Cross and Blue Shield of Illinois (BCBSIL) will provide ongoing communications to Plan members through a monthly member newsletter and other communication vehicles. Member communication efforts will be coordinated with Marketing Communications. Member materials may be available in Spanish, upon request. Communications are reviewed and updated annually at a minimum. Member communications are shared with Primary Care Physicians (PCPs), Women’s Principal Health Care Providers (WPHCPs), and Medical Groups, Individual Practice Associations or Physician Hospital Organizations (hereinafter the “IPAs”) to increase their understanding of the products.

Purpose:

- To inform Plan members about program changes and current operating procedures
- To ensure members receive current information about the managed care products and services

Procedure:

1. BCBSIL provides each new member with a handbook that provides information and gives clear instructions including:

- Member Rights and Responsibilities
 - Selecting and/or changing an HMO IPA, Primary Care Physician (PCP) and/or WPHCP, as applicable
 - How to obtain preventive care services and treatment for medical conditions including behavioral health conditions, chemical dependency and routine vision care
 - Using the member certificate to identify limitations and excluded services
 - Obtaining emergency and urgent care services
 - Obtaining away from home care
 - Filing an appeal/complaint
 - Transition of care services
2. BCBSIL electronically submits the monthly *LifeTimes* newsletter to members who are registered in Blue Access® for MembersSM (BAM). The goal is to deliver customized content depending on what plan the member is enrolled in and what benefits are offered.
 3. BCBSIL will provide access to a directory of participating providers and plan information online via the Web site to all current and potential members and employer groups at www.bcbsil.com.
 4. BCBSIL will provide each new member with an identification card that clearly shows the member's benefit plan, product, group and identification number and the name of the IPA, if applicable.
 5. BCBSIL will mail each new subscriber a copy of the member certificate, which defines services covered including limits and exclusions.
 6. Hard copies of Marketing Communications material can be mailed per member request.