Baptist Health Plan offers healthcare coverage to employers of all sizes. We are backed by Baptist Health, the largest not-for-profit healthcare system in Kentucky.

Baptist Health Plan, formerly Bluegrass Family Health, has offered health insurance to employers for more than 20 years. We are committed to improving the health and wellness of those we serve. We are not only reaching more people, we are focused on delivering real value to our members. We continually strive to offer Kentucky and surrounding areas access to quality, cost-effective healthcare options.

Baptist Health Plan together with Baptist Health and our provider partners offers:

- Flexible coverage and benefit designs to meet your company’s needs
- A personal touch to health and wellness, supported by the long-standing tradition of quality for which Baptist Health is known
- A hands on partnership approach between all stakeholders to achieve our members’ health and wellness goals and objectives
- Integrated solutions focused on improving health and reducing costs
- Services that create a culture of health and accountability through effective engagement

Whether you are looking for health benefit options, wellness, clinical services or more, we will work with you to provide a customized solution to fit your company’s and employees’ needs.

ABOUT US

PRODUCTS AND SERVICES

In today’s healthcare environment, employers must look at traditional benefit programs in a new light, incorporating a proactive approach to health management and wellness. We will work with you in a consultative manner to determine the right combination of pricing, benefit plan designs, and integrated population health management and wellness programs.

At Baptist Health Plan, we provide flexible coverage and benefits with a focus on excellent customer service-oriented administration for companies of all sizes. From self-funded, third party administration (TPA) to fully insured plans, our benefit packages are customizable to fit your company’s and employees’ needs.

In addition to our fully insured and self-funded benefit plan designs, administrative services and population health management and wellness programs, we also offer the below member oriented services.

NursefirstSM – A health triage phone service to answer non-emergency health related questions. NursefirstSM nurses can:
- Guide members to appropriate healthcare resources
- Answer questions about instructions from a physician or pharmacist
- Offer information about medical tests or upcoming procedures
- Assist members with questions to ask their doctor
- Aid in making informed healthcare decisions

Through the NursefirstSM services, members may also access a healthcare audio library for more information about a particular condition or health related issue.

Vitals SmartShopperTM – Vitals SmartShopperTM is a free to eligible members and helps find cost-effective options for recommended procedures and diagnostic tests. Members are rewarded for choosing cost-effective options.

Baptist Health Plan Secure Portal – Our secure portal is a consumer website that provides access to account information 24 hours a day, seven days a week. It allows our members to check claim status, prior authorization status, view benefit information, and more.
The Baptist Health Plan Broad Network covers the full continuum of care and includes all of our Baptist facilities and associated providers along with many other hospital systems and independent providers throughout the state. It is designed to offer an extensive choice of providers at a competitive price.

**Baptist Health Community Care Network (BHCCN)**

BHCCN is our “narrow” network option and comprised of Baptist Health hospitals, physicians and other healthcare partners who share in the belief that by offering care coordination through a cohesive network you can achieve lower costs, reduced healthcare disparities and overall better delivery of care. BHCCN relies on a patient-centered approach providing a seamless healthcare delivery system focused on delivering value based care, quality patient outcomes and satisfaction.

For a hospital system and its affiliated healthcare providers to participate in BHCCN, they must agree to our competitive fee schedule, which ensures members are receiving quality healthcare that is cost effective. Our BHCCN negotiated discounts allow us to provide a competitive narrow network offering with a positive effect on premium.

**NETWORK OFFERINGS**

**Baptist Health Plan Broad Network**

**Baptist Health Community Care Network (BHCCN)**

**POPULATION HEALTH MANAGEMENT**

Our population health management program, is focused on improving the health of those we serve. At Baptist Health Plan, we use a holistic approach to managing our members’ complex conditions. It is our goal to help members control their chronic conditions and be the healthiest they can be. Members are identified in a variety of ways and participation is always optional.

Our population health program encompasses a broad continuum of care and focuses on supporting our members at every stage of their health. Our mission is to:

- Keep people healthy and provide effective complex care
- Combine wellness, prevention, and care delivery
- Accommodate individual preferences
- Encourage primary care physicians and their patients to work together
- Ensure coordinated care from clinical and non-clinical staff
- Provide data that is driven by robust analytics and maintained by meticulous reporting and communication

**We focus on:**

- Care Coordination, Support, Engagement
- Electronic Health information
- Enabling productive physician-patient interactions
- Population health clinical initiatives – Care Advising and Utilization Management
- Aligning care delivery to support our patient populations with varying levels of needs
- Right care, at the right time, at the right place
CLINICAL PROGRAMS

Complex Care
Care Advising program for patients with multiple complex chronic conditions and psychosocial needs and high predicted avoidable medical expense; highest level of care and team engagement.

Condition Care
Care Advising program in which support is provided for patients with one or two poorly controlled chronic conditions with appropriate inclusion of specialized delivery system resources (e.g., HF clinics, tobacco cessation, mental health).

Utilization Management
Aimed at reducing medically unnecessary care through focusing on preventable admissions, readmissions and ER visits, while promoting medically appropriate value based alternatives.

Transition Care
Episodic Care Advising program designed to improve care transitions and reduce 30-day readmissions for recently hospitalized patients improving the transition from hospital to home.

Catastrophic Care
Care Advising program for providing care coordination and psychosocial support to patients who have experienced a catastrophic or major medical event (burn, car accident, transplant).

Emergent Care
Episodic Care Advising program which rapidly assesses patients who over-utilize emergency and urgent care and redirects them into primary care.

Maternity Care
Episodic Care Advising program designed to provide education and support and intensive care coordination for high risk pregnant women.

Proactive Care
A multi-pronged approach to support patients and physicians in the closure of care gaps through Care Advisor outreach, population health manager support of physician offices, and digital and print communications, as well as a quality enhancement program to find opportunities to improve adherence to recommended preventive health services.

OUR WELLNESS SOLUTIONS

Baptist Health Plan offers integrated tools and resources to help your employees manage their health. Our program is designed to support a culture of health and wellness, while improving your overall healthcare costs.

Our services include:
- Wellness Portal
- Online Health Assessment & Personal Health Scorecard
- Lifestyle Challenges
- Health & Condition Library
- Interactive Online Educational Classes
- Daily Wellness Tips

BUY UP OPTIONS:
- Incentive Programs
- Multi-modality Telephonic Lifestyle Coaching
- Fitness & Wearable Activity Device Tracking

If you are interested in any of our buy up options or programs, please contact your account executive for a quote.