



OPEN MINDS e-Print Archive

OPEN MINDS Weekly Wire
Mental Health & Chemical Dependency Services

Blues in Northern New York Select Health Integrated for Primary Care Integration Initiative

On April 15, 2010, to help in-network primary care physicians (PCPs) with BlueCross BlueShield of Western New York (BCBSWNY) coordinate integrated medical and behavioral health care for members with behavioral health issues, BCBSWNY's parent company HealthNow New York, Inc., and Health Integrated launched a free Physician Behavioral Health Support Line. The support line is staffed by board-certified psychiatrists who can answer PCPs' questions about psychiatric treatments and medications. Information shared during these informal, educational consultations includes the latest information about psychiatric treatment, medications, and available therapies; however it will not include referrals. PCPs can call the line anytime; however, after normal business hours, the line has a monitored confidential voicemail box. In the future, the Physician Behavioral Health Support Line will be available to in-network PCPs with BlueShield of Northeastern New York (BSNENY), which is also a division of HealthNow.

HealthNow seeks to help its in-network Blues PCPs increase their knowledge and expertise in managing integrated medical and behavioral health care. To further support integrated care, health care professionals from both BCBSWNY/BSNENY and Health Integrated formed an Innovation Committee. The committee meets regularly to establish a discipline for creative problem solving and sharing best practices. The Physician Behavioral Health Support Line services will be reviewed and evaluated periodically.

Health Integrated partners with health plans to provide evidence-based solutions to accelerate achievement of health management goals for clinical outcomes, quality measures, and cost containment. BCBSWNY/BSNENY are divisions of HealthNow New York, Inc., a health insurance and employee benefits company in the northeastern United States. Its approximately 840,000 members are primarily in upstate New York. In 2009, Health Now New York reported revenues of more than \$2.45 billion.

For more information, contact: Karen Merkel-Liberatore, Director of Public Relations for BCBSWNY/BSNENY, HealthNow New York, Inc., Post Office Box 15013, Albany, New York 12212-5013; 716-887-8811; E-mail: Merkel-Liberatore.Karen@healthnow.org; Web site: www.healthnowny.com; or Mike Miniati, Vice President, Marketing, Health Integrated, 10008 N Dale Mabry Highway, Suite 214, Tampa, Florida 33618; 813-388-4030; Fax: 813-388-4001; E-mail: mminiati@healthintegrated.com; Web site: www.healthintegrated.com.

Blues in Northern New York Select Health Integrated for Primary Care Integration Initiative. (2010, April 26). OPEN MINDS Weekly Wire. 163 York Street, Gettysburg PA 17325. www.openminds.com. All rights reserved.

© Copyright 2010, *OPEN MINDS*

[Return to OPEN MINDS e-Print Archive Home Page](#)