



Introducing Healthy Blue in Kansas

Healthy Blue is a collaboration of Blue Cross and Blue Shield of Kansas (BCBSKS), Blue Cross and Blue Shield of Kansas City (Blue KC), and Anthem Partnership Holding Company, LLC. (APHC), which was formed specifically to serve Medicaid enrollees. APHC has 30 years of Medicaid experience through its parent and affiliated companies. They serve 10.5 million Medicaid enrollees across 26 markets, including 1.6 million Medicaid members with specialized needs similar to those of the KanCare population. Their Medicaid expertise combined with the strong and longstanding provider relationships held by BCBSKS and Blue KC across all 105 counties would position Healthy Blue to infuse both innovation and accountability to the KanCare program if selected as a new managed care organization.

Together, we can make a difference

Strong and long standing statewide provider relationships held by BCBSKS and Blue KC combined with APHC's Medicaid expertise, provide Healthy Blue with the ability to infuse both innovation and accountability into the KanCare program.

Expecting more

Healthy Blue has a long history of investing in the communities they serve, delivering whole-person health and bringing trusted local solutions in partnership with community-based organizations. Work is already underway to strengthen those capabilities and develop scalable investments in Kansas communities.

We are excited to expand our relationship with you! We will soon be reaching out with more details regarding the provider network.

In the meantime, visit healthybluekansas.com for more information.

For provider network related questions, please contact ksproviderinquiry@healthybluekansas.com.





Improving health outcomes through provider collaboration:

- We meet providers where they are — from small solo practices to large, fully-integrated health systems. We partner to find the payment model, data tools, and care management support that works best for each provider's unique situation.
- We provide one-on-one support to not only simplify the administrative component of patient care but also collaborate to meet the challenges of an evolving healthcare landscape.
- We support the ability of Community Mental Health Centers and Community Health Systems providers to fulfill program goals by offering dedicated resources and support.



Help you deliver the right treatment

- We will provide:
 - Disease management programs to identify, track, and address members' health issues early.
 - Social determinants of health (SDOH) tools to help you and your patients find local resources and services to meet their immediate needs.
 - Member (patient) incentive programs, value-added benefits, and materials designed to support member wellness, prevention, health literacy, and healthy living.
 - Prenatal programs that improve early engagement, increase prenatal and postpartum care compliance, and provide ongoing maternal health education to members before, during, and after pregnancy.
 - Easy-to-use, evidence-based clinical tools and resources on critical health topics, such as COVID-19, to help you achieve value-based programming goals.
 - Innovative programming to help you enhance access to care for your patients, such as telehealth, community paramedicine, and more.



Offering financial incentives that encourage quality care:

- We go beyond offering financial incentives by partnering with providers to help achieve improved outcomes through:
 - Data analytics that support population health management.
 - Onsite support to outreach to members who are overdue for a physician visit.
 - Case management support to ensure patients are compliant with follow-ups after inpatient stays and medication management.
 - Quality coaches who educate and support each practice to build systems for measuring and improving their quality measures.