

Purpose: Increase member awareness and position for increase participation within disease management program

## **Success in Managing Chronic Conditions: CareEssentials Can Help**

Discovering that you have a chronic health condition can be shocking. Chronic conditions can alter your ability to enjoy your usual activities and cost you more in out-of-pocket costs. Although living with a chronic condition may mean it's time to make lifestyle changes, you don't have to do it alone. Members of CareFirst BlueCross BlueShield and CareFirst BlueChoice can use the *CareEssentials* disease management program for education and support at no additional cost.

It's easier to deal with change when you can talk with a trusted professional. *CareEssentials* nurses know the right questions to ask you to help determine the best choices to make for your chronic condition, and they can help you stick to those choices. Sometimes you just need a little support.

For example, most of the things that a person with diabetes needs to do to maintain good health are *self-directed*: monitoring blood sugar levels, watching which foods to eat, and exercising. Following this plan isn't easy, though, and it can be overwhelming.

One study shows that even when people do their best to stick with self-directed practices for a chronic disease, they only get the job done right 40 percent of the time. Adding professional help through a program like *CareEssentials* doubles their chance for success to 80 percent. Also, well-managed chronic conditions require less extensive and less expensive treatment. That translates into fewer sick days and a better quality of life for you.

Make changes the smart and easy way. Get education and support for your chronic disease from the *CareEssentials* disease management program and increase your odds for success.

For more information about the *CareEssentials* disease management program, call 800-783-4582.

### **The program is voluntary and confidential**

The *CareEssentials* disease management program is administered by Healthways, Inc, a leader in the disease management field. All personal health information exchanged between you and Healthways will be kept confidential. The information will only be shared with your group health plan and/or your employer for purposes of administering the group health plan. Employees may decline to participate by calling a toll-free number at any time.