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June 10, 2008

Medical Management Telephonic Campaigns

Calls to Members about Depression and Adolescent Immunization begin in June

MARKET: BlueChoice and BluePreferred plans

CareFirst BlueCross BlueShield's Medical Management Department has contracted with Eliza, an external vendor, to implement two telephonic member outreach campaigns in an effort to:

- 1- Promote adolescent immunizations and
- 2- Encourage medication adherence for members suffering from depression.

The adolescent immunization campaign will reach out to parents or guardians of dependent children ages 11 to 13. Eliza call representatives will encourage parents to have their children receive all vaccinations recommended by their doctor. Our vendor can provide information about well-child exams, assess barriers to determine why child may have not received recommended vaccinations, and offer a brochure with more information. Only BlueChoice and BluePreferred members will be contacted.

The adolescent immunization campaign will run from June 2- November 28, 2008.

The depression medication campaign will reach out to members ages 18-65 who have recently received a prescription for an antidepressant medication. Eliza call representatives will educate members about the importance of taking the medications as prescribed and having follow-up visits with a health care provider within 90 days of starting the prescription. Only BlueChoice members will be contacted.

The depression medication campaign will run from June 7- November 28, 2008.

Should you have any questions, please contact your Broker Sales Representative.



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