

Brief Notes

News for
Brokers and Consultants

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Applies to: All markets

New collaboration to deliver better care to cancer patients

Horizon Blue Cross Blue Shield of New Jersey, in its ongoing effort to build the largest network of patient-centered care practices, has announced an investment in COTA, Inc., an oncology-management technology company based in Hackensack, New Jersey. COTA's real-time data platform assists doctors with providing personalized and optimal care to their cancer patients and enables practices and health plans to move to value-based care models that reward the quality, not quantity, of care cancer patients receive.

Horizon BCBSNJ is leading an effort to transform how health care is delivered in New Jersey by rewarding doctors and hospitals for the value, not the volume, of patient care they provide. Horizon BCBSNJ's patient-centered programs, which deliver more coordinated and efficient patient care while improving the satisfaction of patients, now extend to over 500,000 members and encompass more than 3,700 patient-centered physicians at 900 practice locations.

"Horizon BCBSNJ's goal is to assist doctors in providing their patients with the most effective and efficient treatment possible, and COTA has the potential to become a powerful tool to help them do that," said Glenn D. Pomerantz, MD, JD, Vice President and Chief Medical Officer of Horizon BCBSNJ. "In the molecular age of medicine, the data COTA provides can give doctors a clearer picture of how to most effectively treat their patients, so we see this as an investment to further transform how health plans and doctors collaborate to improve safety and patient outcomes."

Built with the contributions of more than 100 practicing oncologists and national leaders in cancer biostatistics and health care reimbursement, COTA generates actionable clinical data to improve decision-making among all partners in the care of a cancer patient. The data produced by COTA provides a clinical taxonomy for patients to be categorized and sorted to ensure they receive the right treatment.

As part of Horizon BCBSNJ's investment in COTA, Dr. Pomerantz and a second appointee from Horizon BCBSNJ who will be named at a later date will join COTA's board of directors.

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.



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