

Brief Notes

News for
Brokers and Consultants

January 24, 2014 Vol. 23 No. 966

Three Penn Plaza East, Newark, NJ 07105-2200

Applies to: All markets

Horizon BCBSNJ and 190 Ob/Gyns create state's first Patient-Centered Pregnancy and Delivery Program

Horizon Blue Cross Blue Shield of New Jersey announces the state's first Patient-Centered Pregnancy and Delivery Episode of Care Program (Program) designed to deliver better outcomes, better patient experience and lower costs through better coordination of care for pregnant women. Horizon BCBSNJ joined with 190 of its network doctors at more than 100 office locations to create this new Program.

"Keeping babies healthy begins long before delivery, and this new Program, the first in the state, is focused on improving the mother's – and her family's – experience throughout the duration of her pregnancy and delivery with more coordinated, quality care," said Jim Albano, Vice President, Network Management and Horizon Healthcare Innovations, Horizon BCBSNJ.

The Ob/Gyn doctors participating in the Program operate similar to a coach directing a team, by leading and organizing the full-spectrum of care related to a patient's pregnancy, delivery and post-delivery recovery. Participating Ob/Gyn practices work closely with hospitals and other caregivers to ensure their patients receive quality, efficient care and an exceptional experience for the duration of their pregnancies. Horizon BCBSNJ will reimburse the participating practices at an agreed upon amount and participating doctors may be eligible for shared savings if they meet program goals.

"Lifeline Medical Associates, as a pioneer in quality initiatives for women, is proud to collaborate with Horizon BCBSNJ on such a momentous program to drive quality outcomes and affordable care for our patients," said Dr. Jack Feltz, President and CEO of Lifeline Medical Associates and President of the U.S. Women's Health Alliance.

"Collaboration between Horizon BCBSNJ and Regional Women's Health Group has helped create an innovative way of developing a patient-centered pregnancy and delivery initiative throughout New Jersey," said Frank J. Caso, President and CEO of Regional Women's Health Group. "This innovative Program is a jump start of the transformation that will occur in health care when physicians collaborate and coordinate care with hospitals throughout the pregnancy continuum of care."

(Continues)



Horizon BCBSNJ offers integrated medical, dental, vision and prescription drug plans. Contact your sales executive today to learn more.

Products and policies may be provided by Horizon Insurance Company and services and products may be provided by Horizon Blue Cross Blue Shield of New Jersey or Horizon Healthcare of New Jersey, Inc., each an independent licensee of the Blue Cross and Blue Shield Association. Communications are issued by Horizon Blue Cross Blue Shield of New Jersey in its capacity as administrator of programs and provider relations for all its companies. The Blue Cross® and Blue Shield® names and symbols are registered marks of the Blue Cross and Blue Shield Association. The Horizon® name and symbols are registered marks of Horizon Blue Cross Blue Shield of New Jersey. © 2014 Horizon Blue Cross Blue Shield of New Jersey. Three Penn Plaza East, Newark, New Jersey 07105-2200.

“The Episode of Care Program is a unique opportunity for providers and insurance companies to work together to create an environment which will foster improved health care quality at a more cost effective rate,” said Dr. Philip G. Passes, President and CEO of Women’s Comprehensive Healthcare of New Jersey.

Practices participating in the Patient-Centered Pregnancy and Delivery Episode of Care Program include:

- Lifeline Medical Associates – 100 physicians at 50 locations in Bergen, Essex, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties.
- Regional Women’s Health Group, LLC – 75 physicians at 40 locations in Atlantic, Bergen, Burlington, Camden, Cape May, Cumberland, Essex, Gloucester, Hudson, Middlesex, Monmouth, Mercer, Passaic, Salem and Union counties.
- Women’s Comprehensive Healthcare of New Jersey, LLC – 10 physicians at eight locations in Middlesex, Monmouth and Ocean counties.
- Ocean Obstetric & Gynecologic Associates – Four physicians at three locations in Monmouth County.
- Dr. Christopher K. Chong – One location in Atlantic County.

Horizon BCBSNJ has a number of Patient-Centered Programs, including Accountable Care Organizations, Patient-Centered Medical Homes and programs focused on different Episodes of Care (e.g., joint replacement, pregnancy). More than 500,000 Horizon BCBSNJ members are now benefiting from Horizon BCBSNJ’s Patient-Centered Programs that are working to improve patient care while controlling costs.

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