

Enabling Medication Adherence Through New Outreach Program for BlueMedicare PPO Members

Florida Blue Medicare is introducing a new Medication Adherence Outreach Program designed to strengthen medication management for our BlueMedicareSM PPO Medicare Advantage members. This initiative reflects our commitment to supporting you and improving our members' health outcomes and care experience.

Why Medication Adherence Matters

We understand taking medications as prescribed is fundamental in managing chronic conditions such as diabetes, hypertension, and high cholesterol. When patients maintain consistent adherence, they experience better disease control, fewer complications, and improved quality of life. Yet many patients face barriers—from cost concerns to complex regimens—that interfere with their ability to take medications as directed.

How We are Supporting Your Patients

Florida Blue has an agreement with AdhereHealthTM, a specialized medication adherence organization that provides complimentary personalized outreach and guidance. Through this program, eligible members receive:

- Personalized phone outreach from AdhereHealth on behalf of Florida Blue
- Medication refill reminders and educational assistance tailored to their needs
- Information about pharmacy benefits and cost-saving opportunities
- Digital communications that reinforce adherence and connect members to available resources

Your Role in Coordinated Care

When appropriate, AdhereHealth may reach out to your practice regarding medication-related follow-up and care coordination. These communications—delivered via phone, fax, or electronic health record messaging—are designed to complement your existing workflow. By working together, we can address medication-related needs more effectively and ensure continuity of care.

Our Shared Goal

Together, Florida Blue Medicare, AdhereHealth, healthcare providers, and pharmacies can improve medication adherence and support better health outcomes for our members, your patients. We welcome your collaboration in this valuable program. Learn more [here](#).

Sharing your patients' protected health information (PHI) with our approved vendor, AdhereHealth, for quality assurance, quality improvement and accreditation activities is accepted under the HIPAA Privacy Rule (45 CFR 164). Providers may also disclose PHI to health plans for HEDIS data collection without authorization from the patient when both the provider and health plan have a relationship with the patient and the information relates to that relationship. Our relationship with AdhereHealth is compliant with HIPAA Privacy obligations.

Florida Blue Medicare is an independent licensee of the Blue Cross and Blue Shield Association.