

# Advance Care Planning Program

*Helping Your Patients, Our Members, Through Their Palliative Care Journey*

Our Advance Care Planning Program is an integrated care model focused on palliative care for our members, your patients. Patients living with advanced illness and covered in one of our commercial health care plans may voluntarily join. There is no extra cost for this program.

This program aims to reduce medical costs by minimizing ER/hospital visits and inpatient admissions – a consideration especially for value-based arrangements. While people often associate advanced care to end-of-life care, this program offers a wider range of treatment options. It is not dependent on a patient qualifying for hospice care.

Our Advance Care Planning Program consists of two parts:

- 1. Living Well:** Living Well is offered on our behalf through Vital Decisions. It provides advance care planning and documentation per the patient’s wishes. Patients also receive guidance to keep their priorities in the forefront as they manage their medical condition(s).  
**Note:** Living Well is also offered as a standalone program to both commercial and Medicare eligible members.
- 2. Palliative Care Delivery:** Care providers deliver ethical and compassionate palliative care and support for the patient. Physical symptom management, spiritual, cultural, environmental and social factors are also considered through care. The patient’s family and caregivers receive support too. **Note:** Palliative Care Delivery is only available to eligible commercial members.

This program does not offer hospice care. If the patient decides to stop curative treatment, our care provider can help transition the patient to hospice. Below is a chart showing the differences between our palliative care program and hospice care.

Palliative Care vs. Hospice Care	
Palliative Care	Hospice Care
<ul style="list-style-type: none"> <li>• Patients with advance illness regardless of stage</li> <li>• Not time limited; aims to support quality of life with curative care</li> <li>• Delivered in a hospital, medical office or home setting</li> </ul>	<ul style="list-style-type: none"> <li>• Patients with terminal illness; usually less than six months to end of life, if the disease is expected to run its course</li> <li>• Aims to offer a dignified, pain-free death; patient does not actively receive curative care</li> <li>• Delivered in the patient’s home or facility</li> </ul>

**Care Delivery Providers** (See Florida counties supported by the care delivery providers [here](#))

- CareCentrix
- Keralty Hospital

## Patient Eligibility

- Florida Blue or a health care provider identifies the patient as having an advanced illness.
- The patient is enrolled in one of our commercial fully insured health care plans (e.g., individual under the age of 65 or small, mid or large group plan)

## Referring Your Patients for Program Participation

If you have Florida Blue commercially insured patients who meet the above eligibility, you may refer them to take part in the program through one of three referral options. These options are outlined in the Frequently Asked Questions below.

Patients and their family/caregivers can also be encouraged to join by emailing us at [carememberoutreach@floridablue.com](mailto:carememberoutreach@floridablue.com) or calling 1-844-730-2583 (844-730-BLUE).

# Advance Care Planning Program

## Frequently Asked Questions for the Provider

### As my patient's provider, do I need to register to take part?

No, a patient's provider does not need to register to take part.

### How is my patient eligible for the program?

Your patient is eligible for the program when diagnosed with an advance illness. They are also eligible if they have frequent ER visits or receive inpatient care for symptoms that can be managed at home or in another medical setting.

### How do I refer my patient to the program?

You may refer an eligible patient in one of three ways:

- 1. LivingWell Referral.** You can refer your patient directly to Vital Decisions for help completing their LivingWell document by calling 1-800-301-3984.
- 2. Care Delivery Provider Referral.** You can refer your patients directly to an Advance Care Planning Program Care Delivery Partner in your region.
  - CareCentrix: [referrals@turn-keyhealth.com](mailto:referrals@turn-keyhealth.com)
  - Keralty Hospital: eFax 1-866-950-0289
- 3. Florida Blue Care Management Referral.** You can refer your patients to our Care Management team by faxing or emailing the [Clinical Care Programs Referral Form](#). This form can be found at [floridablue.com/providers](http://floridablue.com/providers). Select **Forms**, then **Clinical Care Programs Referral Form**. The Care team will work with a regional care delivery provider to enroll your patient into the program.

### How will I know when one of my patients is in the program?

An Advance Care Planning Program care provider will contact you to discuss your patient's palliative care plan and keep you apprised of each appointment. Our program is designed to provide palliative care in combination with the curative treatment your patient receives.

### How will this program affect my relationship with my patient?

This program should not affect your relationship with your patient. Patients who have taken part in the program enjoyed a more optimal quality of life. Involvement in the program allows your patient to hear and act upon the medical options and care offered. Their family may be more aligned to their preferences, resulting in less possible conflict through the patient's illness.

### What Florida Blue patients are eligible for this program?

Currently, both the Living Well and Palliative Care Delivery portions of the Advanced Care Planning Program are available to your eligible Florida Blue patients enrolled in a commercial health care plan. This includes members of fully insured group health plans as well as individuals under age 65 who buy their own health insurance. Only the Living Well portion is available to eligible Florida Blue Medicare patients. The Advanced Care Planning Program is not currently available to patients with insurance through the Federal Employee Program<sup>®</sup> or those in self-funded plans.

### Who do I contact at Florida Blue for more information?

You can contact a member of our Care Management team for more information.

#### Florida Blue Care Management:

Dedicated Phone: 1-844-730-2583 (1-844-730-BLUE)

Dedicated Fax: 1-904-997-5188

Dedicated Email: [carememberoutreach@floridablue.com](mailto:carememberoutreach@floridablue.com)

You may also find more information at [floridablue.com/providers/tools-resources/programs](http://floridablue.com/providers/tools-resources/programs).



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