

Update: Advance Care Planning Program

Helping Your Florida Blue Patients Through the Planning for and Care of Advanced Illness

Our Advance Care Planning Program focuses on providing advanced care/life planning and palliative care for your Florida Blue patients with serious illnesses. There are two parts to the program: Living Well and Palliative Care Delivery. This program is available to our eligible commercial health plan members* based on their plan benefits. It consists of integrated care delivery as well as support for caregivers and families.

The *Living Well* component of the [program](#) ensures your Florida Blue patients' wishes and preferences are identified, communicated and acted upon. This allows your patients to access the right care at the correct time for their physical, emotional and psychosocial needs. If your patient is not a *Living Well* participant, one of our regional care providers listed below can assist your patient with documenting their advance directives.

Here Is What You Need to Know

The goal of the Palliative Care Delivery component of the Advance Care Planning Program is to effectively address symptoms (symptom management) and improve your patient's quality of life. It is available to your patients who have an advanced illness, would like palliative care treatment and are enrolled in a Florida Blue Commercial health care plan. Patients who continue to experience clinical decline will be provided with a referral to hospice services if appropriate and if they desire.

Palliative Care Delivery provides our members with care services through an interdisciplinary team that addresses:

- Access to palliative care services during active and potentially curative treatment as needed
- Assessment and treatment of mental health needs of members and their caregivers
- Incorporation of spiritual components if the member desires
- Assessing needs and providing care plan interventions related to social determinants of health
- Comprehensive support for members, family members and caregivers

Care Providers Selected to Deliver Services

Florida Blue is currently working with the care providers below to deliver care services:

- [CareCentrix](#)
- [Keralty](#)

[Click here](#) to see a map of the counties that will be supported by each care provider.

A palliative care physician from one of these organizations may contact you on our behalf to collaborate in the management of your patient's care. Any changes in the patient's plan of care will be communicated back to you. We are reaching out to eligible members with more information.

Attached, we have included answers to frequently asked questions. If you have additional questions, please contact our Care Management Department at carememberoutreach@floridablue.com or call us at 1-844-730-2583 (844-730-BLUE).

You can also find more information about our Advance Care Planning program at floridablue.com/providers/tools-resources/programs.

* Living Well is included as part of our Advance Care Planning Program, which is offered to commercial members, Living Well is also offered as a standalone program to both commercial and Medicare members. Florida Blue is an independent licensee of the Blue Cross and Blue Shield Association.

Update: Advance Care Planning Program (continued)

Frequently Asked Questions

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 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 impact my relationship with my patient?

This program should not affect your relationship with your patient. Ideally, your patients' participation in the program would complement your relationship with them.

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[®] or those in self-funded plans.

Who do I contact at Florida Blue for more information?

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

Florida Blue Care Management

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

Dedicated Fax: 1-904-997-5188

Dedicated Email: carememberoutreach@floridablue.com

You can also find more information about our Advance Care Planning program at floridablue.com/providers/tools-resources/programs.