Florida Blue

March 2026

Advance Care Planning Program Update

Our **Advance Care Planning Program** focuses on caring for Florida Blue members who have serious illnesses and need support with palliative care. The program is available to eligible Florida Blue members who have advanced illnesses, would like palliative care, and are enrolled in a commercial health care plan. It consists of integrated care delivery as well as support for caregivers and families.

The program aims to effectively address symptoms (symptom management) and improve your patient's quality of life. 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 eligible 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 Delivering Services

Florida Blue works with the providers below to deliver care services:

- CareCentrix
- Keralty/Sanitas

A palliative care physician from one of these organizations may reach out on behalf of Florida Blue to collaborate with you in the management of your patient's care and communicate appropriate changes.

Florida Blue is also sharing information with eligible members. **Frequently Asked Questions** are included below.

Advance Care Planning Questions?

Contact Care Management

Phone: 1-844-730-BLUE (2583)
Fax: 1-904-997-5188
Email: carememberoutreach@floridablue.com

More information on our Advance Care Planning Program is available at FloridaBlue.com/providers/tools-resources/programs.

Florida Blue and Florida Blue Medicare are independent licensees of the Blue Cross and Blue Shield Association.

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Advance Care Planning Program
Frequently Asked Questions

1) Which Florida Blue patients are eligible for this program?
This program is available to Florida Blue members 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. Currently, the program is not available to patients with insurance through the Federal Employee Program® or in self-funded plans. Eligible patients must be 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.

2) As my patient's provider, do I need to register to participate?
No, a patient's provider does not need to register to participate in our Advance Care Planning Program.

3) How can I refer my patient to the program?
- **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
    - Keralty Hospital/Sanitas: eFax 1-866-950-0289
- **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. Select **Forms**, then look under the **Coordination of Patient Care section.** The Care team will work with a regional care delivery provider to enroll your patient in the program.

4) How will I know when one of my patients is in the program?
A program care provider will contact you to discuss your patient's palliative care plan and keep you informed of each appointment. Our program is designed to provide palliative care in combination with the curative treatment your patient receives.

5) Does this program affect my relationship with my patient?
This program does not affect the relationship between you and your patient. Ideally, your patients' participation in the program would complement your relationship with them.

6) Who do I contact for more information?
You can contact a member of the Care Management team for more information.
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