



For Immediate Release:
Sept. 3, 2019

Contact: Tony Felts, 317-287-6036
tony.felts@anthem.com

Anthem Blue Cross and Blue Shield High-Performance Network Expanding to Reach More Indiana Healthcare Consumers

HealthSync network now includes 45 hospitals and thousands of medical professionals with proven record of delivering high-quality, cost efficient care

Indianapolis – Sept. 3, 2019 –Indiana consumers have more affordable choices with the continued expansion of healthcare providers joining the Anthem Blue Cross and Blue Shield HealthSync network.

The network expanded into Central Indiana earlier this year with the addition of the healthcare professionals and facilities of the statewide Franciscan Alliance. And last month, HealthSync expanded again to include another statewide health system, Ascension St. Vincent. As a result, consumers enrolled in HealthSync will be able to choose from a network that consists of nearly 10,000 physicians and medical professionals and 45 top hospitals across the state.

“Being a valued, trusted and innovative partner enables Anthem to work collaboratively with healthcare providers across Indiana to simplify healthcare and improve affordability and quality for consumers,” said Rob Hillman, president of Anthem Blue Cross and Blue Shield in Indiana. “The goal is that those enrolled in HealthSync will receive more cost effective healthcare, a better consumer experience and better health outcomes, including fewer ER visits and hospital admissions.”

HealthSync represents a shift away from the traditional fee-for-service model, which reimbursed providers based on the volume of medical services performed rather than the quality of care delivered. Under a contractual arrangement with Anthem, HealthSync care providers assume greater financial responsibility, with reimbursement based on health outcomes, which gives them greater incentive to provide efficient and cost-effective care.

“Our 11 Indiana hospitals, our primary care providers and specialists believe in the philosophy behind HealthSync,” said Kevin Leahy, president and CEO of Franciscan Alliance. “We are committed to working with Anthem to improve the health of individuals by offering access to clinicians dedicated to providing the appropriate level of care, at a lower cost.”

With HealthSync, consumers choose a primary care physician (PCP) who becomes familiar with their medical history, lifestyle and personal health goals, and helps them navigate the healthcare system.

“Primary care providers are the first step to achieve an improved quality of life, said Dr. Aaron Shoemaker, Chief Medical Officer, Ascension St. Vincent. “PCP’s are qualified to screen patients for a variety of conditions, and if you already have a chronic illness they can help you manage it effectively.” Anthem research has shown that consumers with a strong PCP relationship generally experience better health outcomes and lower costs.

HealthSync consumers will have access to innovative health plan features. For example, a symptom checker will compare an individual’s symptoms and unique medical situation to thousands of others to help the individual determine the most appropriate next steps. Consumers will also be able to schedule an online visit or a text interaction with their physician.

HealthSync seeks to address consumer and employer frustration with healthcare. In a recent study, the RAND Corporation concluded that costs for both outpatient care and hospital stays in Indiana are higher than 25 other states surveyed.

“The U.S. healthcare system is fragmented, confusing and costly,” said Hillman. “The market is demanding a benefit plan that delivers cost savings, better quality, a better consumer experience and improved health outcomes. HealthSync addresses those issues by collaborating with care providers to identify gaps in care, unfilled prescriptions and address emergency room utilization and chronic disease management.”

Anthem Blue Cross and Blue Shield is the trade name of Anthem Insurance Companies, Inc., an independent licensee of the Blue Cross and Blue Shield Association. ® ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross Blue Shield Association. Additional information about Anthem Blue Cross and Blue Shield in Indiana is available at www.anthem.com. Also, follow us on Twitter at www.twitter.com/AskAnthem, www.twitter.com/AnthemBCBS News and on Facebook at www.facebook.com/AskAnthem.

###

Anthem’s HealthSync network began two years ago. Beacon Health Systems and the South Bend Clinic, both located in South Bend, Ind., were two of the first care providers to join HealthSync.

Diane Maas, Chief Strategy Officer of Beacon Health System:

“Being part of the Anthem HealthSync network is an important part of our ongoing commitment to delivering coordinated care to the consumer and improving health outcomes for the communities we serve. Working together with Anthem provides access to data that makes this possible.”

Kelly Macken-Marble, CEO of South Bend Clinic:

“The HealthSync Network will bring transformational changes for both providers and members. Working with providers, HealthSync’s digital tools make accessing healthcare easy, more affordable and seamless for patients in a way that the market hasn’t seen before.