

SPECIAL eBULLETIN

FOR PROFESSIONAL AND FACILITY PROVIDERS

MARCH 31, 2021

POPULYTICS TO PROVIDE CASE MGMT AND CONDITION SUPPORT FOR LEHIGH VALLEY DIRECT BLUE AND FLEX BLUE MEMBERS

Effective **April 1, 2021**, Populytics, Inc., a wholly owned subsidiary of Lehigh Valley Health Network, will provide case management and condition support for Highmark members with certain conditions who participate in Highmark's my Direct Blue Lehigh Valley EPO, my Lehigh Valley Flex Blue HMO, and Lehigh Valley Flex Blue PPO products.

Conditions include:

- Adult or Pediatric Asthma
- Chronic Obstructive Pulmonary Disease (COPD)
- Congestive Heart Failure (CHF)
- Coronary Artery Disease (CAD)
- Diabetes

Services include:

- Prevention of disease through chronic condition
- Transition of care
- Emergency department (ED) utilization
- Complex case management
- Interventions for chronic conditions

INTERVENTION IDENTIFICATION

Populytics identifies Highmark members for case management and condition support services using a variety of information and data including provider referrals, self-referrals, select chronic conditions, inpatient Transition of Care outreach, ED follow-up referral calls, payer reports, and care gap closure outreach.

Once identified, you or the member may be contacted by Populytics to schedule services during the course of delivering care. Populytics may contact providers to review treatment plans, conduct medication reconciliation, or work with providers on closing care gaps.

Members eligible for these services can be identified by checking their member identification card for one of the following alpha prefixes:

B4B	B4C	LPV	LPY	LVL
LVO	LVZ	LWH	LWN	LWV



ABOUT POPULYTICS

Populytics is an independent company from Highmark that provides case management and condition support (disease management) services to patients. They are National Committee for Quality Assurance (NCQA) Accredited in Population Health and Case Management. Their experienced care team (which includes nurse case managers, social workers, and pharmacists) offers patients education, guidance, resources, and recommendations via telephone.

REFERRALS AND MORE INFORMATION

If you have questions regarding Populytics' case management and condition support services or want to refer a Highmark member, you may contact Populytics at **1-888-530-2205**.

For provider referrals (or self-referrals), the member must be enrolled in an eligible Highmark plan with one or more of the qualifying conditions listed on the previous page.