

Hello Helion: A Mission to Transform Health and Healing in the Home

Health care evolves to fill community needs as they arise. Rebranding as Helion (pronounced heal-eon) marks an evolution for HM Home and Community Services (HMHCS) as it improves and expands its commitment to healing in the home.

Since 2016, HMHCS has built a brand and relationships based on healing, partnership, and innovation. Its tools and resources benefit more than 450 of Highmark Blue Shield's home care agencies and skilled nursing facilities. As Helion, the company continues that legacy while expanding its offerings to reach new customers and markets.

"Our company's vision is not changing with the rebranding," says Carrie Johns, director of Network Performance Operations. "Our focus remains on each patient's journey as we free providers to be their best and provide the highest quality care."

Why Helion? Why now?

The name, Helion, evokes both healing and top performance, since perihelion is the point in an orbit when an object is closest to the sun. As a brand, Helion embodies the company's aspirational nature and its continued commitment to the idea that home should be the heart of preventive and restorative care — wherever that home may be.

The COVID-19 pandemic has reaffirmed this belief. But it has also changed how providers do business, how they take patients, and how they work in a continuum of care. Rebranding as Helion provides an opportunity to use the lessons of the pandemic to improve and extend the services offered.

"We are advancing what we already do and taking it to the next level," says Andonia Aber, director of Network Performance. "Coming back from a pandemic and rebranding ourselves really allowed us to scale back and think about our next steps in transforming home and community care."

Those steps include:

Reinforcing the commitment to healing in the home

Making the change to Helion differentiates the brand in the current market landscape. But it also emphasizes the company's dedication to transforming health and healing in the home. The new logo captures that message, using the "h" to acknowledge health, healing, and home while creating an understated home shape in the negative space.

"Healing at home has a different meaning and evokes different ideas in terms of level of care for every patient," Johns says. "We're really focused on that individual journey, and we want that to be clear to each and every one of our partners."

Helping stakeholders embrace health across the care continuum

As a new brand, Helion is seizing the opportunity to affect post-acute care for providers and patients in new markets. Beginning with Highmark Blue Shield's network, the HMHCS team saw how their solutions impacted providers and member care. Now Helion is commercializing and expanding beyond Highmark Blue Shield to offer its home-based solutions and consulting services to other payers and health systems.

"We're trying to do for others what we've done for Highmark Blue Shield," Johns says. "Part of the rebrand is taking all of our consulting services, including platforms for technology, data, network performance, and network operations, to other markets."

Expanding and improving our technology solutions for post-acute care providers

Along with the Helion name, provider partners can eventually expect small changes to the tools and resources currently offered. While the approach will stay the same, some of the products — or even the ways Helion works with its partners — may be updated and improved.

"Through the pandemic, we really worked with our provider partners as consultants and identified opportunities for change," Aber says. "We'll be introducing new data, new data development, a new Salesforce platform, and reimbursement programs. We're excited for providers to use our self-service tool to see their own overall performance. We are basically launching a new and improved model to go along with the new brand."

What you can expect as a post-acute care provider partner

Helion is led by Monique Reese, DNP, ARNP, FNP, senior vice president of Home and Community Care; Nick Stupakis, vice president of Commercial Services; and Emily Jaffe, MD, vice president and executive medical director. Under their guidance, the Network Performance team will be reaching out to providers with updates and important information about branding efforts.

"We'll be keeping as much consistency as possible for providers," Johns says. "Our focus is still on supporting the network and our members. We're just taking the model to new territories to improve post-acute care for more people."

To learn more about Helion and what the rebranding means for post-acute care, visit our website: www.helion.health.

Helion is an independent company that provides post-acute care network management services for Highmark Blue Cross Blue Shield and some of Highmark's affiliated Blue health plans. As a part of those services, Helion is sharing the information contained in this newsletter on behalf of Highmark Blue Cross Blue Shield. Highmark Blue Cross Blue Shield and its affiliated Blue health plans are independent licensees of the Blue Cross Blue Shield Association.