The importance of communication

Good communication between Blue Care Network and our provider partners helps us work better together. Our newsletters, websites, emails and letters keep you aware of network policies, billing information, new products and other important information.

Likewise, the way you communicate with patients affects your partnership with them and can affect their health outcomes and compliance with your care instructions.

Interpersonal communication is also an important part of our business partnership. We have BCN medical directors to discuss issues impacting the care you provide to our members. We also include providers on many BCN committees, like our regional medical director groups and our medical leadership advisory council. You can call BCN Provider Inquiry representatives with general questions or claim issues. And, our provider consultants can help you with our products, online tools, and complex issues not resolved through Provider Inquiry.

Successful communication flows both ways. We like hearing from you. Our new Provider Pulse Community is made up of physicians and office managers who give us feedback through online discussions. It allows deeper conversations to help us understand the challenges you face as the health care industry evolves and find out ways we can improve.

To help you communicate better with your patients in a more consumer-oriented environment, we’ve put together four videos on communication topics to help you gain a better understanding of patients’ expectations and what physicians with high patient satisfaction scores have found successful in their practices. More information about the videos and how to view them is on Page 3.

This annual edition of BCN Partners in Care outlines many ways you can get information. Please share this publication with members of your staff who work with BCN patients. We want to make sure your team members have what they need to care for your Blue Care Network patients. Let your provider consultant know if there’s anything we can do to improve our communications to you. We want to help you as you care for our members.

Your partners in care,

Marc Keshishian, M.D.
Senior Vice President and Chief Medical Officer

Alison Pollard
Vice President, Provider Affairs

Inside this issue: Physician communication videos. See what members and doctors told us makes a difference in patient care. Page 3
Tools to help you care for your Blue Care Network patients

BCN Provider News
Sign up to receive the latest BCN news by email and view current and past newsletters at bcbsm.com/bcn-provider-news.

Tip: If you miss an issue, check your Junk or Spam email folder and mark our email as Not Spam or add us to your Safe Senders List.

e-referral
BCN’s e-referral website has the information you need to manage BCN member care with BCN referral and clinical review program charts, forms and information on BCN’s care management programs. Log in to BCN’s secure electronic referral tool to submit referrals to BCN or receive notification of referrals made to you. Go to ereferrals.bcbsm.com. To sign up for the secure referral tool, click on Sign Up or Change a User.

Our updated e-referral site now includes a search feature and the site includes both Blue Care Network and Blue Cross Blue Shield of Michigan. To find the Blue Care Network information, just click “BCN” along the top or at the left of any page.

bcbsm.com
BCN’s website has a wealth of information. Go to Providers to find:
- Provider enrollment and change forms
- All the pharmacy information you need
- A Contact Us section
- Access to Provider Secured Services

Provider Secured Services
Register for a provider login at bcbsm.com/providers. You can access:
- Web-DENIS
  BCN’s secure electronic inquiry tool lets you check member eligibility and benefits and the status of claims. Breaking news is posted on the home page.
- BCN Provider Publications and Resources
  A comprehensive secure website for BCN providers, it includes the BCN Provider Manual, billing information and instructions, medical policies, clinical practice guidelines, care management and referral information, and more.

Help is available
Use the BCN Provider Resource Guide to locate the BCN help you need. Go to ereferrals.bcbsm.com and click on Quick Guides. Here are some phone numbers you should keep handy:

- For most questions about coverage, claims or primary care physician assignment, call BCN Provider Inquiry at one of the following numbers.
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<th>Product</th>
<th>Medical</th>
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<tr>
<td>Commercial HMO</td>
<td>1-800-255-1690</td>
<td>1-800-482-5982</td>
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<tr>
<td>BCN Advantage</td>
<td>1-800-255-1690</td>
<td>1-800-431-1059</td>
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- For technical support with BCN systems, call the Web Support Help Desk at 1-877-258-3932.
- For enrollment, contracting or issues not resolved elsewhere, call your provider consultant. You can find your provider consultant at bcbsm.com/providers by clicking on Contact Us in the upper right section of the page.
Watch Blue Care Network’s video series to help improve communication with your patients

Why is effective communication so important between physicians and their patients? Studies show better communication can lead to better patient compliance and more satisfied patients.

Blue Care Network asked members throughout the state about their interactions with physicians. Then we interviewed doctors with high patient satisfaction scores. Each group shared thoughts with us in four areas: Listening to patients, respecting patients, explaining effectively and spending enough time with patients.

Here’s a sampling of what they said.

**Listening**

*These days, like it or not, we’re all doing computer work while we’re listening to patients. Sometimes you get a patient with a lot of problems. You just have to put the computer away. And sit and talk and listen.*

Dr. James LaFleur, Saginaw

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**Respect**

*I show respect to my patients by understanding their personal beliefs including involving them in decision-making.*

Dr. Naheed Rizvi, Midland

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**Explaining effectively**

*If I have to draw a diagram, I do that. I spend some time explaining why they have the symptoms so they have all their questions answered. I do believe, 100 percent, that better communication, reassuring the patient and being sure they understand what the problem is, leads to less office calls and fewer emergency room visits.*

Dr. Miguel Perez, Flint

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**Spending time**

*The key is to sit. Once you sit, you are giving attention and are willing to give enough time for the patient to talk and explain why they are here.*

Dr. May Antone, Southfield

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Learn more about what physicians and patients said. To watch the four videos, go to: [brainshark.com/bcbsm/patientcommunication](brainshark.com/bcbsm/patientcommunication).

The videos can be watched separately by topic or all at one time. We encourage practices to watch them with staff so you can discuss individual techniques with other doctors in your practice.

**Tools**

As a thank you to those who watch the video, we’re offering some tools to enhance patient communication in your office. You can order the tools at the end of the video. The video guestbook will ask you to tell us who you are so we can mail the tools you order. We will not use your personal information for any other purpose.

Please provide your feedback at the end of the video or email your comments to [bcnprovidernews@bcbsm.com](mailto:bcnprovidernews@bcbsm.com).
Physician reviewer gives our patient communication videos thumbs up

Several physicians previewed our physician-patient communication videos and here’s what one doctor had to say:

“This has essentially reaffirmed our practice approach and culture, which I have emphasized countless times during our staff meetings over the past 25 years. It is the genuine respect in action, not just words, devotion of full attention to the patient, communication without condescension, and never without the look of hurrying that are truly the cornerstones of practicing good medicine.”

— Dr. Eugene Choo, Okemos, Mich.

Watch the patient communication video at brainshark.com/bcbsm/patientcommunication.*

Subscribe now to BCN Provider News

Go to bcbsm.com/bcn-provider-news and click on Subscribe to receive an email notification when each issue of BCN Provider News is available. When you select BCN Provider News, you can choose a topic. Your email will contain headlines of interest to you. If you do not have internet access or need assistance, please contact your provider consultant.

*Blue Cross Blue Shield of Michigan and Blue Care Network are only responsible for the Blue Cross and BCN-related content at brainshark.com.