



**BlueCross BlueShield
of Alabama**



COPD Program Supports Your Patients and Your Practice

Program Objectives

The Chronic Obstructive Pulmonary Disease (COPD) Program supports you and your patient by promoting compliance with your treatment regimen and encouraging healthy behaviors that lead to improved health. We collaborate with your practice staff, keep you informed of your patient's health status and alert you about serious health issues that require immediate attention.

Our goal is to promote a collaborative relationship between you and your patient. We provide alerts and summary reports with actionable health information, as well as proactive medication adherence and medication management information via pharmacy updates.

Program Interventions

Our program provides support and guidance to patients through online resources, telephone outreach and mailed educational materials. Powered by National Jewish Medical and Research Center, the COPD Program helps your patients understand and better manage their COPD to help slow disease progression and maximize remaining lung capacity. Our clinicians help your patients:

- Recognize and control symptoms that lead to a worsened condition
- Comply with medications you prescribed and your plan of care
- Learn about the use of Spacers for metered dose inhalers (MDI)
- Learn to recognize the symptoms of a lung infection
- Monitor sputum for color, frequency, amount and consistency
- Understand the negative effects of smoking and how to access smoking cessation resources
- Learn how to prepare small, nutritious meals to increase daily caloric intake
- Use oxygen therapy properly, if prescribed
- Comply with spirometry testing guidelines to monitor the status of the condition

The COPD Program is based upon national evidence-based guidelines.

Enrollment & Engagement

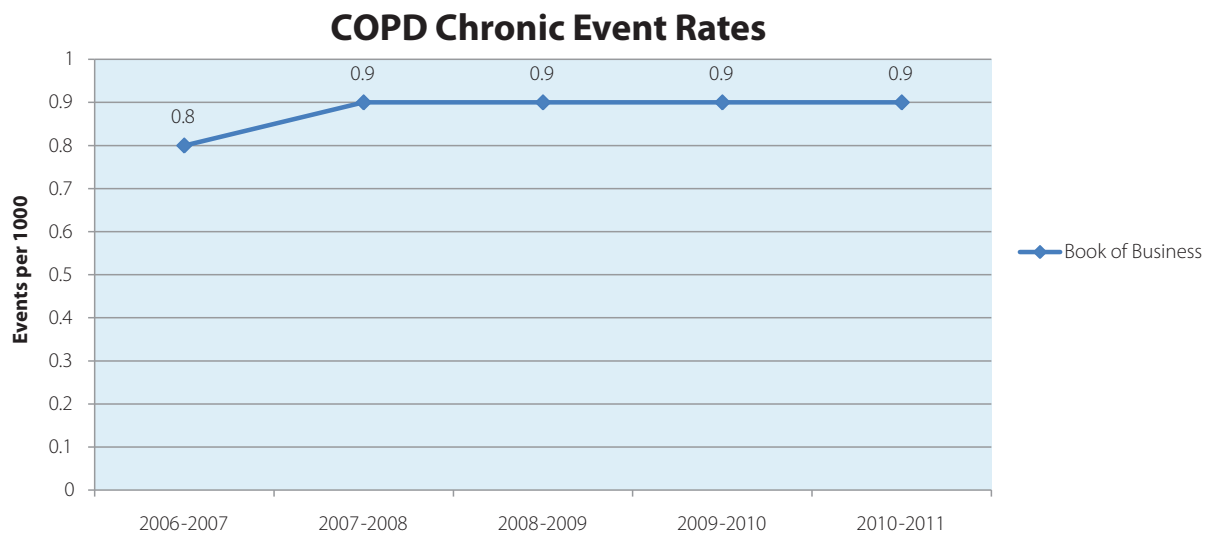
Eligible individuals are identified through medical and pharmacy claims data, our Health Risk Assessment (a patient survey), and referrals from physicians and case managers. Our registered nurses will contact your patient to assess the severity of the disease, the presence of co-morbid conditions and potential barriers to treatment.

Our Approach

Our approach focuses on optimizing your patients' health, regardless of limitations that may exist from their chronic condition and co-morbidities. All interventions are personalized according to patient values, preferences and readiness to engage and change their health behaviors.

Outcomes

The event rate trend demonstrates the effectiveness of our disease management programs. The goal of the interventions is to reduce the rate of adverse events associated with the disease being managed. Clinical Quality Measures are important because through the monitoring of these measures we are able to identify and track areas of compliance with healthcare recommendations and ensure the receipt of appropriate services.



Clinical Quality Measure	Compliance Rates (07/01/2008 – 06/30/2009)	Compliance Rates (07/01/2009 – 06/30/2010)	Percent Difference
COPD: Spirometry Testing	33.1%	34.9%	1.84%

If you wish to refer your patients to the COPD Program, please contact us at 1-888-841-5141.



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