



BlueCross BlueShield
of North Carolina

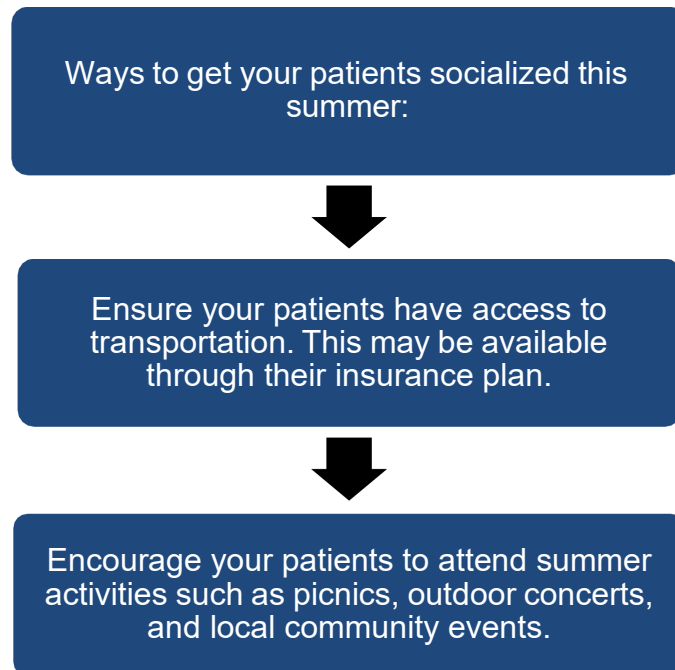
MEDICARE

August 2024

Help Your Patients Combat Loneliness and Social Isolation This Summer

Please note, this communication applies to Healthy Blue + MedicareSM (HMO-POS D-SNP) offered by Blue Cross and Blue Shield of North Carolina.

Approximately half of individuals 60 and older are at risk of social isolation, which may put their health at risk. As a provider, you can assess your patients' risks for loneliness and social isolation and help connect them to resources in their community. Did you know we offer a program to all our Medicare members called Member Connect? This program encourages participants to re-engage with healthcare, connect with community-based organizations, and increase physical activity. If your patient needs help getting connected, they can call the member services phone number on the back of their ID card for any questions.



We share a health vision with our care providers that means real change for consumers.

<https://www.bluecrossnc.com/providers/networks-programs/blue-medicare/healthy-blue-medicare>

Blue Cross and Blue Shield of North Carolina Senior Health, DBA Blue Cross and Blue Shield of North Carolina, is an HMO-POS D-SNP plan with a Medicare contract and a NC State Medicaid Agency Contract (SMAC). Enrollment in Blue Cross and Blue Shield of North Carolina Senior Health depends upon contract renewal.

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