



BlueCross BlueShield  
of North Carolina

# MEDICARE

April 2024

## April is National Minority Health Month and Stress Awareness Month

Please note, this communication applies to Healthy Blue + Medicare<sup>SM</sup> (HMO-POS D-SNP) offered by Blue Cross and Blue Shield of North Carolina.

We strive to advance health equity so everyone has a fair opportunity to be at their healthiest. As we reduce barriers to whole health — physical, behavioral, and social — and personalize the healthcare journey, we can more effectively advance health equity. While focusing on understanding member needs, we actively develop educational tool for providers.

In recognition of the American Heart Association designating April as National Minority Health Month and Stress Awareness Month, we are featuring two Continuing Medical Education (CME) courses offered in a comprehensive repository of resources on [My Diverse Patients](#). The site is designed to help providers support the needs of diverse patients and address healthcare disparities.

For the month of April, our featured eLearning experiences are:

- Reducing Health Care Stereotype Threat — course benefits:
  - Understand Health Care Stereotype Threat (HCST) and its implications for multicultural patient groups.
  - Learn to recognize when patients may be experiencing HCST.
  - Explore shifts that you can make to reduce the likelihood that patients from diverse groups will experience HCST.
  - Identify the benefits of reducing HCST to both your patients and your practice.
- Medication Adherence — course benefits:
  - Recognize potential barriers to medication adherence and what influences your patients' thoughts and emotions.
  - Understand the importance of meeting your patients where they are — not where you want them to be.
  - Learn how to navigate and break through barriers with C.A.R.E.

These courses are designed for: doctors (CME credit provided); nurses; health professionals; and medical office staff.

Providers can view these courses on their smartphone, tablet, or computer.

Through genuine collaboration, we can simplify access to care and help you deliver high-quality, equitable healthcare.

<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.

®, SM are marks of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. All other marks and names are property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross Blue Shield Association.  
NCBCBS-CR-052966-24-CPN52169 April 2024