

A periodic publication for hospital administration executives from Blue Cross and Blue Shield of Louisiana

Blue Distinction Centers

The Blue Cross and Blue Shield companies, in partnership with the Blue Cross and Blue Shield Association, have developed national Blue Distinction Centers for bariatric surgery, cardiac care, and transplant services. Southwest Medical Center met the criteria to be included in the bariatric surgery network. Christus St. Frances Cabrini Hospital, Louisiana Heart Hospital, Ochsner Clinic Foundation Hospital, and St. Francis Medical Center met the criteria for the cardiac network. Ochsner Clinic Foundation Hospital is designated as a Blue Distinction hospital for adult heart transplants. Full details about Blue Distinctions and the selection criteria can be found at the following link:

<http://www.bcbs.com/innovations/bluedistinction/centers/?log-event=sp2f-view-item&nid=29413613>

Blue Distinction Provider Measurement and Improvement Program

To encourage greater consistency in evidence-based medical approaches, the Blue Distinction Provider Measurement and Improvement Program integrates provider performance metrics into a national framework for improving health care quality. The initial steps of the program focus on using publicly available quality data as the basis for collaborations between participating Blue Cross and Blue Shield companies and hospitals around the country to improve inpatient hospital care. The program launched in early 2005 and implemented a Web-based portal in 2006. Additional steps will focus on recognizing physicians' efforts to enhance patient health and safety. Click the following link to view the full page:

<http://www.bcbs.com/innovations/bluedistinction/measurement/?log-event=sp2f-view-item&nid=29423868>

National Transparency Demonstration

The Blue Distinction national transparency demonstration focuses on the most effective ways of sharing information with consumers to help them learn about absolute and relative health care costs. Seventeen Blue companies including Blue Cross and Blue Shield of Louisiana are participating in the demonstration, making this information available across the country in urban, suburban and rural communities. Read more by using the following link:

<http://www.bcbs.com/innovations/bluedistinction/transparency/?log-event=sp2f-view-item&nid=29423874>

Blues OKd To Open Savings Bank

The Blue Cross and Blue Shield Association has received federal approval to establish a savings bank to administer consumers' health savings accounts and is dropping its bid to open a special type of bank that has stirred controversy because of similar requests from Wal-Mart Stores Inc, reports the Chicago Tribune. (The Associated Press, Chicago Tribune, 2/14)

<http://www.bcbs.com/news/national/blues-okd-to-open-savings-bank.html>

Blue Cross and Blue Shield plans support the Institute for Healthcare Improvement's 5 Million Lives Campaign

America's Blue Cross and Blue Shield Plans joined the Institute for Healthcare Improvement (IHI) in expanding the national campaign to dramatically reduce incidents of medical harm in U.S. hospitals. The Blues are underwriting the 5 Million Lives Campaign with a \$5-million contribution to support the efforts of hospitals nationwide to transform the quality of health care and the way it is delivered.

<http://www.bcbs.com/news/bcbsa/five-million-lives-campaign.html?log-event=sp2f-view-item&nid=29377217>

Blue Cross and Blue Shield Companies Endorse AAMC Principles for the Reporting of Clinical Trials

The Blue Cross and Blue Shield Association (BCBSA) and the nation's 39 Blue Cross and Blue Shield Companies have formally endorsed the Association of American Medical Colleges (AAMC) "Principles for Protecting Integrity in the Conduct and Reporting of Clinical Trials."

The AAMC principles were developed in collaboration with BCBSA to strengthen the role of U.S. medical schools and teaching hospitals as trusted and reliable sources of research information. The

comprehensive guidelines direct the ethical and operational aspects of data access, analysis, and reporting of clinical research studies. Their goal is to ensure that academic institutions do not accept restrictions by sponsors that would exclude members of academic research teams from full intellectual participation in studies and thereby prevent those investigators from being held responsible and accountable for the results. A copy of the "Principles for Protecting Integrity in the Conduct and Reporting of Clinical Trials," can be found at: www.aamc.org/research/clinicaltrialsreporting/start.htm

Big Three Sign on to Health Initiative

Houston Chronicle (Associated Press), 1.29.07

For the domestic automakers, supporting a set of national health care standards that aims to lower costs and improve the quality of health care won't solve all of their problems. But, they say it represents several small steps in the right direction. Rick Wagoner, General Motors Corporation chairman and chief executive; Tom LaSorda, president and CEO of DaimlerChrysler AG's Chrysler Group; and Bill Ford, executive chairman of Ford Motor Company, joined U.S. Health and Human Services Secretary Michael Leavitt at a Detroit Economic Club meeting on January 29, 2007, to support his department's Value-Driven Health Care initiative. Click the following link for the full story: www.hhs.gov/transparency/

Louisiana 2 Step

Blue Cross and Blue Shield of Louisiana, along with the world-renowned Pennington Biomedical Research Center, is asking all Louisiana residents to take two simple daily steps toward better health – eat right and move more. To help Louisianians accomplish this goal, the two organizations have launched the public health campaign Louisiana 2 Step and www.Louisiana2Step.com, a free web site offering state-of-the-art tools for weight loss.



Giving our customers and other Louisiana residents the information they need to make smart lifestyle decisions and to stay healthy is fundamental to the health of our state and to our company's success. Wellness and prevention benefit each of us as individuals as well as benefiting Blue Cross. Through television and radio advertisements, print ads, outdoor billboards and www.Louisiana2Step.com, we're encouraging every Louisiana resident to "Do the 2" in his or her own way.

Quick Notes

- Beginning May 23, 2007, Blue Cross will require the National Provider Identifier (NPI) on all claims.
- By September 2007, Electronic Funds Transfer (EFT) will be mandatory for all Blue Cross providers.
- On January 1, 2007, Blue Cross became a smoke-free campus.

Blue Membership as of January 2007

Alexandria	38,640
Baton Rouge area	180,621
Lafayette area	123,960
Lake Charles area	62,579
Monroe area	44,440
New Orleans area	232,568
Shreveport area	88,063
National Participating BlueCard	10,917
Total	1,060,641

Contacts for Questions

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of Louisiana**

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