

Value for Your Employees

Easy to Access – The Nurse Advice Line is an easy way for your employees to connect with a health expert from home, the office or while traveling.

Low Cost – The Nurse Advice Line gives your employees access to health professionals without incurring out of pocket costs.

Trusted Health Professionals – Recent Gallop surveys rank nurses as the most trusted professionals in America. Those surveyed cited nurses as having a high degree of ethical integrity and honesty.

Peace of Mind – Searching for health information on the Internet is great, but if it comes down to making a decision about whether a child's fever is serious or if a sore ankle needs evaluated, there is no substitute for a conversation with a clinical professional.



Nurse Advice Line

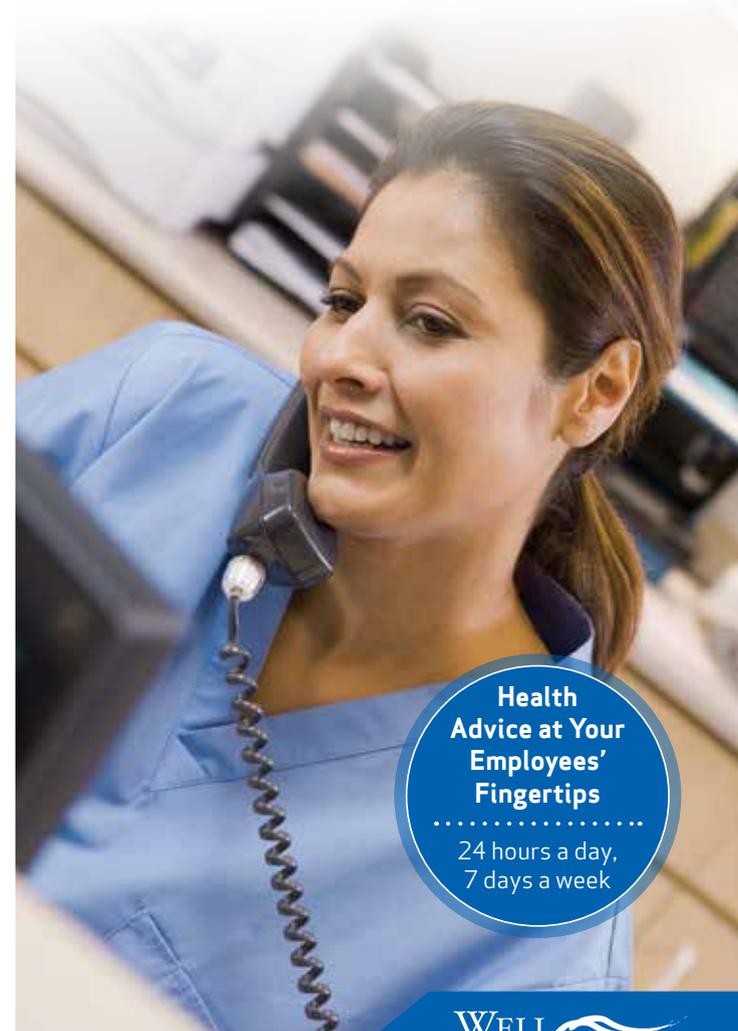
For more information
please call your
district office at
800-365-2345

For access to
health information online,
visit bcidaho.com



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Health
Advice at Your
Employees'
Fingertips
.....
24 hours a day,
7 days a week

WELL
CONNECTED™

Form No. 3-613 (12-14)

Blue Cross of Idaho is pleased to offer your employees Nurse Advice Line

Helping Your Employees Make Smart Healthcare Choices

The Nurse Advice Line provides your employees access to registered nurses 24 hours a day, 7 days a week. The service helps employees determine the most appropriate level of care (emergency room, urgent care center, home care, etc.) based on their symptoms. Nurses also provide general health and medication information.

How the Nurse Advice Line Works

Nurse Advice Line is powered by Health Fitness[®] and staffed by registered nurses with an average of 25 years of clinical experience. Nurses can address health-related questions and concerns, triage patients, discuss medications and provide general health information. All your employees have to do is pick up the phone and call.

Employees can also access a nurse through “live chat” on their computer or tablet. Please note, they can only discuss general health information and not specific symptoms through live chat.



Log in to bcidaho.com to access the live chat link on the member home page.

Nurse Triage

The telephone triage component of the Nurse Advice Line allows members with symptomatic issues to get health information and advice at the most appropriate level of care. The Nurse Advice Line encourages callers with serious problems to seek medical attention immediately, avoiding dangerous and costly delays in initiating necessary care.

On the other hand, callers who have less severe symptoms may not require immediate medical care and are able to avoid unnecessary trips to emergency rooms and physician offices. In either case, Nurse Advice Line saves your employees time and it might save them money!

Impact on Emergency Room Use

A recent survey of over 15,000 Nurse Advice Line callers reported that were it not for the advice line, they would have visited an emergency room and likely incurred unnecessary medical expenses. The Nurse Advice Line directed approximately 55 percent of those surveyed who intended to go to the emergency room, to a lower (and less expensive) level of care. After contacting the Nurse Advice Line:

- 12.9 percent received treatment from an urgent care facility
- 28.6 percent visited their primary care physician (PCP)
- 36.7 percent sought home care advice



Your employees will also have convenient access to an audio health library where they can call and listen to trusted health information on the phone. The audio health library provides access to hundreds of prerecorded messages, many also in Spanish on an array of healthcare topics ranging from the common cold to heart disease. Each message is approximately three to five minutes long.

Accreditation

Health Fitness[®] is URAC accredited and meets or exceeds all URAC standards, see below:

Metric	URAC Standard
Average speed to answer	≤ 30 seconds
Average RN callback time	≤ 30 minutes
Average call blockage rate	≤ 5%
Average abandonment rate	≤ 5%