

Capital BlueCross Launches New Virtual Care App and Expands Telehealth Access for Behavioral Health Services

HARRISBURG, Pa., June 18, 2018 /PRNewswire/ -- In its continued effort to provide convenient, affordable access to healthcare, Capital BlueCross today launched a new and expanded Virtual Care app. The app allows members to visit a physician at any time, via their smart phone, computer or tablet. The benefit is available in partnership with American Well (Amwell).

Capital BlueCross has been the long-time leader in providing convenient and innovative options for consumers to access healthcare services, including its initial offering of telehealth benefits to the market three years ago. Usage of this benefit has increased 33 percent in the last year alone, with members being treated for many common illnesses. Visits for these acute conditions take approximately 10 minutes, with licensed physicians available on call anytime of the day, 365 days a year.

With more people interested in using healthcare services remotely, and with the increasing need for access to behavioral health services, Capital BlueCross is also expanding our members' Virtual Care access to include counseling and psychiatry services. Members can now access certain behavioral health benefits from the comfort of their own home, or anywhere they choose. Appointments for these services, which are easily scheduled in advance using the Virtual Care app, are generally 45 minutes and can be scheduled to take place between the hours of 8 a.m. and 10 p.m. ET.

"As a leader in healthcare, we are proud to be able to add access to behavioral health services through our Virtual Care app. The ability to receive counseling from a place where a person feels most comfortable can make a tremendous difference," said Dr. Jennifer Chambers, Chief Medical Officer and Senior Vice President of Medical Solutions, Capital BlueCross. "Virtual Care has the ability to reach so many people who may otherwise not be able to visit a physician or counselor, and is another example of Capital BlueCross' leadership in innovation."

Virtual Care psychiatrists are board-certified in psychiatry and neurology, and counselors are licensed masters and doctoral-level psychologists. These providers are licensed to practice in the state in which a member is located. All are considered in-network for Capital BlueCross members as long as the services are covered under their health plan. The copay for Virtual Care varies depending on the member's benefit plan, but is generally less than a face-to-face physician visit.

Virtual Care is offered to members in 21 different languages, including American Sign Language. The app can be found through the Apple and Google Play stores. To learn more, visit virtualcarecbc.com.

About Capital BlueCross

Capital BlueCross, headquartered in Harrisburg, Pa., is the leading health solutions and insurance company in Central Pennsylvania and the Lehigh Valley. A partner in the community's health for 80 years, Capital BlueCross offers health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our customers.

More than a health insurer, the company delivers innovative solutions through a family of diversified businesses that is creating a healthier future and lowering health care costs. Among these solutions are patient-focused care models, leading-edge data analytics, and digital health technologies. Additionally, Capital BlueCross is growing a network of Capital Blue stores that provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association. For more information, visit capbluecross.com.

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