

Capital BlueCross and WellSpan Health Announce Plans to Form Strategic Partnership to Drive Better Health, Lower Costs

Capital BlueCross and WellSpan Health plan to strengthen their longstanding relationship through an enhanced partnership that will focus on improving health and lowering costs for Central Pennsylvania employers and healthcare consumers

The two organizations have agreed to enter into a long-term agreement, which would be finalized in the coming months and would coordinate the financing and delivery of healthcare to improve the quality, efficiency and overall experience for WellSpan Health patients who are Capital BlueCross members.

“Capital BlueCross and WellSpan Health have a shared history of offering consumers access to high quality care. This partnership enables us to create even more innovative and affordable solutions for our members and our community,” said [Gary D. St. Hilaire, president and CEO of Capital BlueCross](#). “We are making our commitment to remaining the leaders in healthcare value and quality through implementation of this advanced-care delivery partnership.”

The strategic partnership will leverage WellSpan’s system-wide electronic health record and Capital BlueCross’ data systems to explore:

- New product offerings and care coordination programs for employers
- Expanded Medicare offerings in Adams, Franklin, northern Lancaster, Lebanon and York counties
- Innovative digital health strategies
- Navigation tools to help consumers find the most appropriate medical or pharmacy care for their needs
- Payment arrangements that are focused on improved quality and outcomes
- Ways to better use data and analytics to improve patient experience
- Enhanced access by WellSpan Health to Geneia’s robust data and analytics toolset. [Geneia® LLC](#), a subsidiary of Capital BlueCross, is a national market leader in population health management tools that help drive high-quality, value-based care.

“As we look for a multitude of ways to enhance the value of the care we deliver, we see great benefit in working more closely with organizations that provide health care coverage to the patients we serve, especially those that share WellSpan’s commitment to transforming the care experience,” said [Roxanna L. Gapstur, Ph.D., R.N., president and CEO of WellSpan Health](#). “As part of this commitment, we look forward to working closely with the Capital BlueCross family of companies to improve the health of the people we mutually serve.”

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 more than 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 health and wellness 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.

About WellSpan Health

WellSpan Health is an integrated health system that serves the communities of central Pennsylvania and northern Maryland. The organization is comprised of approximately 1,500 employed physicians and advanced practice clinicians, a regional behavioral health organization, a home care organization, eight respected hospitals, more than 19,000 employees, and more than 170 patient care locations. WellSpan is a charitable, mission-driven organization, committed to exceptional care for all, lifelong wellness and healthy communities.

For further information: Melissa Fox, Capital BlueCross, 717.541.6843 and Brett Marcy, WellSpan Health,

717.851.5122

<https://capbluecross.mediaroom.com/2019-05-01-Capital-BlueCross-and-WellSpan-Health-Form-Partnership>