

New Mobile App Offered by Capital BlueCross Focuses on Mental Wellness Self-guided App Serves Mental Wellness Needs During Pandemic and Beyond

As part of its commitment to offering members the best healthcare experience, Capital BlueCross has expanded its innovative wellness resources to include a new mobile app focused on mental wellness needs.

NeuroFlow is a self-guided mobile app – available on iOS or Android – that can help users improve their mental wellness and better address anxiety, depression, and other mental health needs. It offers self-care and relaxation exercises, mindful meditation resources, and sleep and mood monitoring tools.

Capital BlueCross helped bring NeuroFlow to market through the Lancaster-based Smart Health Innovation Lab (iLab), which Capital BlueCross co-founded in 2018. The lab works to bring emerging healthcare technologies to market faster and advance cutting-edge technology aimed at improving health outcomes for patients. NeuroFlow was among the lab's first graduates.

Capital BlueCross CEO Todd Shamash said the launch of NeuroFlow comes at a critical time when mental wellness has emerged as a leading healthcare issue.

"The COVID-19 pandemic has really put mental wellness front and center, as so many people have struggled with the ripple effects of social isolation, economic hardships, and of course, the devastating loss of loved ones," Shamash said. "Capital BlueCross is working hard to make mental wellness resources more readily available now and beyond the pandemic. It's an issue that needs more attention, more open discussion, and more resources."

The NeuroFlow app initially will be available to members of certain Capital BlueCross group plans. Eligible members will be able to download and register for the app using information sent to them by Capital BlueCross.

Capital BlueCross also prioritizes mental wellness in its Virtual Care telemedicine app by offering access to psychologists, psychiatrists, and counselors in addition to physicians. To improve access to care during the pandemic, Capital BlueCross has temporarily waived Virtual Care member fees through March 31, 2021, for medical and mental health visits. This means eligible members are not responsible for paying a copay, coinsurance, or deductible.

In early 2021, Capital BlueCross will issue a mental wellness toolkit to employers covered under its plans. The toolkit will offer guidance and resources to help employers and employees better address mental health needs, including ways to cope with stress, anxiety, and depression.

About Capital BlueCross

[Capital BlueCross](#) serves a 21-county region in Central Pennsylvania and the Lehigh Valley by offering health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our members. The company delivers innovative solutions through a family of diversified businesses to create healthier lives and lower healthcare costs. Among these solutions are patient-focused care models, leading-edge data analytics and digital health technologies. Additionally, Capital BlueCross Connect health and wellness centers 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 NeuroFlow

[NeuroFlow](#) is a digital health company combining workflow automation, consumer engagement solutions, and applied AI to promote technology-enabled behavioral health integration (tBHI) in all care settings. NeuroFlow's suite of HIPAA-compliant, cloud-based tools simplify remote patient monitoring, enable risk stratification, and facilitate collaborative, measurement-based care. With NeuroFlow, healthcare organizations can finally bridge the gap between mental and physical health in order to improve outcomes and reduce the cost of care.