

Capital BlueCross Expands Physician Partnerships to Improve Patient Care in Central Pennsylvania

Geisinger joins insurer's Medical Neighborhood program

HARRISBURG, Pa., Sept. 27, 2017 /[PRNewswire](#)/ -- Capital BlueCross today announced that Geisinger, an integrated health care delivery system in Central Pennsylvania, is now part of the company's innovative *QualityFirst* Medical Neighborhood program. The program emphasizes the quality of care provided to patients, rather than quantity of care.

"The top priority at Capital BlueCross is the health of our customers. By collaborating with providers in our network, we are able to ensure our members and their individual needs are addressed with the highest quality of care," said Dr. Jennifer Chambers, senior vice president and chief medical officer at Capital BlueCross. "We are thrilled that Geisinger has joined our growing *QualityFirst* Medical Neighborhood program. This partnership helps boost the quality of care, improving patient satisfaction and health outcomes."

Capital BlueCross' *QualityFirst* Medical Neighborhood program was launched in 2014. It is one of several Capital BlueCross initiatives focused on improving health outcomes using a performance-based model.

The Medical Neighborhood program rewards greater team work among health care providers to coordinate patient care; saves money for patients by reducing the number of procedures that may not be medically necessary; and measures the outcome of care and patient satisfaction using industry-standard evaluation tools.

A key focus of the program is to identify patients who have, or are at risk for, chronic or complex medical conditions. By proactively engaging these patients, health care providers and care coordinators can ensure that treatment and support are provided to help them manage their condition and prevent further complications.

"Our focus at Geisinger is on keeping people healthy and active," said Geisinger's David Friel, Vice President, Third Party Contracting. "Our involvement with the *QualityFirst* Medical Neighborhood program is another way we can work to coordinate care and enhance our patients' experience, especially those with chronic conditions."

Capital BlueCross' patient-centered provider relationships serve approximately 360,000 members through 2,949 providers in its service area.

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 nearly 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.

About Geisinger

Geisinger is an integrated health services organization widely recognized for its innovative use of the electronic health record and the development of innovative care delivery models such as ProvenHealth Navigator®, ProvenCare® and ProvenExperience®. As one of the nation's largest health service organizations, Geisinger serves more than 3 million residents throughout 45 counties in central, south-central and northeast Pennsylvania, and also in southern New Jersey at AtlantiCare, a Malcolm Baldrige National Quality Award recipient. In 2017, the Geisinger Commonwealth School of Medicine and Geisinger Jersey Shore Hospital became the newest members of the Geisinger Family. The physician-led system is comprised of approximately 30,000 employees, including nearly 1,600 employed physicians, 13 hospital campuses, two research centers, and a 583,000-member health plan, all of which leverage an estimated \$12.7 billion positive impact on the Pennsylvania and New Jersey economies. Geisinger has repeatedly garnered national accolades for integration, quality and service. In addition to fulfilling its patient care mission, Geisinger has a long-standing commitment to medical education, research and community service. For more information, visit www.geisinger.org, or connect

with us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

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