

Capital Blue Cross and WellSpan Health Team Up to Offer New Medicare Advantage Products

Enrollees Will Benefit from Trusted, Local Service and National Access to Care

HARRISBURG – Two of Central Pennsylvania’s most trusted names in healthcare are offering new Medicare Advantage options that will add convenience, enhance quality of care, reduce costs, and provide access to doctors and hospitals across the country.

The collaboration between Capital Blue Cross and WellSpan Health means Medicare beneficiaries in six counties – Adams, Cumberland, Franklin, Lancaster, Lebanon, and York – will benefit from WellSpan’s 2,600 providers across the region, as well as Capital Blue Cross’ full local and national provider network.

“Capital Blue Cross has built a trusted reputation in part by offering our members access to high-quality healthcare they know and feel comfortable with,” said Capital Blue Cross President and CEO Todd Shamash. “We are proud to partner with WellSpan in this unique manner. WellSpan is a natural fit with our member-focused approach to Medicare coverage – providing quality, affordable care coupled with peace of mind and friendly, local service.”

“WellSpan and Capital Blue Cross share a vision of providing high-quality care and exceptional experiences at an affordable price,” said WellSpan President and CEO Roxanna Gapstur, Ph.D., R.N. “Together, we offer the best of an integrated health system coupled with the coverage our friends and neighbors deserve – this is creating greater healthcare value in South Central Pennsylvania.”

The two entities will take an innovative, highly coordinated approach to managing the care of Medicare Advantage beneficiaries based on the level of care needed. Capital Blue Cross will lead on care management related to low- and moderate-risk health issues, such as those related to diet, nutrition, or exercise, while WellSpan will lead on helping members manage high-risk or chronic healthcare issues, such as diabetes, heart failure, or kidney disease.

This data-driven innovation and collaboration will ensure Medicare Advantage beneficiaries have access to the most appropriate level of care whenever and wherever they need it, whether they stay local or travel across the country. No matter where they are, enrollees in the new plan will benefit from market-leading, high-tech care options and providers they prefer, know, and trust.

More details on the new Medicare Advantage offerings will be available during Medicare’s Annual Enrollment Period that starts on Oct. 15.

Capital Blue Cross and WellSpan Health will be collaborating on other healthcare innovations in the months ahead, including the opening this fall of a new Capital Blue Cross Connect Health and Wellness Center at WellSpan’s Apple Hill Medical Center in York. A similar Capital Blue Cross Connect [opened last year on WellSpan’s Chambersburg campus](#).

About Capital Blue Cross

[Capital Blue Cross](#) 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 Blue Cross Connect health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital Blue Cross is an independent licensee of the Blue Cross Blue Shield Association.

About WellSpan Health

WellSpan Health is an integrated health system that serves the communities of central Pennsylvania and northern Maryland. The organization includes a clinically integrated network of approximately 2,600 physicians and advanced practice providers (APPs), including more than 1,600 employed physicians and APPs; a regional behavioral health organization; a home care organization; eight respected hospitals; approximately 20,000 employees; and more than 200 patient care locations. WellSpan is a charitable, mission-driven organization, committed to exceptional care for all, lifelong wellness and healthy communities. Visit [WellSpan.org](#).

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