Kansas City
Mindful
By Blue KC
MindfulBlueKC.com

New and enhanced behavioral health services for Blue KC members.

Blue Cross and Blue Shield of Kansas City (Blue KC) is dedicated to thinking differently about coverage and care, going beyond the traditional definition of insurance to impact your health and well-being.

Introducing Mindful by Blue KC, a new behavioral health initiative dedicated to reducing stigma around behavioral health, while making behavioral healthcare accessible and affordable.

Mindful by Blue KC is a commitment to covering the health needs of the whole person. For our members, Mindful by Blue KC comes to life as a set of tools and resources to address stress, depression, anxiety, substance use and more. This ensures you can access and afford the behavioral healthcare you need.

WHAT IS BEHAVIORAL HEALTH?

Behavioral health refers to the relationship between your behavior and overall well-being. Your behavioral health impacts your ability to function in everyday life and your concept of self. Stress, depression, anxiety, substance use and other behavioral health issues can affect how you manage your physical health and daily living challenges. Addressing behavioral health is a vital part of self-care.

BUILDING IN BEHAVIORAL HEALTH SERVICES

Many employers offer programs for behavioral health support. Mindful by Blue KC goes beyond the usual scope of such programs, with easier access to help and more ways to serve your needs. Mindful by Blue KC is designed to meet your needs as they arise and normalize the use of behavioral health services.

New from Blue KC!

It all starts with the Mindful Advocate

In a unique role exclusive to Blue KC, Mindful Advocates are licensed behavioral health clinicians acting as a front door to match you to providers and guide care plans — a single point of contact for:

Listening
Personal understanding, professional expertise

Crisis Management
Quick response, team resources

Navigating Care
Guiding you through systems and details

Follow-up
Keeping members in mind, check-ins, extra help if you need it

Connecting
The best kind of care, the right service/provider for you

Benefits guidance
Clear explanations, support for informed member choices

Mindful Advocates are just one call away and **available 24/7**

(833) 302-MIND (6463)

or by calling the behavioral health number on the back of your ID card

MINDFUL BY BLUE KC SERVICES INCLUDE:

New! Well-Being Resources
- Including three visits per issue for help with major life events (divorce, adoption, loss), stress, financial issues, childcare and other everyday challenges

New! Online Therapy
- Text or scheduled live chat, phone and video therapy, at no cost for three sessions, to help with conditions like depression, anxiety and stress (for short-term therapy only and accessible as part of your Well-Being Resources)

New! Online Self-Guided Tools
- Resources to manage stress, improve mood and more

New! Employer Group Workshops
- Educational training sessions for Mental Health First Aid at Work and Building Emotionally Healthy Workplaces

Enhanced! Expedited Access Network
- Support to find a behavioral health appointment in the earliest window possible for a Blue KC member in crisis

Enhanced! Virtual Care
- With therapists trained and licensed in Virtual Care therapy techniques

Enhanced! Managed Behavioral Health
- Helping members identify in-network providers that best fit their needs by type and specialty

Blue KC members will pay for services as outlined in their plan benefits. Normal cost-sharing and out-of-pocket maximum limits apply.

Learn more about these services at MindfulBlueKC.com or by calling a Mindful Advocate.

WHEN YOU NEED SUPPORT, YOU'VE GOT IT

There should never be shame about seeking help for behavioral health issues. Most people experience this need at one time or another. And you've got the support of your employer and Blue KC. We worked together to develop and provide the best range of services we could while making them accessible, affordable and confidential.

Paths to Care

No matter your reason, we're here to help.

Brian
high achiever

His Reasons:

- Needs and wants to focus on more work/life balance
- Workplace anxiety
- Has never used professional support services

Care Path:

Start with: **Mindful Advocate**

1. **Stress Toolkit**
   New tools to improve and maintain well-being and resilience
2. **Short-Term Text Therapy**
   Text messages with a licensed therapist
3. **Well-Being Resources**

Julie
new parent

Her Reasons:

- Experiencing postpartum depression symptoms
- Has stress caring for a newborn
- Difficulty breastfeeding, with "mom guilt" that she isn't doing enough

Care Path:

Start with: **Mindful Advocate**

1. **Access to New Mothers Support Group**
2. **Collaborative Care Consult**
   PCP & Psychiatrist to recommend medication and therapy
3. **Regular follow-ups**

Tim
veteran

His Reasons:

- His son expressed concern about excessive drinking, prompting Tim to seek help
- Substance use disorder
- Experiencing PTSD symptoms

Care Path:

Start with: **Mindful Advocate**

1. Visit with Therapist Skilled & Trained in Substance Use Disorders
2. Connect to Veterans Support Group
3. Regular follow-ups

Mary
mourning a loss

Her Reasons:

- Adjusting to a big change in her life after losing both parents in one year

Care Path:

Start with: **Mindful Advocate**

1. Self-Guided Tool
   Interactive application to empower maintenance of depression and anxiety
2. Blue KC Virtual Care - Behavioral Health Therapy
3. Well-Being Resources

FAQ

Q: Doesn't Blue KC already offer behavioral health support?
A: Yes, Blue KC plans do cover behavioral health services today. Additionally, Mindful by Blue KC represents a significant commitment by our organization to address affordability, accessibility and the stigma around behavioral health issues. As part of Mindful by Blue KC, members can call Mindful Advocates who are licensed behavioral health clinicians. This new service is key to ensuring an employee who is hesitant to reach out for behavioral health assistance only has to make one call.

Q: Why would employees call the Mindful Advocate, instead of just setting up an appointment with a therapist on their own?
A: Our Mindful Advocates are licensed behavioral health clinicians and social workers themselves, so they understand the kinds of treatment that best serve members' needs. They also help members connect with the best resources, services or providers for them based on their care needs. They're really the front door of Mindful by Blue KC and an incredible resource for anyone needing support, available 24/7 at 833-302-MIND (6463) or by calling the behavioral health number on the back of your ID card.

Q: How can employees be assured that their behavioral health concerns remain private as they utilize their services?
A: Behavioral healthcare professionals uphold confidentiality in the same way that medical doctors do. But beyond ensuring safety and privacy around those relationships, Blue KC is working with employers to understand how pervasive behavioral health issues are and how much more effective it is, from both a personal and professional standpoint, to support employees through these kinds of difficulties.

Q: Can behavioral health really be taken care of over the phone or by video chat?
A: It's surprising how effective some new forms of therapy can be. Many members respond incredibly well to virtual forms of therapy such as text therapy and video chat. These formats might not be for everyone in every instance, but that's why Mindful by Blue KC offers a range of services to meet each member where they are, whether virtual or in-person.

Q: Why call it "behavioral health" instead of "mental health"?
A: We're trying to open up conversations about personal issues. The term "mental health" can carry a negative stigma, even if we believe it shouldn't. It's also important to acknowledge that some behaviors like substance use may be part of a larger set of issues. And it can help those who think of mental health as "all in your head" see how thoughts and emotions connect to our physical health. By addressing all these things together, we improve the well-being of our members, families and communities.

Q: How is physical health related to behavioral health?
A: We've heard a lot about the "mind-body" connection. Medical and behavioral science is rapidly evolving to help us explain the relationship between medical problems and behavioral health problems. Though there are many unanswered questions, research tells us that medical care for members with under-treated behavioral health concerns is more complex and costlier. For example, diabetics with under-treated depression have less control of their diabetes than diabetics without depression. In addition, spending on medical care for diabetics with depression is four to five times greater than the amount spent on diabetics without depression. Blue KC is committed to being on the leading edge of this intersection between physical and behavioral health.

Q: What are the most common reasons individuals don't seek behavioral healthcare?
A: We know that there are at least three significant barriers to individuals in need of obtaining behavioral healthcare. Cost considerations often cause individuals to put behavioral health concerns far behind other economic priorities. Many individuals experience stigma when voicing behavioral health challenges. Stigma around behavioral health challenges is rightly being called out as a form of discrimination. And access to behavioral health services, especially for under-served populations, is a final barrier that sometimes still exists when cost and stigma concerns have been addressed. Mindful by Blue KC aims to address all three barriers in various ways.

For more information on these services, visit **MindfulBlueKC.com**

At Blue KC, we know our community and we listen to our partners. We understand the concerns, the costs and the care needs.

"We all need support. We need people in our corner who care. The most important part of Mindful by Blue KC is giving members that support — and empowering them to use it."
Erin Stucky,
President and Chief Executive Officer
Blue Cross and Blue Shield of Kansas City
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