





Introducing anything new to your employees can be a challenge, especially when it's something as important and personal as healthcare benefits. These tips can help you communicate the value of a high-performance network to your employees and address their concerns along the way.

# **DEFINING A HIGH-PERFORMANCE NETWORK (HPN)**

Here's a clear and simple way to communicate a high-performance network to your employees and highlight its benefits.

A high-performance network is designed to give you access to a carefully selected network of doctors and hospitals that consistently deliver higher-quality care at lower costs. By taking advantage of this network, you can count on things like...

### **HIGHER-QUALITY CARE**

A robust network of doctors and hospitals who are committed to providing a higher standard of care and are working together to better coordinate your care.

### **LOWER COSTS**

More affordable healthcare with lower monthly premiums or savings at the doctor's office on things like copays.



## **BETTER EXPERIENCE**

Helpful resources, which can include virtual care services, dedicated customer service teams and digital tools to make it easy to find higherquality, lower-cost doctors and hospitals that are in the network.

## ADDRESSING EMPLOYEE QUESTIONS

A high-performance network (HPN) may be a familiar concept to some, but your employees might need help understanding its benefits. Here are common questions (and helpful answers) you can share with your workforce when introducing a high-performance network.



#### are in the network? The HPN has a full network of carefully selected doctors and hospitals. You can use the online directory

How can I determine which doctors and hospitals

to determine if your doctor is included or to find other higher-performing doctors and hospitals.



Will I have less choice when it comes to doctors

an HPN still offers a wide range of doctors and

and hospitals? While there may be fewer options than a broad PPO,

> hospitals from primary care to specialists in cardiology, orthopedics, pediatrics and more. And these doctors are committed to providing a higher standard of care at a lower cost.



#### Your current doctor may already be part of the HPN, so you wouldn't have to switch. And by seeing a doctor in the network, you can save money with lower

But I'm happy with my doctor, why should I switch?

premiums, deductibles, copays or co-insurance.

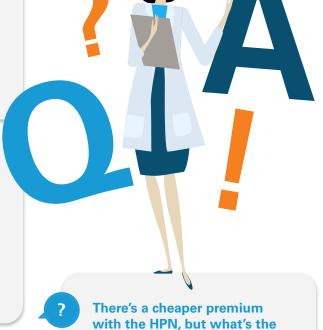


### The providers in the HPN are committed to delivering higher-quality care at a lower cost for their patients.

Are the doctors and hospitals in this network better? It's called a "high-performance" network for a reason.

That means these particular doctors and hospitals have agreed to work together to prevent illness, improve health and support overall quality of life. Plus, our health plan partner has done the work for you by identifying these doctors—so you spend less time researching.

your HPN



#### Other than being required to go to an in-network doctor or hospital, there's no catch. And

tradeoff? Is there a catch?

again, while an HPN typically offers fewer in-network doctors than a broad PPO network, you still have access to a robust selection of low-cost, higherquality providers near you.

Why is the company offering

More and more organizations

are offering HPNs because they



### help to lower healthcare costs while providing higher-quality

this option?

care for employees.

CREATING A SEAMLESS TRANSITION

As you prepare to roll out your HPN, follow these tips to help engage and educate your employees right from the start.

PHASE ONE: PRE-ENROLLMENT Drive awareness and build excitement



### Develop an internal campaign using a mix of emails, direct mail, website messaging and posters—as well as hold events with Q&A sessions—to address concerns about

disruption, cost and choice

Provide guided-shopping and provider finder tools that help employees easily assess their options and make an informed decision

Work with your health plan partner to create clear, consistent messaging to define

- PHASE TWO: POST-ENROLLMENT
- employees' decision to select the HPN and promotes the many advantages of their new plan's network

Ensure your health plan partner provides a welcome experience that reinforces your



Drive employee awareness of the digital resources they can use, like provider finder and cost transparency tools, and direct employees to work with your health plan

Promote digital tools and decision support

- partner's customer service professionals to know what's available to them Help employees understand how their benefits work through interactive sessions like coffee talks and lunch-and-learns
- PHASE THREE: CONTINUED ENGAGEMENT **Empower your employees** Continue to share tips with employees on how to get the most from their HPN benefits
- Update your employees on the latest news about your HPN, such as the types of care available and recently added providers throughout the year

and remind them about the many helpful resources that are available

## **DRIVING HIGH-QUALITY CARE AND LOWER COSTS**



Our national Blue High Performance Network<sup>SM</sup> is built to

deliver and continually influence high-quality care with 11% average cost savings in addition to BlueCard® PPO. To learn

For more information on high-performance networks and other

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