Provider Education: Webinar Series

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Blue Cross Blue Shield Association is an association of independent Blue Cross and Blue Shield companies.
• Working Group Members
  – Suzanne Belinson (BCBSA) - Co-Chair
  – Bob Wildin (NIH) – Co-Chair
  – Heather Brown (BCBSA)
  – Toni Pollin (U. Maryland)
  – Vicki Pratt
  – Karen Willis (NSGC)
Provided Education  History

- December 2014
- Meet twice a month
- Developed a 12 month webinar series
- Series was developed with the needs of both medical directors and their teams as well as more senior management
PROVIDER EDUCATION GOALS

• Vision- Accurate benefit application in genetics
  • Providing education to health plans focused on the medical management teams will increase the accuracy in which medical policy is applied.

• 2015 Goals
  • Identify areas of greatest need for genomics knowledge in the clinical context among the staff and medical directors of health insurers' claims and preauthorization processing pipelines.
  • Execute a pilot webinar series to educate insurer staff, and gather effectiveness data iteratively.
PROVIDER EDUCATION SERIES

- Situation #1 Overview of Genetics and Genetic Testing
- Situation #2 Distinguishing Genetic Tests and Their Appropriate Use
- Situation #3 Genetic Panel Tests
- Situation #4 Contextual Issues in the Management of Genetic Testing
PROVIDER EDUCATION  NEXT STEPS

• Deliver the webinar series

• Involve content contributors to deliver the individual webinars

• Develop metrics of success

• Measure success
CONTENT CONTRIBUTION
Thank You

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