

Provider Education: Webinar Series

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**BlueCross
BlueShield**
Association

Blue Cross Blue Shield Association is an association of independent Blue Cross and Blue Shield companies.



PROVIDER EDUCATION

BLUE WEBINAR

- 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)



PROVIDER 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



PROVIDER EDUCATION | ASK

CONTENT CONTRIBUTION

Thank You

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