



Blue Care Connection<sup>®</sup>



## 24/7 Nurseline

### The Right Care at the Right Time

Pointing members to the right care at the right time is critical to supporting efficient and effective health care.

It's the difference between visiting an emergency room (ER) for a sore throat, or waiting until morning to see a primary care physician. Redirection of health care and services to the appropriate level of care is the key to improving health care quality and lowering costs.

Staffed by registered nurses, the 24/7 Nurseline provides answers to general health questions and guides members to their primary care physician, urgent care center, the ER or other care as necessary. Guiding members to the right level of care to address their health concerns is making health care work better, not just for our members but for everyone. The savings are significant.

Recent data shows that 75 percent of 24/7 Nurseline callers were guided to a more appropriate level of care\*:

- Nearly 23 percent of members called 24/7 Nurseline with the intention to visit the ER. Nurseline staff redirected 95 percent of those callers to lower, more appropriate care settings.
- In addition, 21 percent of symptomatic callers were directed to a higher level of care to address their health issues.

Demonstrated  
savings of  
**\$150**  
per caller

[bcbsil.com](http://bcbsil.com)

\* Data from 2012



Data regarding Blue Care Connection programs is based on internal research and analytics.

24/7 Nurseline is available to all Blue Care Connection members. It is just another way that BCBSIL helps members achieve better health by connecting them with the information they need to make better choices about their care.

For more information about Blue Care Connection, contact a BCBSIL representative or visit [bcbsil.com](http://bcbsil.com).

Bilingual resources are available for Spanish-speaking members.

Blue Care Connection® Simply Connected<sup>SM</sup>



**BlueCross BlueShield  
of Illinois**