



BlueCross BlueShield of Texas



24/7 Nurseline

The Right Care at the Right Time



Demonstrated Savings of \$150 per caller

For more information,
contact a Blue Cross
and Blue Shield of
Texas (BCBSTX)
representative or
visit [bcbstx.com](https://www.bcbstx.com).

Bilingual resources are
available for Spanish-
speaking members.

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.

Data shows that 82 percent of 24/7 Nurseline callers used the recommended level of care or a lower level of care, resulting in savings of \$0.25 PEPM.*

- 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.

24/7 Nurseline is just another way that BCBSTX helps members achieve better health by connecting them with the information they need to make better choices about their care.

*Data regarding our programs is based on internal research and analytics conducted in 2018.

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