

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS ENHANCES DIABETES SUPPORT FOR MEMBERS

State's leading health plan adds new care options and launches pilot program to improve medication adherence

BOSTON, Feb. 19, 2025 /PRNewswire/ -- [Blue Cross Blue Shield of Massachusetts](#) today announced expanded care options and support for members with diabetes. This comes at a critical time, as diabetes affects 1 in 10 Americans, and diabetes [rates](#) in young people are expected to rise.



MASSACHUSETTS

"Diabetes is one of the most common health conditions, but it can be difficult to manage," said Dr. Sandhya Rao, Blue Cross' chief medical officer. "Because of its complexity, there is no one-size-fits-all solution. That is why we're continuing to add resources that will help improve our members' health and quality of life."

EXPANDING ACCESS TO DIABETES CARE OPTIONS

Verily [Onduo](#), which helps patients better manage type 1 or 2 diabetes along with coexisting conditions such as hypertension, is now available to most Blue Cross members.

Onduo's virtual care solution helps members with diabetes and overall health management, and includes access to an app, care team, dedicated specialists, connected devices such as continuous glucose monitors, and more.

"We are very pleased to provide Blue Cross members living with Type 1 or Type 2 diabetes with more personalized care through Verily's Onduo program," said Dr. Vindell Washington, Verily's chief clinical officer. "Onduo will deliver precision care at scale with the smart deployment of people and technology. We care for a person, not a diagnosis. Using evidence-based medical care and data, Onduo customizes health journeys that holistically address stressors, nutrition challenges, and pain points for a healthier lifestyle, while optimizing medication use and managing coexisting conditions such as hypertension and high cholesterol."

In addition to Onduo, most Blue Cross members also have access to Virta Health, Teladoc and Omada, which all offer care and support options for diabetes management. Blue Cross members can visit MyBlue to see what options and services are available to them.

NEW PILOT PROGRAM TO IMPROVE MEDICATION ADHERENCE

Blue Cross recently launched a pilot program with [Curant Health](#) to help ensure that more members with diabetes, hypertension, and high cholesterol are taking their medications in a timely manner.

As part of the pilot, Curant Health will reach out to select Blue Cross Medicare Advantage members and their providers to address medication adherence barriers with the goal of improving members' health outcomes. Blue Cross will gather feedback and data with an eye toward expanding the program to more members in the future.

"Through this collaboration, Curant Health is excited to expand our innovative and validated medication adherence support solution to more Blue Cross Medicare Advantage members. We remain committed to identifying and resolving medication adherence barriers in order to improve Blue Cross member's overall health outcomes," said Patrick Dunham, Curant Health CEO.

SUPPORTING MEMBERS WITH DIABETES

Blue Cross' additional support options for members with diabetes include:

- A dedicated internal clinical team, including nurses and dieticians, who can help members understand the care options that might work best for them.
- A new clinical program team for Medicare Advantage members, which includes pharmacists and a pharmacist manager, who provide support and help members navigate their prescription drug plans.
- Reimbursements for participating in fitness and weight-loss programs.
- Free glucose monitors for eligible members.

"We're committed to increasing access to convenient, affordable care options," said Lisa Glenn, Blue Cross' vice president of network partnerships and innovation. "By expanding our network of providers and offering new solutions, we can show up for our members and help them navigate to the care that meets their needs."

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to showing up for everyone like they're the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#).

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