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Blue Cross and Blue Shield of Kansas City and New Directions Behavioral Health Now Serve Medicare Advantage Individuals

New Directions manages behavioral health services for members

Kansas City, Mo. – April 18, 2015 – Blue Cross and Blue Shield of Kansas City (Blue KC - <http://www.bluekc.com>) and New Directions Behavioral Health® (New Directions - <https://www.ndbh.com>) announced that Blue KC’s Medicare Advantage members can access behavioral health services. These services are managed by New Directions, one of the fastest growing behavioral healthcare companies in the nation.

With about 10,000 people across the country enrolling in Medicare every day, both organizations are excited to work together to ensure they meet the behavioral health needs of Medicare members.

Medicare enrollment in the U.S. is experiencing a record surge and is expected to double within the next 15 years,” according to recent reports. And that’s a big reason why Blue KC is now offering Medicare Advantage plans to eligible individuals. “Helping our members live healthy, happy lives is most important,” says Nancy Creasy, CEO of Blue-Advantage Plus, a subsidiary of Blue Cross and Blue Shield of Kansas City. “Our partnership with New Directions will allow our Medicare Advantage members to experience improved coordination of medical and behavioral healthcare, which is essential to better health and well-being.”

Blue KC offers two Medicare Advantage HMO plans – Blue Medicare Advantage Complete and Blue Medicare Advantage Plus. Both plans are available in a select nine-county service area, serving Wyandotte and Johnson counties in Kansas and Jackson, Cass, Clay, Clinton, Platte, Ray and Lafayette counties in Missouri. Individuals interested in these plans can learn more [here](#).

Beneficiaries enrolled in either of these plans can access care that includes evaluation, treatment and support services for mental illness, behavioral health conditions, and substance abuse. These services can help with issues, such as anxiety, depression, drug or alcohol abuse, among others.

“It is gratifying to know that through our integrated care solutions we can connect high quality medical and behavioral health services and support to all those who need them,” said Deborah Happ, Ph.D., New Directions’ senior vice president of Clinical Services.

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About Blue Cross and Blue Shield of Kansas City

Blue Cross and Blue Shield of Kansas City, the largest not-for-profit health insurer in Missouri and the only not-for-profit commercial health insurer in Kansas City, has been part of the Kansas City community since 1938. Blue Cross and Blue Shield of Kansas City provides health coverage services to more than one million residents in the greater Kansas City area, including Johnson and Wyandotte counties in Kansas and 30 counties in Northwest Missouri. Our mission: to use our role as the area’s leading health insurer to provide affordable access to health care and to improve the health and wellness of our members. Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross and Blue Shield Association. For more information on the company, visit its website at BlueKC.com. Blue Cross and Blue Shield of Kansas City’s Blue Medicare Advantage is an HMO with a Medicare Contract. Enrollment in Blue Medicare Advantage depends on contract renewal.

About New Directions

Since 1995, New Directions has been helping people live healthy, balanced lives through managed behavioral health care services, Employee Assistance Programs (EAPs), organizational consulting and health coaching programs. For more information, visit www.ndbh.com.

16-039_H1352