

FACT

1,600+

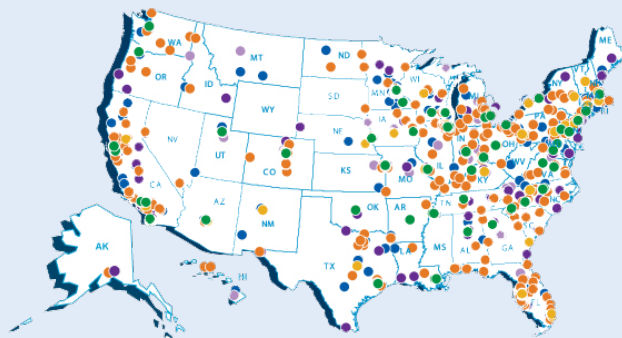
Blue Distinction Centers across 46 states and the District of Columbia.

These Blue Distinction Centers® provide members like you with quality care from coast to coast.

Though ever-expanding, the list of specialties for Blue Distinction designations currently includes:

- Bariatric Surgery
- Cardiac Care
- Complex and Rare Cancers
- Knee and Hip Replacement
- Spine Surgery
- Transplants

BLUE DISTINCTION®



For details on the advantages of Blue Distinction, visit www.bcbs.com/bluedistinction or Contact Your Local BluePlan.



An Independent Licensee of the BlueCross BlueShield Association

Note: Designation as Blue Distinction Centers means these facilities' overall experience and aggregate data met objective criteria established in collaboration with expert clinicians' and leading professional organizations' recommendations. Individual outcomes may vary. To find out which services are covered under your policy at any facilities, please call your local Blue Cross and/or Blue Shield Plan.

10-0959 (7.10)
Member



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FACT

SMART DECISIONS
SAVE LIVESSM

The specialty care and results received by patients can vary significantly across hospitals. You need the facts so you can make smart decisions about where to go for this care. **Blue Distinction®** is a quality designation given to hospitals delivering distinguished specialty care. It can help you make a smart, objective choice about your hospital.

FACT

77%

of physicians report that designations matter when they refer patients to one hospital over another.¹


Blue Distinction focuses on higher risk or complex procedures.

To determine which hospitals have the expertise, structure and processes in place to deliver quality specialty care, we work closely with expert physicians and medical organizations to establish the right set of measures for the task at hand. We then evaluate results (e.g., complication rates, readmission rates, reoperation rates) to determine where patients experienced safer care and experienced better overall outcomes. Only facilities that meet these quality criteria are eligible to receive the Blue Distinction designation, which helps our members, along with their physicians, make informed decisions about where to seek care.

Providing coverage to 1 in 3 Americans has enabled The Blues® to develop a nationwide quality designation.

Blue Distinction gives you the tools and resources you need to seek better overall outcomes for complex procedures. And, we've made it easy to locate Blue Distinction Centers. Use the BDC Finder at www.bcbs.com, or call the toll-free customer service number on the back of your member identification card. When all is said and done, we're here to help you find safe, quality specialty care when you need it the most.

Blue Distinction Center Finder	
<input type="radio"/>	Search all Blue Distinction Centers
<input type="radio"/>	Bariatric Surgery
<input type="radio"/>	Cardiac Care
<input type="radio"/>	Complex and Rare Cancers
<input type="radio"/>	Knee and Hip Replacement
<input checked="" type="radio"/>	Spine Surgery
<input type="radio"/>	Transplants



FACT

37%

lower readmission rate for outpatient angioplasties at Blue Distinction Centers for Cardiac Care.²

A CLOSER LOOK: Blue Distinction Centers for Cardiac Care® deliver better results.

To date, over 400 medical facilities across 39 states have been designated as Blue Distinction Centers for Cardiac Care. Blue Distinction Centers not only provide a full range of cardiac care, including inpatient cardiac care, angioplasties, cardiac catheterization, cardiac surgery and access to cardiac rehabilitation, they also provide better overall results:

- A 26 percent lower readmission rate for cardiac bypass surgeries compared to non-Blue Distinction Centers.²
- For every 1,000 cardiac bypass surgeries, 10 more people who chose Blue Distinction Centers for Cardiac Care over non-Blue Distinction Centers were alive one month following surgery.³
- Blue Distinction Centers for Cardiac Care have a 33 percent lower inpatient mortality rate for cardiac bypass surgeries than non-Blue Distinction Centers.³

1 BCBSA 2008 Physician Phone Survey

2 HealthCore, Inc. Cardiac Multi-Plan Claims Analysis, November 2008

3 BCBSA Analysis of 2005-06 Hospital Request for Information Data