The Arkansas State University (ASU) health plan, in partnership with our health plan administrator, Blue Advantage, offers a new service to ASU employees and their dependents who are covered under our health plan. The new service, Blue Touchpoint, allows you and your family to obtain the health care you need, when you need it, with the help of registered nurse case managers.

Whether you or a family member has a chronic health condition or is facing an illness for the first time, there are instances when everyone needs a health advocate to assist in managing their care. The case managers at Blue Touchpoint will help you navigate the often confusing maze involved in accessing health care services available to you and your family.

If you or a family member has a health issue and would like to visit with a case manager at Blue Touchpoint, call the number on the back of your insurance card (866-570-3600). Be prepared to provide your member number, which is found on the front of your card. Your Blue Touchpoint case manager will aid you in expediting the following procedures:

- Schedule a doctor’s appointment;
- Find the appropriate health care services;
- Learn new options for managing your health;
- Provide education for chronic health conditions.

Case managers from Blue Touchpoint will also reach out to ASU employees and dependents who have chronic health conditions. For example, if you are a diabetic and have not had an eye examination in the last year, or if you have a condition that requires you to take a maintenance drug and your case manager sees that you have not filled your prescription, your case manager will call and offer to guide you through the process.

ASU chose to add Blue Touchpoint to our health plan, not only to help our employees navigate our health care system, but also to reduce costs for both employees and the health plan, itself. For instance, if a case manager sees that one of our employees accesses the emergency room frequently, a family physician and local urgent care centers can be located for the patient. Because emergency room visits are subject to one’s annual deductible, co-insurance, and separate copay, they can result in unnecessarily large expenses to our employees. If an employee utilizes an in-network urgent care center, instead, there will be a $35 co-pay.

We hope that you will take advantage of Blue Touchpoint. It is confidential so that no one, including your employer, will have access to your personal health information. Additional details about Blue Touchpoint are available at www.asusystem.edu/offices/employee-benefits/medical/BlueTouchpoint.pdf