



Kansas City

# Mindful

By Blue KC



[MindfulBlueKC.com](http://MindfulBlueKC.com)

# New and enhanced behavioral health services for Blue Cross and Blue Shield of Kansas City members.

Blue KC is dedicated to thinking differently about coverage and care, enhancing the behavioral health services provided in member health plans.

**Mindful by Blue KC** is a behavioral health initiative dedicated to addressing access and reducing stigma to support the behavioral health needs of our members.

Our members have access to a variety of services and tools to address depression, anxiety, substance use and everyday challenges. By calling one number and speaking to a Mindful Advocate, who's available 24/7, members can get in-the-moment support and care navigation, help locating and referring to in-network providers or help connecting to expedited treatment options in crisis situations.

## **WHAT IS BEHAVIORAL HEALTH?**

Behavioral health refers to the relationship between your behavior and overall well-being. Your behavioral health impacts your ability to function in everyday life and your concept of self. Stress, depression, anxiety, substance use and other behavioral health issues can affect how you manage your physical health and daily living challenges. Addressing behavioral health is a vital part of self-care.





## It all starts with the Mindful Advocate

In a unique role exclusive to Blue KC health plans, Mindful Advocates are licensed behavioral health clinicians acting as a front door to match you to providers and guide care plans — a single point of contact for:

### Listening

Personal understanding, professional expertise

### Crisis Management

Quick response, team resources

### Navigating Care

Guiding you through systems and details

### Follow-up

Keeping members in mind, check-ins, extra help if you need it

### Connecting

The best kind of care, the right service/provider for you

### Benefits guidance

Clear explanations, support for informed member choices



A Mindful Advocate can help members access tools including in-person, text, online therapy and virtual visit options specific to the members' behavioral healthcare needs.

**Mindful Advocates** are just one call away and **available 24/7**

 **(833) 302-MIND (6463)**

or by calling the behavioral health number on the back of your ID card

## When you need support, you've got it

There should never be shame about seeking help for behavioral health issues. Most people experience this need at one time or another. And you've got the support of your employer and Blue KC. We worked together to develop and provide the best range of services we could while making them accessible, affordable and confidential.



### Online Self-Guided Tools

- Unlimited access to resources to manage stress, improve mood and more at no cost to Blue KC members.



### Employer Group Services

- Access to training sessions designed to educate employers and employees on behavioral health topics, on-site critical incident support where trained teams can help employees debrief after collectively experiencing trauma or loss and support for HR teams in connecting employees to resources through the Mindful Advocate, all at no additional cost to the employer group.



### Expedited Access Network\*

- Priority access to a behavioral health appointment through a curated network for Blue KC members experiencing a crisis.



### Virtual Care\*

- Access to a network of therapists trained and licensed in Virtual Care therapy techniques providing scheduled therapy visits, medication management and specialty services like psychiatry.



### Managed Behavioral Health\*

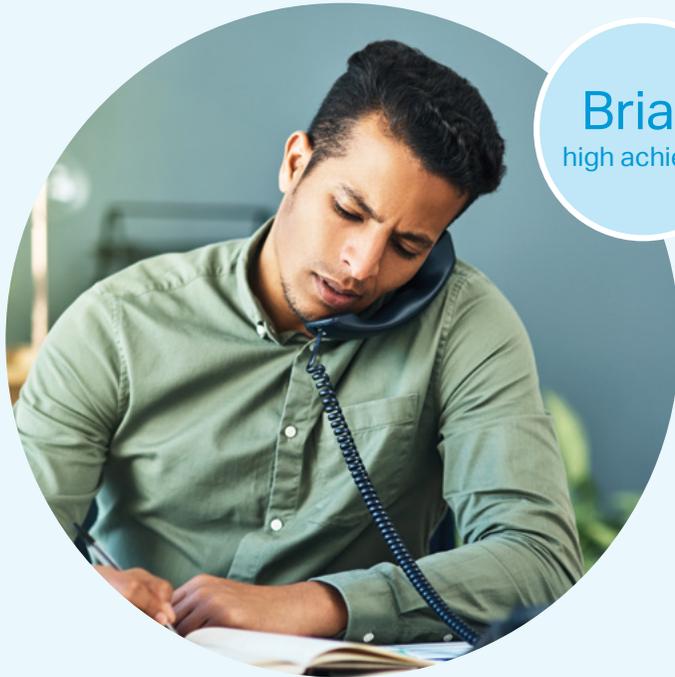
- Mindful Advocates help Blue KC members navigate the behavioral healthcare system by identifying in-network providers that best fit their needs by type and specialty.

\*Blue KC members will pay for services as outlined in their plan benefits. Normal cost-sharing and out-of-pocket maximum limits apply.

**Learn more about these services at [MindfulBlueKC.com](https://www.mindfulbluekc.com) or by calling a Mindful Advocate.**

# Paths to Care

No matter your reason, we're here to help.



**Brian**  
high achiever

## His Reasons:

- Needs and wants to focus on more work/life balance
- Workplace anxiety
- Has never used professional support services

## Care Path:



**Julie**  
new parent

## Her Reasons:

- Experiencing postpartum depression symptoms
- Has stress caring for a newborn
- Difficulty breastfeeding, with "mom guilt" that she isn't doing enough

## Care Path:





**Tim**  
veteran

**His Reasons:**

- His son expressed concern about excessive drinking, prompting Tim to seek help
- Substance use disorder
- Experiencing PTSD symptoms

**Care Path:**



**Mary**  
mourning a loss

**Her Reasons:**

- Adjusting to a big change in her life after losing both parents in one year

**Care Path:**





[For more information on these services, visit MindfulBlueKC.com](https://www.MindfulBlueKC.com)

At Blue KC, we know our community and we listen to our partners. We understand the concerns, the costs and the care needs.

“We all need support. We need people in our corner who care. The most important part of Mindful by Blue KC is giving members that support – and empowering them to use it.”

Erin Stucky,  
President and Chief Executive Officer  
of Blue Cross and Blue Shield of Kansas City

Mindful by Blue KC is here to help.  
We are Here for Good.





Kansas City

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