

News Release

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For Immediate Release

Nursing Support is Just a Phone Call Away with Bluegrass Family Health's New Member Hotline

NurseFirst, at 1-800-391-6861, is a new benefit exclusively for members of Bluegrass Family Health. It offers nursing support 24-hours a day, 7-days a week. Bluegrass Family Health's NurseFirst is a direct line staffed by registered nurses so members can talk to trained professionals about their health care concerns.

According to Angela W. Parker, Director of Healthcare Operations for Bluegrass Family Health (BFH), "We recognize that our members deserve *immediate*, personal contact with a health care professional. NurseFirst can give BFH members peace of mind knowing that around-the-clock telephone support is available."

The NurseFirst line is *not* a 911 emergency line nor is it a source for a diagnosis. Rather, it is support from a nurse who can help BFH member's understand risk factors, treatment options and discuss up-to-date clinical guidelines. The goal is to help members become informed, confident patients.

NurseFirst registered nurses have clinical guidelines and resources on hand to help members make smart decisions. If your call requires more medical attention, nurses will advise you to call your doctor.

Some common uses of NurseFirst include:

- Guiding members and their families to appropriate medical health care at all times
- Answering questions members may have regarding instructions from a physician or pharmacist
- Offering members information about recent medical tests or upcoming procedures
- Assisting members with questions they should ask their doctor
- Aiding members in making informed health care decisions
- Providing current information and options as members make health care choices and important decisions
- Exploring and explaining the possibility of side effects with certain medications

As part of this new benefit, there is an audio message center to learn about personal health care needs including audio messages concerning specific medical topics and conditions. Bluegrass Family Health, through the NurseFirst line, now offers over 700 pre-recorded clinically based messages for members to review 24-hours a day, 7 days a week. Sample audio message tapes include “Asthma in Children,” “Diabetes,” and “Smoking.”

The new NurseFirst phone line is just one of the programs offered by Bluegrass Family Health. BFH is committed to member wellness through disease prevention and proper treatment. For other programs and offerings of the Kentucky-based health plan visit our website at bluegrassfamilyhealth.com.

Bluegrass Family Health is a not-for-profit health insurance company with a comprehensive provider network, offering competitive rates and community-based service. The health plan now covers 99 of Kentucky's 120 counties with more than 6,000 contracted physicians and 90 hospitals. The Kentucky-based health plan is headquartered in Lexington at 651 Perimeter Drive, Suite 300, Lexington, KY, 40517, 859-269-4475.