



DO YOU NEED HELP MANAGING
**CHRONIC
KIDNEY
DISEASE?**



Chronic Kidney Disease (CKD) affects millions of Americans, often without any recognizable symptoms. Because kidney disease can go undetected until it reaches advanced stages, it is often referred to as a “silent disease.”

Fast Fact:

Diabetes and high blood pressure are the main causes of kidney failure.¹

What Blue Cross is doing.

On January 1, 2020, we began working with Real Engagement Achieving Complete Health (REACH) Kidney Care, an independent health coaching company focused on kidney healthcare coordination.



REACH provides a highly specialized CKD program that targets very specific populations with CKD as its primary focus.

The goal of the REACH Kidney Care program is to help members delay or avoid the need for dialysis.

¹ American Kidney Fund at KidneyFund.org
^{2, 3} Centers for Disease Control and Prevention

REACH Kidney Care is an independent company working with Blue Cross and Blue Shield of Alabama to provide care coordination and early education for those with kidney disease.

How the program works.

If you are eligible, REACH will match you with your own personal nurse care coordinator who will review your prescribed plan of care to help achieve your health goals.

REACH also has registered dietitians to assist with diet plans and a pharmacy team to work with your doctor to monitor medications and make drug recommendations.

REACH works for you to:

- ▶ Improve the quality of your life
- ▶ Help manage your diet and medications
- ▶ Educate you about better treatment options
- ▶ Manage other chronic conditions, like diabetes and heart disease
- ▶ Match you with a personal nurse, a registered dietitian and a pharmacy team

Find out now if you're eligible for this program.

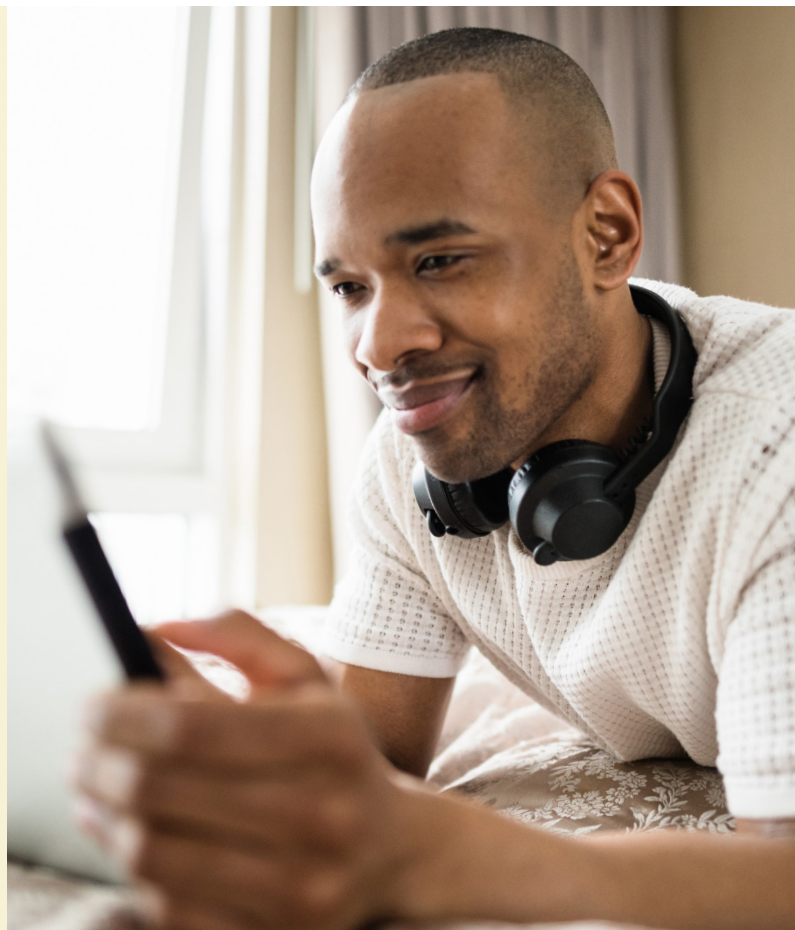
There is no cost to eligible members for participating in the program. Members are eligible if they are in CKD stages 3a or 3b with albuminuria levels greater than 300 mg/g, or CKD stages 4 or 5. Eligible members under 18 years of age may participate if proper consent is provided. At this time, Blue Advantage® members only qualify if they are in CKD stage 5.

Fast Fact:

Approximately **half** of adults aged 30–64 who have diabetes are expected to develop CKD.²

Fast Fact:

Around **9 in 10** adults with CKD don't know they have it.³



Where are REACH's offices?

For eligible members in Alabama, REACH prefers face-to-face care coordination. REACH Kidney Care has office locations in: Anniston, Birmingham, Dothan, Fairhope, Huntsville, Montgomery, Mobile and Tuscaloosa. Additional REACH Kidney Care office locations will continue to open throughout Alabama. For office locations, you can also visit ReachKidneyCare.org.

For members outside Alabama or where there is no REACH office, care coordination is done via telephone.



Enroll today. Please have your contract number (found on your Blue Cross ID card) ready and call REACH at **1-833-447-4397** to enroll.

In addition, REACH also makes outreach calls to eligible members, so watch for the REACH phone number **1-833-447-4397** on your caller ID. Be sure to answer the call to learn more about the program and enroll.

Questions? If you have questions about REACH, call the phone number on the back of your member ID card.



**BlueCross BlueShield
of Alabama**

We cover what matters.

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