

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) has launched the first phase of a statewide, transformational commitment to improving youth mental well-being, resiliency and connectivity. The initial phase begins with comprehensive enhancements to the company's mental health offerings, targeting improvements in support services and access to care across all 100 North Carolina counties.



FOR BLUE CROSS NC MEMBERS

Providing Behavioral Health Rapid Response to make access to care easier.

Blue Cross NC offers on-demand services for customers who need urgent, same-day mental health service. Behavioral Health Rapid Response also alleviates capacity issues in mental health care by providing alternatives to emergency room visits.

Expanding access to counseling in schools.

This initiative supports early intervention, continuous support and academic success by making mental health resources more accessible in schools, including virtual care, where youth are six times more likely to accept these services. Behavioral health services provided in schools will be covered for members.

Increasing in-network behavioral health providers.

Blue Cross NC has increased in-network behavioral health providers by 20% since June 2022 with the addition of 6,900 providers, making it easier for all members to find and receive mental health care when it is needed most.

Simplifying care through the Behavioral Health Care Navigation service.

Our Behavioral Health Care Navigation service makes it easier and faster to find mental health support by helping customers and their primary care providers quickly connect to behavioral health professionals.



FOR NC COMMUNITIES

Leveraging employees to bring Youth Mental Health First Aid Training to all 100 counties.

Blue Cross NC will leverage its employees and partnerships with youth-based organizations to train 3,700 people including 1,000 youth and 10% of its workforce in Youth Mental Health First Aid Training by the end of 2025. This training equips adults who regularly interact with young people with the skills to identify and respond to mental health challenges, using a five-step action plan for both crisis and non-crisis situations to foster a safe, supportive environment.

Launching Blue Corps, Blue Cross NC's skills-based volunteerism program.

Blue Corps utilizes the unique skills of our workforce to support community partners – particularly in their work around mental health – enhancing the impact of local initiatives.

