

This email is intended for producers with business in Delaware, New York, Pennsylvania, and West Virginia.

Discontinuing CHF and COPD Management Powered by Vida

In our effort to invest in solutions that deliver the most impactful and holistic health management for our members, we're continually evaluating solutions made available to the market.

CHF and COPD Management powered by Vida is a virtual care solution for members with documented Highmark claims history for Congestive Heart Failure (CHF) and/or Chronic Obstructive Pulmonary Disease (COPD).

Effective January 1, 2027, Highmark will no longer provide the Vida Health program for CHF and COPD management. However, members can still access virtual care for these conditions through their plan's benefits.

Highmark will notify affected members that the Vida program is ending and guide them to support available through their plan's benefits. This change reflects a renewed focus on strengthening - not reducing - CHF and COPD support through primary care and integrated benefits, with the goal of simplifying the member experience, improving care coordination, and supporting long-term outcomes.

Please contact your Highmark Sales Executive or Client Manager with any questions.



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Benefits and/or benefit administration may be provided by or through the following entities, which are independent licensees of the Blue Cross Blue Shield Association:

Western and Northeastern PA: Highmark Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Choice Company, Highmark Health Insurance Company, Highmark Coverage Advantage Inc., Highmark Benefits Group Inc., First Priority Health, First Priority Life or Highmark Senior Health Company. Your plan may not cover all your health care expenses. Read your plan materials carefully to determine which health care services are covered. For more information, call the number on the back of your Member ID card or, if not a member, call 866-459-4418.

Delaware: Highmark BCBSD Inc. d/b/a Highmark Blue Cross Blue Shield.

West Virginia: Highmark West Virginia Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Health Insurance Company or Highmark Senior Solutions Company. Visit https://www.highmarkbcbswv.com/NetworkAccessPlan to view the Access Plan required by the Health Benefit Plan Network Access and Adequacy Act. You may also request a copy by contacting us at the number on the back of your ID card.

Western NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Cross Blue Shield.

All references to "Highmark" in this document are references to the Highmark company that is providing the member's health benefits or health benefit administration and/or to one or more of its affiliated Blue companies.

Highmark Blue Cross Blue Shield is a Medicare Advantage HMO, PPO, and/or Part D plan with a Medicare contract. Enrollment in these plans depends on contract renewal.

This email was sent by: Highmark, Inc.-
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