



Obstetrical practice consultant

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) thanks you for being a valued partner in providing quality care to our pregnant Healthy Blue members. We aim to provide you with the support needed for continued success and enhance your experience. As part of your benefits, the OB Practice Consultant is an available resource to drive meaningful collaboration to improve maternal health outcomes.

OB Practice Consultants (OBPCs) are registered nurse (RN) clinicians with maternal/child expertise whose focus is provider collaboration with practitioners and office administration through in-person and virtual touchpoints. This collaboration allows for actionable conversations around enhanced member care and data trends while considering best practices and evidence-based guidelines.

OBPCs serve as a positive, trusted liaison and dedicated resource to assist and support the following:

- Blue Cross NC maternity program details including Healthy Blue member benefits available to support a healthy pregnancy
- Provider-level outcomes and gaps in care reports with actionable and timely data
- Clinical processes — provide up-to-date required forms
- Case management — educate on the referral process
- Community resources — helping you connect your patients to the resources they need



When asked for feedback on the OB Practice Consultant, here is what our providers have said:

- She “has been very instrumental in providing documentation to distribute to our patients which allows them more resources than we knew about.”
- The “ability to have an OB PC allows for additional assistance in advocating for patients.”
- “We have great communication with our consultant. She guides us with strategies to make changes. Also, we are implementing quality improvement programs to improve outcomes.”
- She “is a pleasure and has done a wonderful job. She is knowledgeable about the needs of the specialty and ways to help us improve outcomes.”



We look forward to best serving you and our Healthy Blue members through this valuable collaboration.

<https://provider.healthybluenc.com>

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