

Have conversations now: Health Outcomes Survey coming in late July

Beginning in late July, Blue Cross Blue Shield of Michigan and Blue Care Network patients with Medicare Advantage plans may receive the annual Health Outcomes Survey, or HOS, conducted by the Centers for Medicare & Medicaid Services. So now is the time to discuss HOS topics with your patients. Provider-patient communication can lead to better health outcomes.

The following are HOS topics for 2025:

- Risk of falling
- Incontinence
- Physical activity
- Improving or maintaining physical health
- Improving or maintaining mental health

Blue Cross and BCN are encouraging at-risk members to initiate conversations with a provider about incontinence and fall prevention. However, these conversations can sometimes be embarrassing or tough for members to bring up or they may forget to discuss if it's something that only happens once in a while. For this reason, providers are encouraged to help "break the ice" and make it a regular part of their discussions.

Register to view the HOS webinar series 'Improving health outcomes for older adults'

Visit the [On-Demand Content page of the Patient Experience site](#)* to view a helpful, three-part webinar series — "Improving health outcomes for older adults" — with strategies for providers to enhance patient communication about sensitive conversations. The series will also help providers foster more open dialog with patients for improved health and longevity.

This webinar series also supports practices implementing **Patient-Centered Medical Home capabilities 9.13** (screening for fall risk and physical activity) and **9.14** (screening for bladder control), and includes the following:

- [Part 1 – "Ensuring Effective Care Through Conversations":*](#) This webinar focuses on ensuring effective care through conversations with patients about urinary incontinence, physical activity and fall risk, along with a brief background on the Health Outcomes Survey.
- [Part 2 – "Discussions to Help Older Patients Maintain Their Mental and Physical Health":*](#) Viewers will learn strategies to discuss mental and physical

health with older adults. The session also discusses using patient-centered planning to improve or maintain patients' health.

- **Part 3 – “Overcoming Barriers to Sensitive Conversations with Patients”:***
Learn about the barriers and anxiety older patients have to broaching discussions about sensitive topics, such as memory problems and advanced care planning. We also explore providers' apprehension to bring up sensitive topics, and share tips to relieve patients' anxiety, ways to build trust and strategies providers can use to overcome their own anxieties toward sensitive conversations.

Physicians who attend this 90-minute total workshop can receive continuing medical education, or CME, credits. Continuing education units, or CEUs, are also available for other health care workers.

Additional resources

Providers can also utilize our [Health Outcomes Survey \(HOS\) tip sheet](#), and the table below has more resources you can share with our members.

Topics to discuss with patients	Resources you can share
Incontinence	An on-demand webinar, “Bladder Control for Seniors”
Fall risk	• A discount through Blue365 on medical alert systems and voice enabled health assistant • An on-demand webinar, “Dr. Jennifer Wulff Speaks on Falls Safety and Prevention”
Physical activity	• Fitness deals through Blue365 • An on-demand webinar, “The Importance of Physical Activity for Seniors”
Improving or maintaining physical health	Healthy aging section on our Healthy Aging and Independence webpage

Topics to discuss with patients	Resources you can share
Improving or maintaining mental health	Our Senior's Guide to Mental Health webpage

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