College and University Student Health Insurance Plans

Things move quickly in health care. Navigating your way can sometimes slow you down. Let us take the hassle out of health care. We customize benefits to help you meet your goals while providing quality health care to meet your student’s needs, we are AcademicBlue.

Our health care coverage experience brings you the needed resources and answers you’ve been looking for – from benefits designed specifically for students to administrative support to make your life a little easier. Let AcademicBlue work for you, so you can focus on what you do best – education.
Who we are

**AcademicBlue** is student health insurance offered by Blue Cross and Blue Shield of Oklahoma (BCBSOK). Our plans meet the requirements of the Affordable Care Act (ACA) and are sold through Academic HealthPlans (AHP), a leader in the student health insurance market.

When you choose **AcademicBlue**, you’re offering your students quality health care coverage from BCBSOK, an industry leader for 80 years, with administrative support from AHP, a service-driven firm that has focused solely on student health insurance and benefits since 1998.

Together we understand the unique needs of the student population and are focused on providing quality services – including financial alternatives as well as technology and cost containment opportunities.

What we can do

- Benefit plan consultation
- Customized student health insurance plan website
- Online enrollment with flexible waiver options and waiver management tools
- Printed marketing and enrollment materials
- Policy coordination and implementation

Doctors know us

More than 96% of hospitals and 93% of providers nationwide accept **AcademicBlue** through the BlueCard® program.

Source: MarketQuest
Why choose an AcademicBlue student health plan?

We can make your job easier

Student health plans face some unique challenges that require experience and expertise in providing administrative services. We have many of these challenges covered.

- **Student Health Center** – We promote your student health center’s services and value by offering up to 100 percent coverage of eligible services.
- **Customer service** – Dedicated toll-free number for your students with a professional support team ready to address their questions.

Network advantages

- The national PPO program allows universities to provide coverage to their students whether they live in town or across the country. More than 96 percent of all hospitals and 93 percent of all professional providers nationwide accept AcademicBlue through the BlueCard program.*
- National PPO benefits are available through BlueCard, a program allowing easy access to providers across the country.
- Better network discounts means lower plan premiums.
- Network providers are available at school or away from school.

*Source: MarketQuest
Technology and tools on the go

Students and their busy schedules keep them on the move and we want to go with them with the BCBSOK App. Our tools and resources help students keep in touch with their student health plan wherever they go.

When students sign up for AcademicBlue, they receive a secure email with their group and member numbers. A website link takes them to bcbsok.com, where they can log in to Blue Access for MembersSM (BAMSM). This online tool allows them to:

- Check the status of a claim. View or email member ID card information, or add it to Apple Wallet
- Get an overview of coverage, including medical and prescription copay information.
- Find in-network doctors, hospitals and urgent care facilities
- Read reviews of doctors and hospitals
- Estimate the costs of procedures, tests and treatment
- Sign up to receive emails and text alerts
- Request a replacement member ID card
Behavioral Health – Students have access to behavioral health professionals, physicians and treatment facilities to help them address issues such as anxiety, stress, depression, substance abuse, and more.

Virtual Visits – Care for students when and where they need it. Students can speak to board-certified doctors 24 hours, seven days a week. Virtual Visits is included with all fully insured business and is available as a buy-up for all ASO groups.

24/7 Nurseline – Around-the-clock, toll-free access to registered nurses for health information. Available in English and Spanish.

Health Education and Support – Tutorials on dozens of health topics are available online, or by mobile device, through BAM. Many tutorials are available in Spanish.

Lifestyle Management Programs – These programs provide tools and information that may help your students lose weight, quit smoking or reach other health goals.

Blue365® Discount Program for Members – Blue365 offers discounts from top national and local retailers on fitness gear, gym memberships, family activities, healthy eating options and much more.

Interested in discussing further?

Email: AcademicBlue_Mailbox@bcbstx.com