

# Group Update

December 11, 2017

## New Primary Care Services Facility Focuses on Hispanic Community

To increase the availability of primary care services to the Hispanic community, Horizon Blue Cross Blue Shield of New Jersey is collaborating with Sanitas, a multinational health care provider, to bring comprehensive, cost-effective patient-centered health care services to Union City, Jersey City and Belleville.

The first medical center at 3196 Kennedy Blvd., Union City, is scheduled to open on or about December 19. Additional locations will open in 2018.

Sanitas medical centers are independently owned and operated by Sanitas of New Jersey LLC, and will serve any Horizon BCBSNJ member (Commercial, ASO, Medicare Advantage (MA) and NJ FamilyCare), Original Medicare enrollees and patients who pay for care out of their pocket. Out-of-state Blue Plan members with BlueCard® coverage will also be able to get care at a Sanitas medical center.

These medical centers are located in primarily Hispanic and ethnically diverse neighborhoods and are easily accessible via public transportation. The centers will offer same-week appointments, same-day lab tests and diagnostic imaging, and walk-in appointments for urgent care. The centers may keep patients for observation for up to six hours.

Sanitas medical centers provide a one-stop solution to patients' everyday health needs, including:

- Primary care
- Specialty care
- Comprehensive urgent care
- Lab and diagnostic imaging
- Disease management and wellness programs

"The medical centers will provide a culturally and linguistically relevant patient experience for our members who are Hispanic. And this collaboration shows Horizon BCBSNJ's commitment to the Hispanic community, which still comprises 20 percent of the uninsured market in New Jersey," explained Michael J. Considine, Vice President, Consumer, Small Group and Midsize Markets. "Our community outreach, coupled with the new clinical sites from Sanitas, offers access to much needed medical care and serves as an appropriate alternative to the local emergency room for care."

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If you have questions, please contact me.

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