



BlueCross BlueShield of South Carolina and
BlueChoice® HealthPlan of South Carolina

Dear Provider,

In 2015, BlueCross BlueShield of South Carolina and BlueChoice HealthPlan announced a partnership with Avalon Healthcare Solutions. The BlueCross BlueShield of South Carolina Medicare Advantage plans would like to announce that, beginning April 25, 2022, Medicare Advantage HMO and PPO members will also be able to benefit from Avalon's great work.

Avalon is a clinically driven company that uses evidence-based medicine to develop and deploy appropriate policies and protocols for the high-volume, dynamic and complex laboratory environment. Avalon is led by the work of its academic clinical advisory board (CAB). The company provides medical policy administration services for health plans. These services will allow BlueCross Medicare Advantage plans to apply the latest science in the complex laboratory space to their clinical operations. Avalon's services promote the most effective treatment, improve clinical outcomes and appropriately reduce medical expenses. The innovative Avalon platform enhances population health initiatives by supporting the collection, storage and analysis of laboratory values.

Keep these changes in mind. If you use an out-of-network laboratory or have outpatient testing performed by a hospital, your patients' out-of-pocket costs may be significantly higher. Some products do not have out-of-network benefits at all. To ensure the lowest cost to your patients, please send BlueCross Medicare Advantage members' testing to an in-network laboratory only. The Avalon network provides patients with expanded access to high-quality, cost-effective laboratory testing. You can help your patients by using network laboratories. Avalon effectively manages the network of laboratory providers. For ideal results, your practice should use the laboratories accredited for network participation. You can find a complete directory of participating laboratories at www.SouthCarolinaBlues.com.

We look forward to working with your practice to make sure your patients receive expanded access to high-quality and affordable laboratory care. If you have questions related to this change, please do not hesitate to contact your provider education representative.

Sincerely,

A handwritten signature in blue ink, appearing to read 'William C. Logan Jr.', with a long horizontal flourish extending to the right.

William C. Logan Jr., M.D., MHS, MBA
Chief Medical Officer, Medicare Advantage
BlueCross BlueShield of South Carolina

BlueCross BlueShield of South Carolina and BlueChoice HealthPlan are independent licensees of the Blue Cross Blue Shield Association.

Avalon Healthcare Solutions is an independent company that manages lab benefits on behalf of BlueCross BlueShield of South Carolina.