The National Health Care Anti-Fraud Association is proud to honor Highmark Blue Cross Blue Shield and its Financial Investigations & Provider Review Team as this year’s recipient of the Excellence in Public Awareness Award for its Opioid Epidemic Education Program. This award is bestowed annually to an organization or individual who has demonstrated an unwavering dedication to raising public awareness about the problem of health care fraud.

Determined to help the communities it serves face the well-documented opioid epidemic, Highmark instituted an Opioid Epidemic Education Program focused on students, parents, and facilitators that examines the dangers of opioid abuse. The program depends largely on a presentation developed by Highmark’s Financial Investigations & Provider Review Team to educate about opioids, fentanyl, heroin, and deadly drug combinations to empower individuals in saying “No.” It also addresses the obvious and not-so-obvious signs of abuse and addiction, the difference between helping and enabling, how the stigma of addiction can keep people sick, and other valuable resource information.

The program has been successful in building community partnerships, allowing Highmark to reach more than 6,500 students and educators across western Pennsylvania with its message. With the 2019-2020 school year underway, Highmark is already actively scheduling presentations through the end of the year to bring opioid awareness to thousands more.

Combatting the opioid epidemic demands a multifaceted approach. In addition to its community education program, Highmark has also put into place a Designated Pharmacy Program and the use of proactive data analytics for high-risk opioid prescribers.

CONGRATULATIONS TO

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