



INSURANCE

Access Granted: BCBS of Massachusetts Adds Acupuncture

DIGITAL EXCLUSIVE

Blue Cross Blue Shield (BCBS) of Massachusetts, one of the most progressive state insurers in the nation when it comes to offering non-drug alternatives, has announced it will provide acupuncture coverage beginning Jan. 1, 2020. Eligible BCBS of Mass. members will be able to access acupuncture services for up to 12 visits per calendar year, and referrals are not required. The co-pay will be the same as an outpatient office visit with a specialist.

"We want our members to have access to a broad range of safe, effective treatments for pain management," commented Andrew Dreyfus, the president and chief executive officer of BCBS of Massachusetts, in a press release from the insurer announcing the coverage change. "We know our members and employer customers are increasingly seeking alternative treatments like acupuncture, both for chronic conditions and overall wellness."

"We are constantly looking at creative, non-opioid approaches to treating pain," added Ken Duckworth, MD, BCBS of Massachusetts' medical director for behavioral health. "We know many people find acupuncture to be beneficial for a number of conditions, so we're pleased to offer it as an option to our members. This could also be another step in helping to reduce the number of inappropriate opioid prescriptions being written in Massachusetts."

DECEMBER 2019