



BlueDistinction® Centers for Fertility Care

Blue Distinction is a national designation awarded by Blue Cross Blue Shield Plans to recognize providers that demonstrate expertise in delivering quality specialty care – safely, effectively, and cost-efficiently. The goal of the program is to help patients find both quality and value for their specialty care needs, while providing a credible foundation on which employers may customize their employee benefits.

The foundation of Blue Distinction Specialty Care is the quality-focused Blue Distinction Center designation. An additional and more select value-based designation, Blue Distinction Center+, further distinguishes healthcare providers delivering both quality and cost-efficient specialty care. These two designations will be available for Fertility Care beginning Jan. 1, 2019.

Value of the Fertility Care Program

Similar to other Blue Distinction programs, the Fertility Care program will be evaluated on quality and cost of care criteria. It will focus on in vitro fertilization (IVF), which is the most common assisted reproductive technology (ART) treatment and is widely becoming the preferred option for fertility treatment. This voluntary program is open to IVF ART providers in various care settings, including individual physicians, physician groups, and clinics. Providers will be evaluated on robust quality components that include data from the Society for Assisted Reproductive Technology (SART) Registry.

Distinction in Your Community and Nationwide

Designation as a Blue Distinction Center or Blue Distinction Center+ differentiates your practice among peers in your local market, affirming to your community, patients, and other providers that you are committed to quality care and better outcomes for patients' fertility care needs. It also offers opportunities to collaborate with your local BCBS Plan to promote the designation. Tools and resources to promote Blue Distinction Center and Blue Distinction Center+ designations are available through your local BCBS Plan.

On a national level, BCBS Plans and BCBSA actively promote Blue Distinction Centers to **more than 100 million members**, through nationwide public relations efforts, recognition in the [National Doctor and Hospital Finder](#), [Blue Distinction Center Finder](#), and in other communications.

For more information, please visit bcbs.com.