Blue Care Network’s Woman’s Choice program

You choose. No referral needed.
The Woman’s Choice program is a self-referral program. This means for routine women’s health services, you may visit certain Blue Care Network-contracted specialists without a referral from your primary care physician.

Find a Woman’s Choice doctor at bcbsm.com/find-a-doctor.

Women’s health services
Woman’s Choice health specialists include obstetricians, gynecologists, obstetrician-gynecologists, gynecologic oncologists, reproductive endocrinologists, maternal and fetal medicine specialists, neonatologists, perinatologists and certified nurse midwives. Your women’s health specialist may perform or order various services* without your PCP’s referral.

Gynecological care — no referral needed
- Bone density studies
- Breast exams and mammograms
- Contraceptive management
- Diagnosis and in-office surgical and nonsurgical treatment of gynecological and bladder infections
- Gynecological exams, Pap smears
- Laboratory** and pathology services related to gynecological problems
- Pelvic ultrasounds

Obstetrical care — no referral needed
- Fetal nonstress tests
- Laboratory** and pathology services related to obstetrical care
- Maternity ultrasounds
- RhoGAM® injections

You need your PCP’s referral for these services*:
- Surgical procedures performed in an outpatient facility
- Hospital admission other than infant delivery

Your provider must notify BCN before performing these services*:
- Amniocentesis
- Gynecological surgical procedures
- Hospital admissions for infant delivery and other obstetric conditions
- Treatment of suspected or confirmed malignancies

*Benefits vary by plan. To check your coverage, log in to your account on bcbsm.com.
**Must be sent to Joint Venture Hospital Laboratories.

Consider selecting a women’s health specialist who belongs to the same physician group as your PCP or has privileges at the same hospital. This makes it easier for the two to care for you as a team.

Questions?
Call the number on the back of your BCN ID card between 8 a.m. to 5:30 p.m. Monday through Friday. The TTY number is 711.