



BlueCross BlueShield
of Oklahoma



Make the Right Connection With Behavioral Health Providers

Whether members are just starting on their mental health journey or already know just what they're looking for, Headway can help them find the right provider. Headway has reimagined therapy and psychiatry networks to help members easily connect with quality behavioral and mental health professionals.



How Headway is Changing the Game

Members need care but may face challenges finding affordable, quality providers that are in-network. Headway helps by providing the nation's largest network of therapists and psychiatrists via their tech platform.

Increased Access to Care

- 3x more available appointments than typical networks¹
- 24/7 access to Headway's online search and booking tools
- Care delivery within 48 hours of first contact

Delivering Quality Care

- Centralized performance management
- Outcome reporting capabilities
- Primary care integrations to support referrals and coordinate care

Enhanced Member Experience

- One-stop platform to book and manage appointments, make payments and more
- Personalized matching of behavioral health providers, with filters for their clinical needs and personal preferences
- Affordable and transparent pricing before booking
- In-person or virtual care with in-network behavioral health providers

How does it work?

Members visit headway.co to find a provider. There, they can filter for their preferences, such as race/ethnicity, gender and language to find the right provider. Lastly, they add their health plan details and select an appointment. Headway handles the rest!

Please contact your sales executive or client manager for more information.

¹ Headway, 2024.

Headway is a separate company that has contracted with Blue Cross and Blue Shield of Oklahoma to provide behavioral health management for members with coverage through BCBSOK. Luminare Health is a separate company that has contracted with Blue Cross and Blue Shield of Oklahoma to administer some products and services under the Alternative Delivery Model. BCBSOK makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.