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followed by an
integrative
treatment plan

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BNBA
Boston Neurobehavioral Associates



About Us

Since 1929, Blue Cross Blue Shield has led the healthcare industry by rising to the challenges that change brings, enabling new discoveries and continuing to evolve. Learn more about our history, what we are doing today and our commitment to providing access to high-quality, affordable healthcare coverage for all Americans.



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BCBS guarantees medical services and professional doctors who work hard for the recovery of all their patients.

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- 📞 [1-800-262-BLUE \(2583\)](#)
- 🌐 <https://www.bcbs.com>
- ✉️ info@bcbs.com



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Everyone deserves affordable, high-quality health care no matter where you live, your income or health status. Blue Cross and Blue Shield companies across the country can help.

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Neuro Care

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Neuro Surgery

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Boston Scientific

A Guide to CAD

How to Understand Coronary
Artery Disease



For more information, visit

<https://www.bostonscientific.com/en-US/patients-caregivers/device-support/coronary-stents.html>

What does CAD stand for?

Coronary artery disease (CAD) is when plaque builds up in the heart's vessels and makes them narrow. This can lead to blockages over time, which can cause chest pain or a heart attack.



Identifying The Signs

Some of the signs are pain in the chest, tiredness, shortness of breath, and pain in the arms or shoulders. If any of these things happen, call 911.



Figuring out what could go wrong

Know your risk - Obesity, idleness, a bad diet, smoking, high cholesterol, high blood pressure, diabetes, and a history of CAD in your family all raise your risk.



Coming up with a diagnosis

Doctors can tell if you have CAD based on your medical background, risk factors, and symptoms. There may be a need for tests like an ECG, a stress test, or a coronary angiogram



Choices for treatments

Treatments vary, but most of the time, lifestyle changes and medicines are used. There may be a need for angioplasty, bypass surgery, or stent placement.



How to Understand Stents

Stents keep the blood vessels open. There are two kinds: bare metal (for people with allergies) and drug-eluting (with a layer of the drug). Polymers on drug-eluting stents can last or break down over time.



Why are Stents used?

Re-narrowing is a usual problem after angioplasty that can be helped by stents. They can bend and fit the shape of your artery.



Different kinds of stents

Bare-Metal Stents are wire mesh tubes that don't have any drugs in them. Stents that release drugs are covered with a drug-releasing material. There are two kinds: lasting and biodegradable

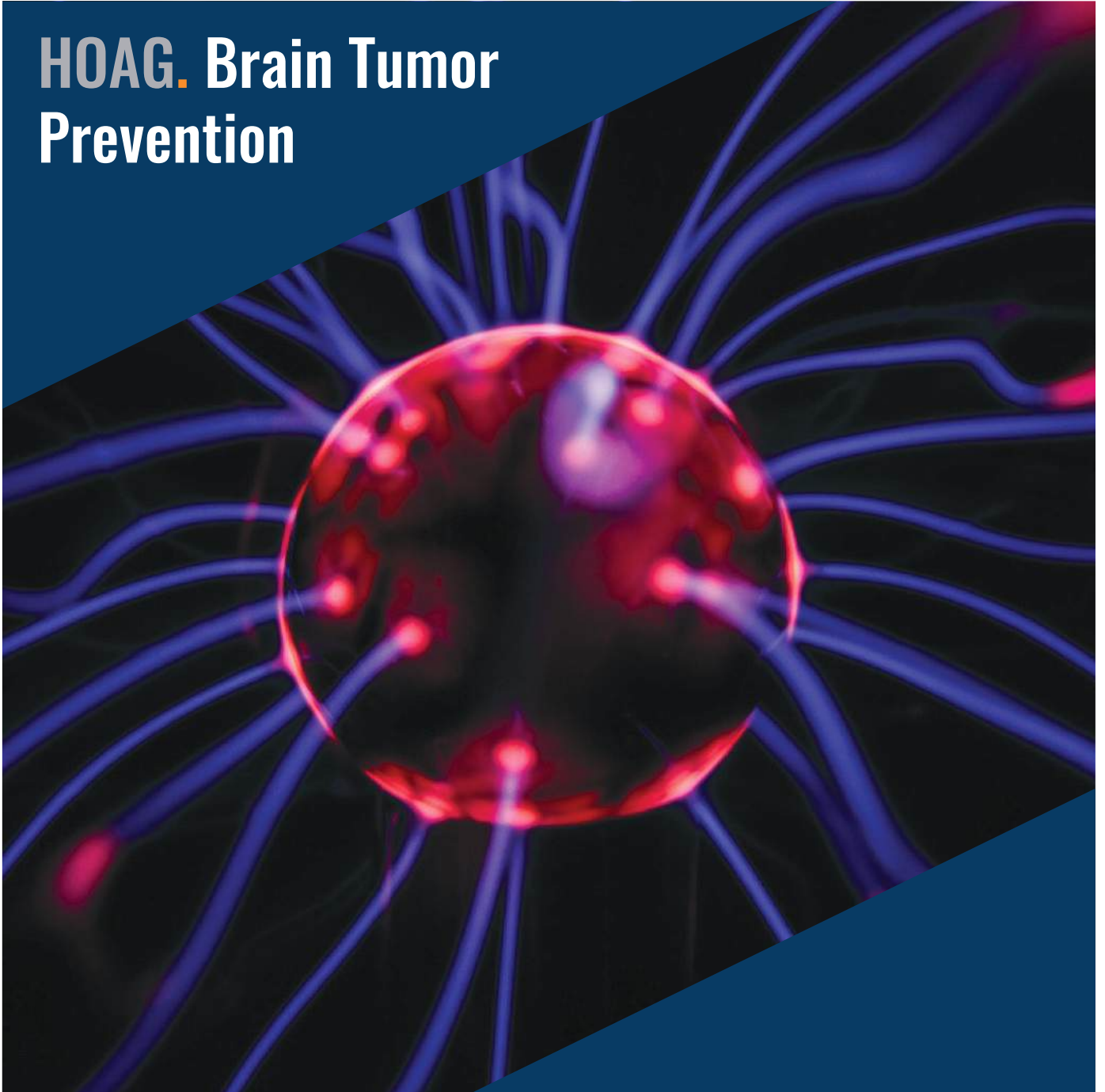
For more information, visit

<https://www.bostonscientific.com/en-US/patients-caregivers/device-support/coronary-stents.html>

Choose health, and choose understanding. Find out about the risk factors, signs, and ways to treat CAD. Take charge of the health of your heart.

YOU.
EMPOWERED BY HOAG.

**HOAG. Brain Tumor
Prevention**



FOR MORE INFORMATION
8 8 8 - 2 3 5 - 6 9 7 3

YOU.

The Leader In Neurocare In-

At HOAG, we are on the cutting edge of new neurosciences and work hard to improve patient results. Expert clinicians and researchers who collaborate with Hoag's Pickup Family Neurosciences Institute (PFNI) and Hoag Family Cancer Institute (HFCI) to find novel ways to identify and treat brain tumors run our Brain Tumor Program.



Compassionate Care:

Our unwavering dedication to compassionate care, clinical excellence, and creative intelligence makes sure that patients get the best care possible.



Clinical Research:

We give people access to the latest clinical research studies, such as vaccine approaches for glioblastoma, one of the deadliest primary brain tumors.



Team-Based Approach:

Our diverse team, which includes neurosurgeons, neurologists, oncologists, radiologists, and more, works closely together to treat a wide range of brain tumors. Weekly Tumor Board meetings make sure that care is based



Top Rankings:

U.S. News & World Report ranks Hoag in the top 1% for neurology and neurosurgery and in the top 10% for cancer care. HOAG offers complete care for brain tumors, with access to modern technologies, clinical research, specialized doctors, patient navigators, and holistic care pathways.



Advanced Technology:

HOAG is great at advanced technology and techniques that don't require a lot of cutting. We have all three types of radiosurgery, including the high-tech Gamma Knife® Perfexion. Our doctors teach people all over the country how to use these new tools.

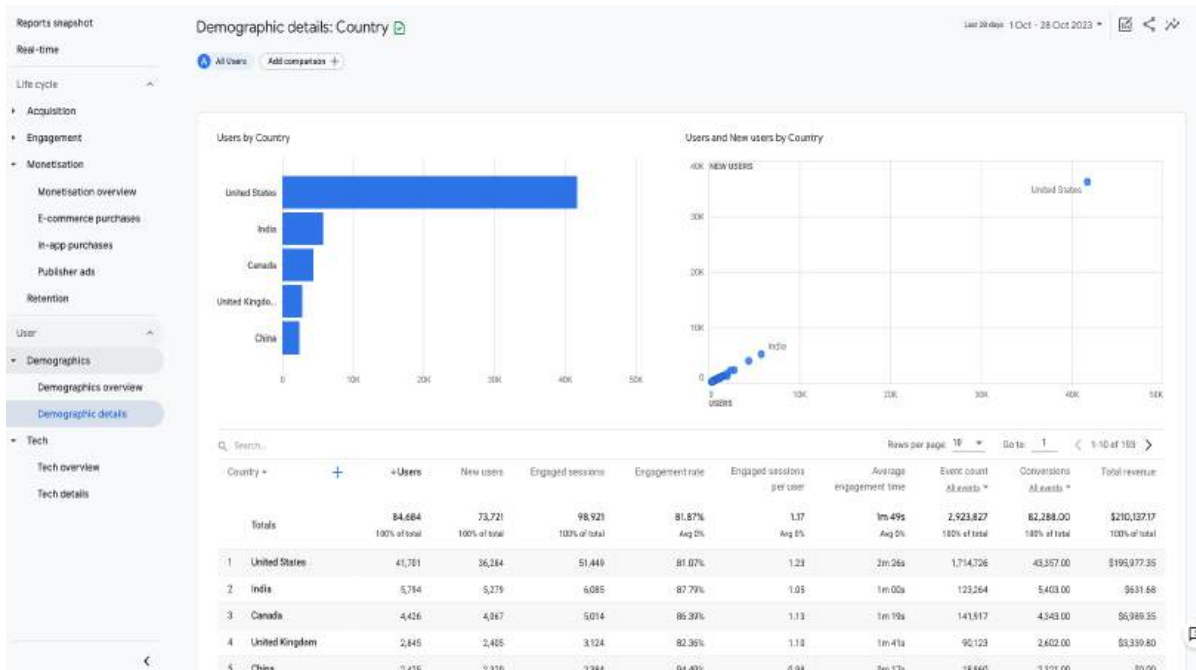


Rapid Diagnosis:

We are one of the first places to use Invenio, a new laser tool that helps doctors find brain tumors quickly during surgery. Hoag also has PET/MR scans for better planning of treatments.

Humanitarian & Healthcare Dashboards Portfolio (with KPIs)

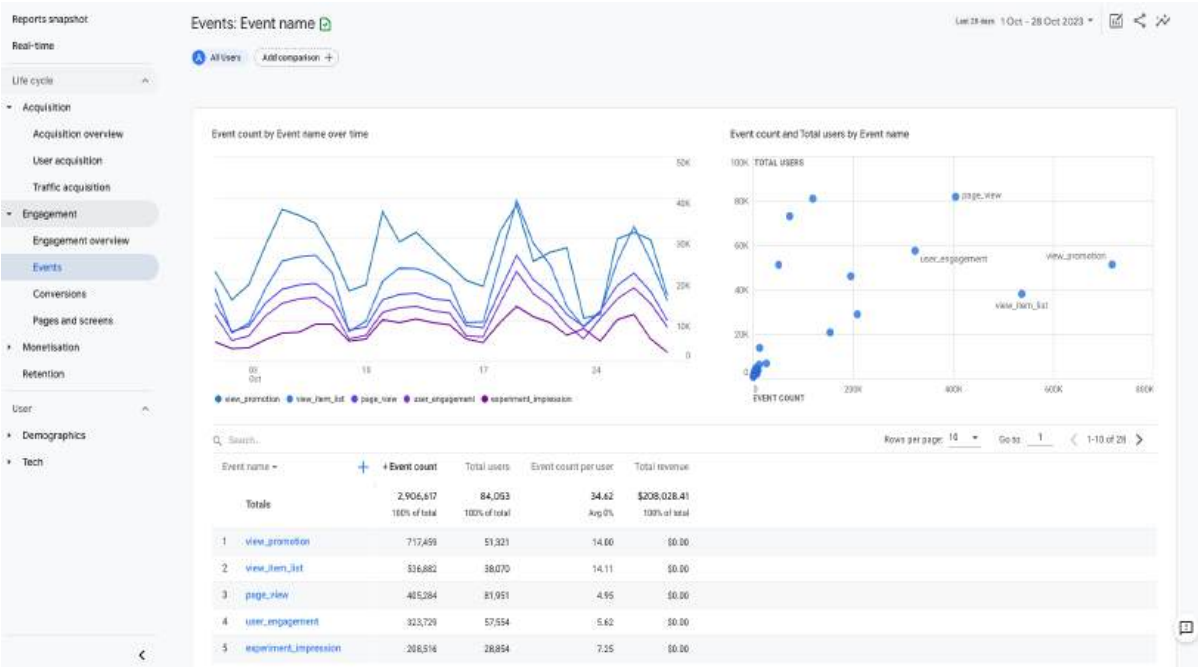
Demographics Details Dashboard



Shows user distribution by country, engagement rate, and revenue contribution. For healthcare and humanitarian contexts, this dashboard highlights where patient or beneficiary engagement is highest, enabling resource allocation and outreach tailored by region.

- Users: 84,684 total
- Top Country: US – 41,701 users
- Engagement Rate: 81.87%
- Revenue: \$210,137

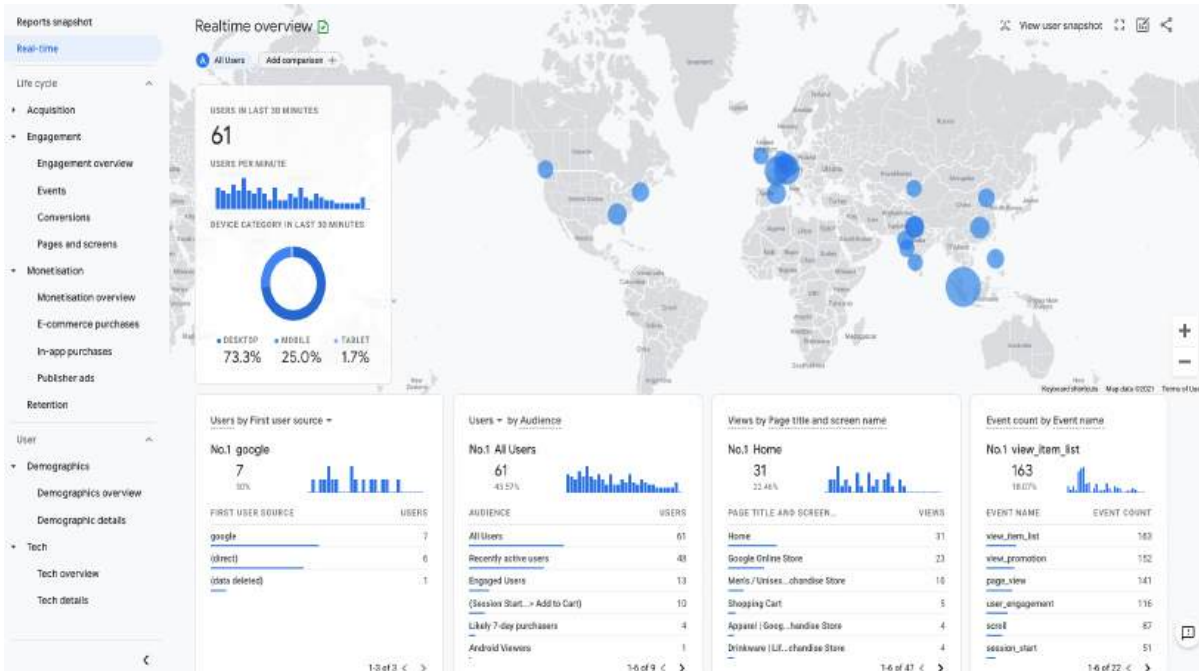
Engagement Events Dashboard



Tracks key user interactions such as promotion views, item list views, and overall engagement. In healthcare, this can measure content effectiveness (e.g., health campaigns, donation drives), while in humanitarian work it reflects how users interact with critical service updates or aid resources.

- Event Count: 2.9M
- Top Event: View Promotion – 717,459
- Engaged Users: 84,053

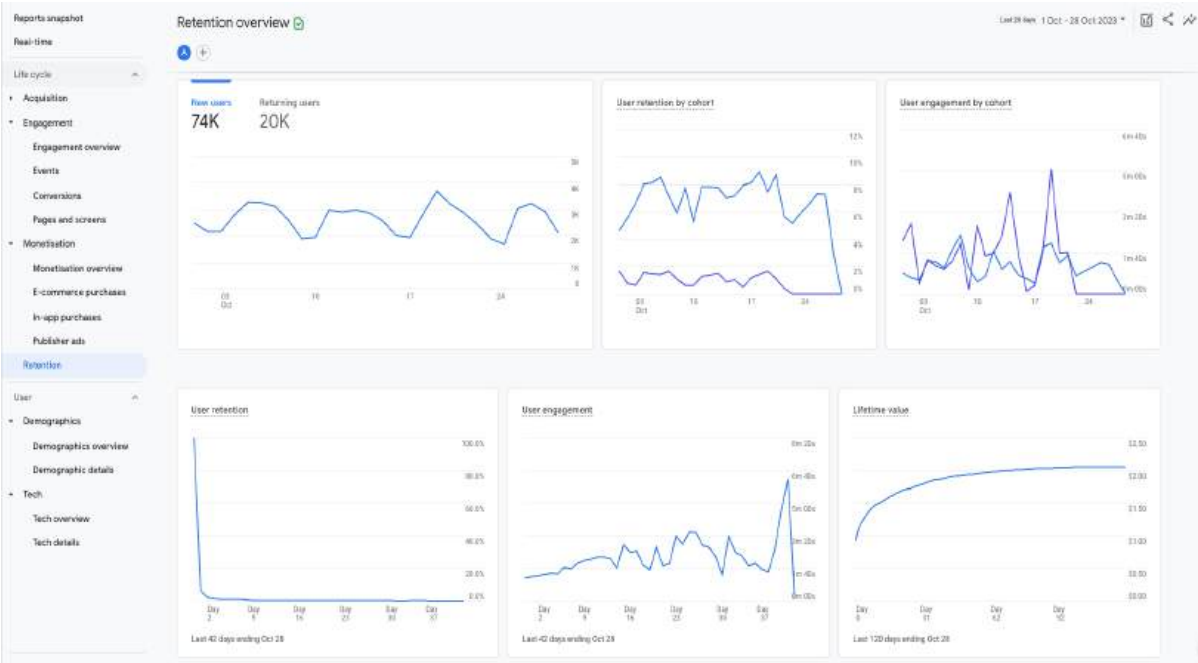
Realtime Overview Dashboard



Monitors live user activity across regions, devices, and pages. For humanitarian and healthcare applications, this real-time visibility helps teams respond to spikes in demand, emergencies, or traffic surges (e.g., during crisis updates, vaccine registrations, or donation campaigns).

- Live Users: 61 in last 30 min
- Devices: 73% Desktop, 25% Mobile
- Top Page: Home – 31 views

Retention Overview Dashboard



Analyzes new vs returning users, retention by cohorts, and lifetime value. In humanitarian and healthcare, it supports tracking loyalty and ongoing engagement—for example, monitoring how often patients return for health resources or donors re-engage in campaigns.

- New Users: 74K | Returning: 20K
- Retention Cohort: ~10% week 1 → ~2% week 4
- Lifetime Value: \$2.50 per user

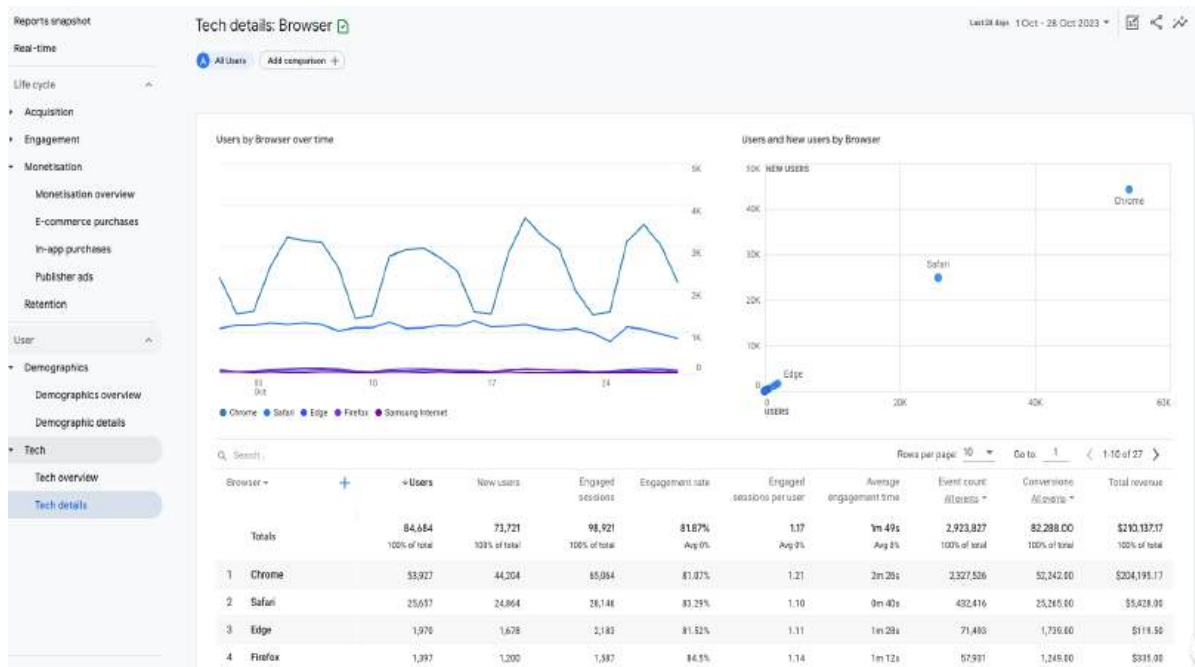
Secondary Dimension Dashboard

Q Search..		Rows per page: 10		Go to: 1		< 1-10 of 57 >				
First user medium ▾	Operating system ▾ X	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue	
Totals		72,528 100% of total	97,290 100% of total	81.84% Avg 0%	1.17 Avg 0%	1m 49s Avg 0%	2,877,595 100% of total	80,932.00 100% of total	\$205,568.34 100% of total	
1	organic	Windows	10,727	13,517	83.94%	1.18	1m 22s	327,953	11,201.00	\$9,449.48
2	(none)	Macintosh	8,582	14,468	77.11%	1.22	3m 15s	705,389	11,626.00	\$78,281.45
3	cpc	iOS	7,753	8,961	83.59%	1.13	0m 21s	88,153	7,781.00	\$399.20

Explores layered insights, such as acquisition source segmented by device or operating system. This helps healthcare organizations understand how different demographics access services and humanitarian agencies optimize channels for awareness campaigns.

- New Users: 72,528
- Conversions: 80,932
- Revenue: \$205,568

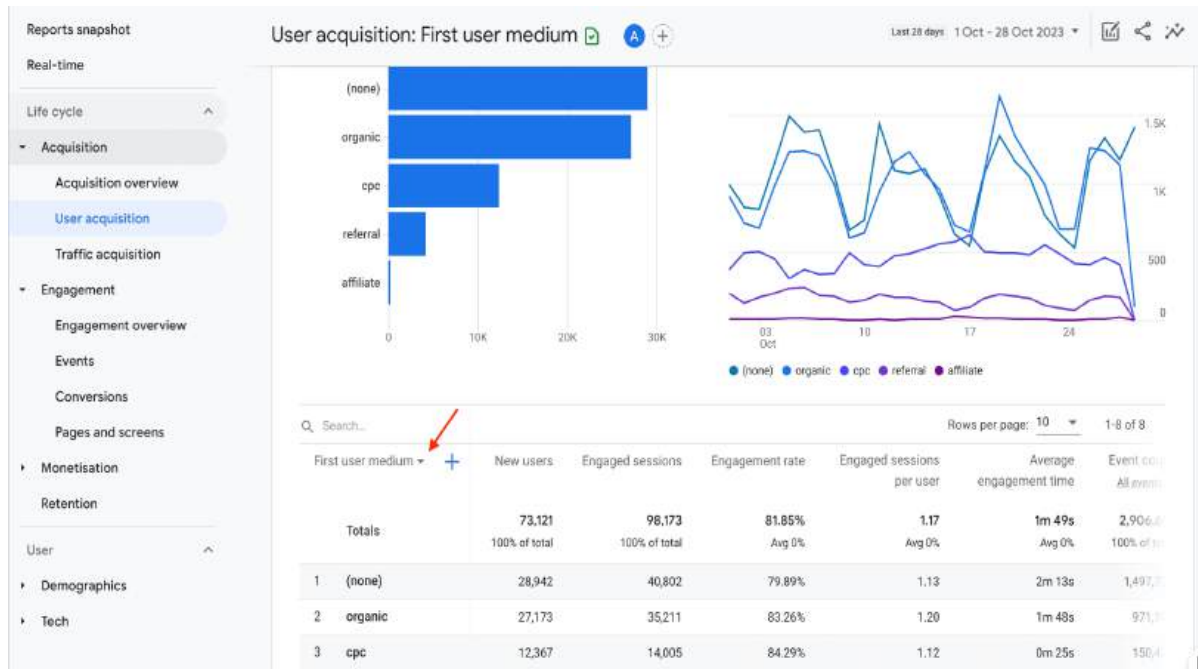
Tech Details Dashboard



Breaks down user behavior by browser and platform. In healthcare and aid, this ensures digital accessibility across devices—important for reaching communities using lower-tech browsers or mobile-first access.

- Top Browser: Chrome – 53,927 users
- Revenue from Chrome: \$204,195
- Safari Users: 25,657 | Revenue: \$5,428

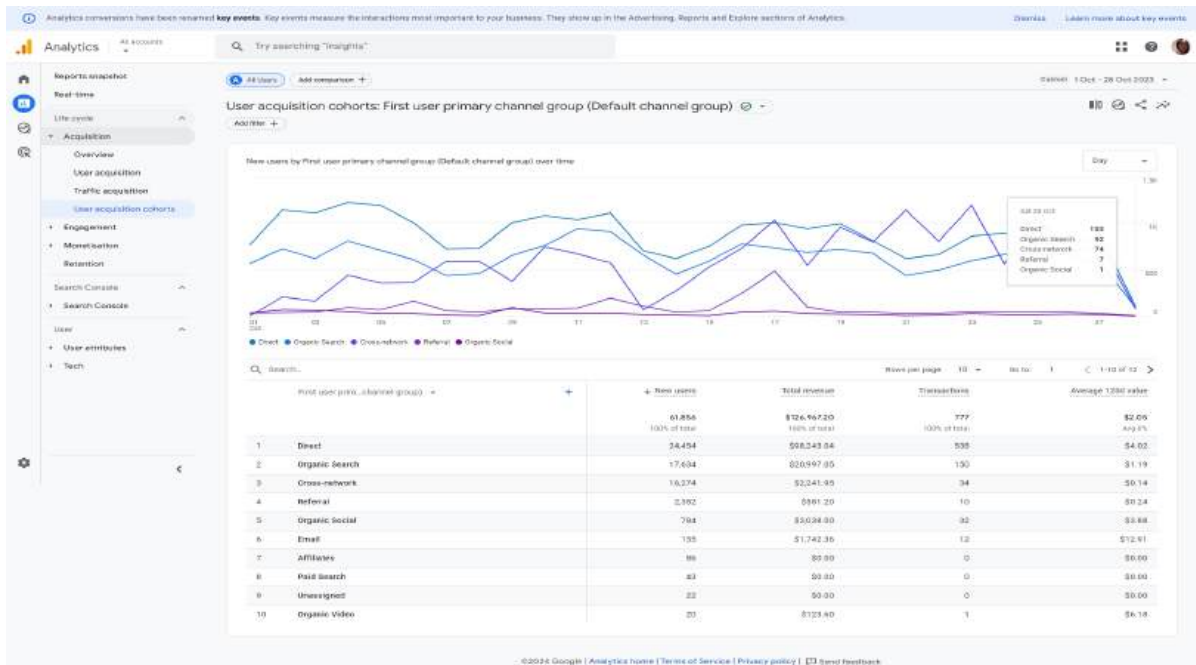
User Acquisition Dashboard



Highlights where users come from (direct, organic, CPC, referrals). In healthcare, this helps measure success of awareness campaigns, while humanitarian teams can track donor or volunteer recruitment sources.

- Total New Users: 73,121
- Top Source: Direct – 28,942 users
- Engagement Rate: 81.85%

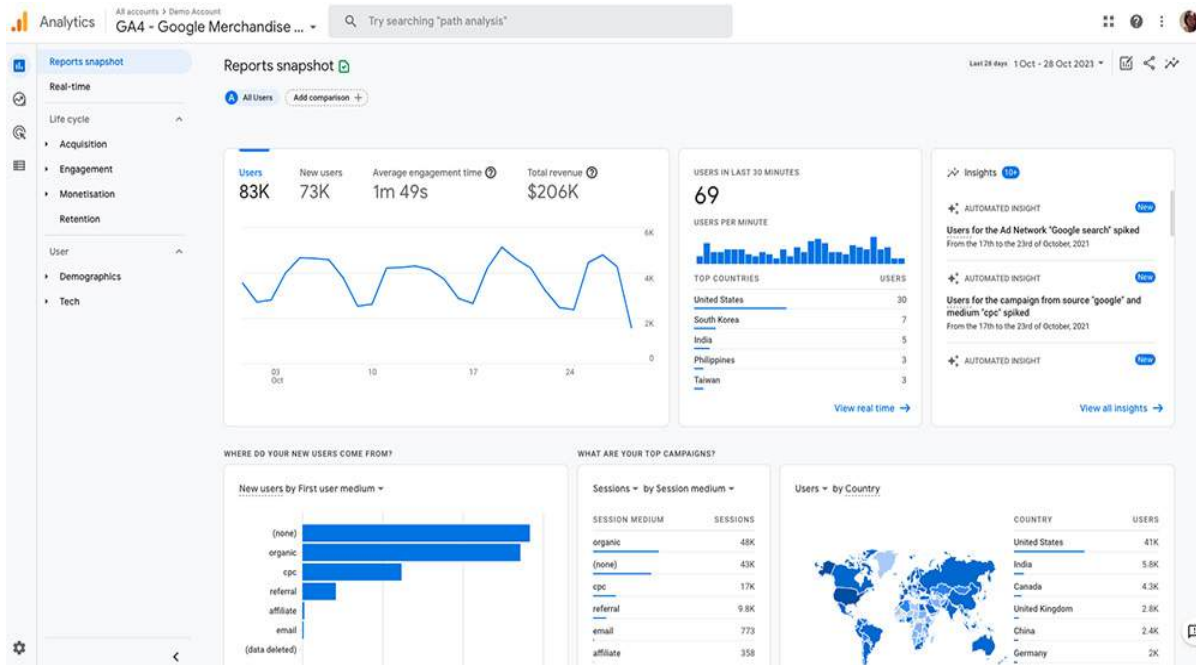
User Acquisition Cohorts Dashboard



Visualizes user acquisition trends by channel over time. For healthcare, this supports tracking ongoing patient education campaigns, while humanitarian teams can see which digital channels sustain long-term engagement.

- Top Channel: Direct – 24,454 users
- Revenue from Direct: \$98,243
- Organic Search: 17,634 users, \$20,997 revenue

Overview Dashboard



A holistic view of users, acquisition, engagement, and revenue. This high-level snapshot works in healthcare and humanitarian settings to communicate performance to leadership, showing both reach (audience size) and impact (conversions or donations).

- Users: 83K
- New Users: 73K
- Revenue: \$206K
- Avg Engagement Time: 1m 49s

INTRODUCING

Telehealth



A new way to book a
Psychiatric appointment



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Book an online appointment

Available on the app or the website

Wait for confirmation

Receive a message confirming your appointment.





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Show up at scheduled time

Say goodbye to long waiting hours!

Their smiles are
worth the miles
we travel.





"I'm proud to be helping a cause that changes the quality of life for children in Africa, no matter what threats may seem to come our way."

Daniel Gallego, A Doctor without Borders



Better quality of
life begins with
your support.