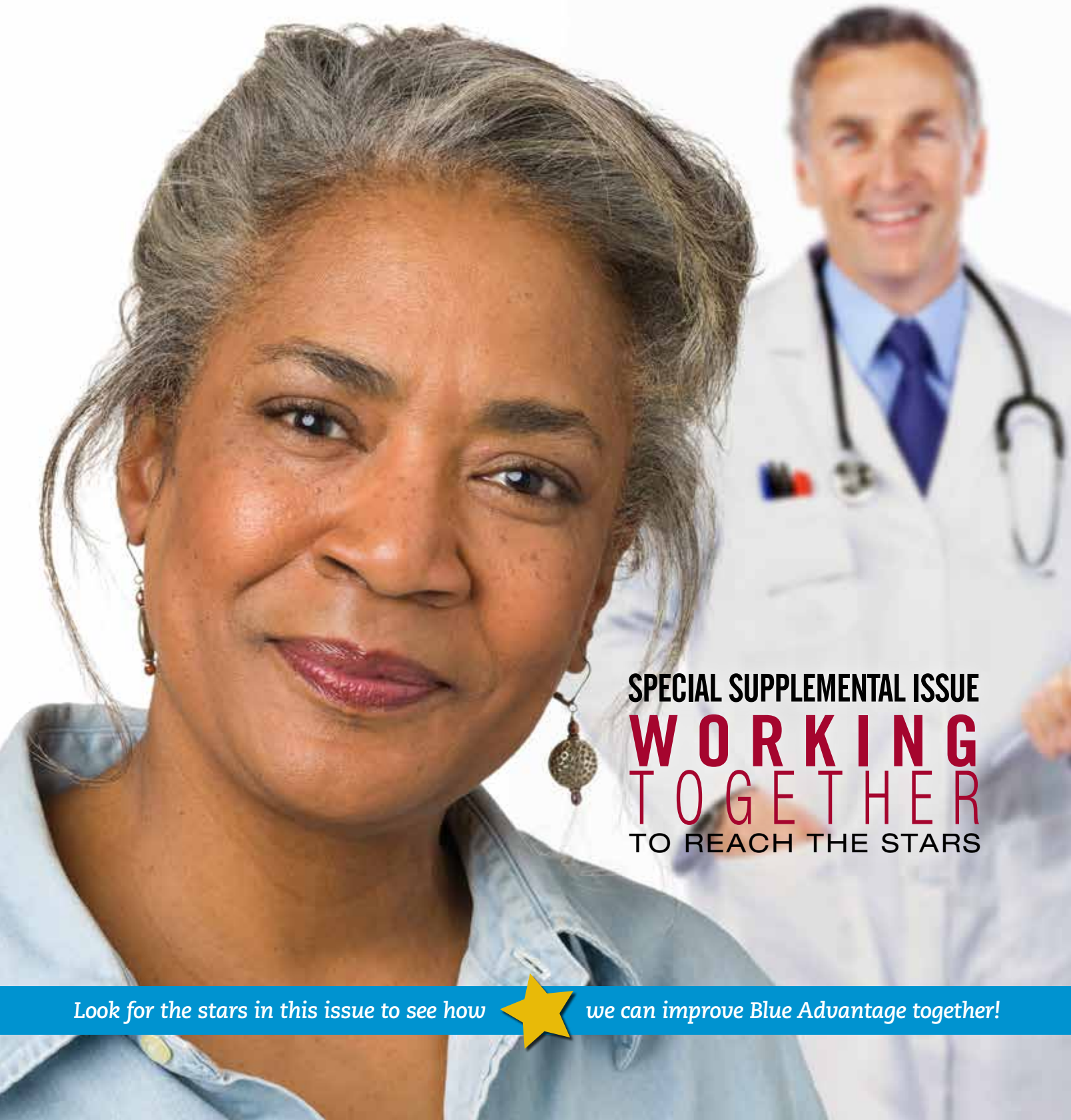


WINTER 2013

Live Healthy *Alabama*



A wellness publication for our
Blue Advantage (PPO) members



SPECIAL SUPPLEMENTAL ISSUE
WORKING
TOGETHER
TO REACH THE STARS

Look for the stars in this issue to see how



we can improve Blue Advantage together!



Dear Member,

Blue Cross and Blue Shield of Alabama would like to thank you for choosing Blue Advantage as your Medicare Advantage health plan. Offering the highest-quality coverage is important to us, but it's not our only goal. We also want every member to enjoy the happiness and vitality that comes with good health.

One way we are working to improve our plan, as well as our members' health, is by participating in the star rating program through Centers for Medicare and Medicaid Services (CMS). Each year, we have the opportunity to earn one to five stars from CMS, based on the quality and value of our Blue Advantage plan. The higher our star rating, the more programs and benefits we can provide our members. Naturally, it is our goal to have the highest-rated plan in the state.

While working toward our all-star rating, we will be encouraging you to get recommended vaccines, schedule your free annual exams and fully explore all your benefits. You can focus on your health, and we'll keep making your Blue Advantage plan better.

In this issue, you'll see how you can play a major part in our rising star rating. Your role may be as simple as taking advantage of your free annual screenings or filling out a short survey. In the long run, you'll be helping us help you.

Thank you again for helping us improve healthcare — and member health — throughout the state. Together, we're reaching for the stars!

Sincerely,

A handwritten signature in black ink that reads 'Jan Scott, RN, BSN'.

Blue Advantage Health Management

Live Healthy Alabama is a publication of Blue Cross and Blue Shield of Alabama, Birmingham, Alabama.

Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association. Blue Advantage (PPO) is a Medicare-approved PPO plan. Enrollment in Blue Advantage (PPO) depends on CMS contract renewal. The benefit information provided is a brief summary, not a complete description of benefits. For more information, contact the plan. Limitations, copayments, and restrictions may apply. Benefits, formulary, pharmacy network, provider network, premium and/or co-payments/co-insurance may change on January 1 of each year.



Here are some Blue Advantage benefits you may not know about! We are dedicated to refining existing programs and looking for new ways to add value to your Medicare Advantage plan.



Blue Advantage nurses visit members' homes for many necessary screenings including cholesterol, glucose levels and heel bone density scans.

 **AT HOME**


Our dedicated staff of Disease Management nurses focuses on diabetes and heart health for eligible members.

Our free nurse hotline is staffed 24 hours a day, seven days a week: 1-800-896-2724



 **BY PHONE**

Blue Advantage case managers are available and fully trained and qualified to answer all your healthcare-related questions.

HOW 
Blue Advantage
WORKS FOR YOU

We contract with CenseoHealth®, an independent company, to send doctors to your home to complete your annual Health Risk Assessment (HRA).

Blue Advantage participates in health fairs and other events across the state where you can meet with Blue Advantage nurses and get recommended screenings.

 **FACE-TO-FACE**

Dedicated nurses visit face-to-face with our members who are inpatients at certain hospitals.



We cover free preventive screenings. To learn more and take full advantage of this benefit, please refer to your contract booklet or contact Customer Service.

For more information, or to see if you qualify for any of these programs, please email LiveHealthyAL@bcbsal.org or call Customer Service at 1-888-234-8266 (TTY 711) Monday-Friday, 8 a.m. - 8 p.m.

HAVE A HAPPIER, HEALTHIER NEW YEAR WHEN YOU

Take Control of Your Health



Chronic diseases are the leading cause of death and disability in the United States. The good news? Chronic diseases are among the most preventable of all health problems.

A chronic condition is a disease with persistent symptoms or long-lasting effects. The term “chronic” is typically used when a condition lasts for more than three months.

More than 80 percent of Blue Advantage members have at least one chronic health condition. Some of the most common are:

- Asthma
- Arthritis
- Cancer
- Diabetes
- Heart disease
- Kidney disease

About one-fourth of people with chronic conditions have problems that interfere with their daily activities.

What can you do?

- Maintain a healthy weight
- Stop smoking
- Enjoy a healthy diet
- Limit sugar intake
- Schedule your recommended health screenings
- Take the medications your doctor has prescribed
- See your doctors regularly

WHY YOU SHOULD CHOOSE A Primary Care Physician

15 percent of Blue Advantage members do not have a dedicated Primary Care Physician (PCP). If you are one of them, you may want to reconsider.

Partnering with a trusted PCP can be the single best way to take control and get the most out of your healthcare.

A PCP can help you navigate the healthcare industry and provide you with referrals to trusted specialists.

A dedicated PCP knows the ins and outs of your local healthcare network and can be crucial to you receiving the best care.



IF YOU HAVE NOT YET CHOSEN YOUR PRIMARY CARE PHYSICIAN:

Search for a provider on our website, **AlabamaBlue.com**, under the *Doctor Finder* tab. You may search for a doctor by name, specialty and/or their office zip code.

OR

Call **1-888-234-8266 (TTY 711)** for a trained customer service representative who will help you find a Primary Care Physician.

MORE HEALTHCARE RESOURCES

Did you know as a Blue Advantage member, you have a variety of healthcare resources at your disposal to help you manage chronic conditions?



Below are a few of the 100% free services offered by Blue Advantage to help you get the most from your health plan!

CenseoHealth Doctors

Censeo may be contacting you to schedule an in-home appointment at your convenience.

Case Manager Hotline and Member/Disease Management
for help with chronic conditions

1-888-341-5030

Nurse Line

24/7 Medical Assistance

1-800-896-2724

What's Up With all the SURVEYS?



During the last couple of years, you may have received a survey asking questions about your health and your health plan. These surveys are sent out to selected members each year as part of CMS requirements.

Results from the surveys are used to help CMS rate the quality of Medicare Advantage plans. The surveys also give Blue Cross valuable feedback regarding your healthcare and your primary care doctors.

Surveys help CMS rate our Blue Advantage plan and give you the opportunity to share valuable opinions and experiences.



This spring, a small, random sample of members will receive two surveys from CMS: the Consumer Assessment of Healthcare Providers and Systems (CAHPS), or the Health Outcomes Survey (HOS).

Some of the CMS survey questions may include:

- Have you received a flu shot within the last 12 months?
- On a scale of 1 to 10, how would you rate your health plan?
- How often were you able to get in to see your doctor when needed?

Remember, these surveys are a very important tool used by Blue Advantage to track our progress and enhance your service.

We also encourage you to speak with your doctor and become an active player in your health. Here are a few things to discuss:

- ▶ **What is a safe and effective way to increase my physical activity?**
- ▶ **What should I know about preventing falls and about urinary incontinence?** These are topics we often forget about or are embarrassed to mention, but left unchecked, they can lead to more problems down the road.
- ▶ **What tests and screenings are important for me, and why?** Use the Health Checklist on the next page as a guide to record necessary screenings. *Ask your doctor: not all tests are appropriate for everyone.*



General Preventive Services HEALTH CHECKLIST

 Most of these preventive screenings are available at no charge to Blue Advantage members.

BELIEVE IT OR NOT: Some Blue Advantage members don't make use of the benefits to which they're entitled. Preventive medicine can delay or prevent the onset of many chronic or terminal health conditions. Make an appointment with your doctor today! Take this Preventive Health Checklist with you to get the most value from your wellness visit.

SCREENING	WHO NEEDS IT?	HOW OFTEN?	RECEIVED
Breast Cancer Screening	All women over age 35	Once every 24 months	DATE: ____/____/____ RESULTS: _____ _____ _____
Cholesterol Screening	Anyone with diagnosed heart disease and/or diabetes	Once every 12 months	DATE: ____/____/____ RESULTS: _____ _____ _____
Glaucoma Testing	Everyone 65 or older	Once every 12 months	DATE: ____/____/____ RESULTS: _____ _____ _____
BMI Assessment	Everyone 18-74 years of age	Once every 24 months	DATE: ____/____/____ RESULTS: _____ _____ _____
Flu Vaccine	All Blue Advantage members	At least once every 12 months	DATE: ____/____/____ RESULTS: _____ _____ _____
Osteoporosis Management	All women 67 or older who have had a fracture or broken bone	Treatment or screening within 6 months after fracture/break	DATE: ____/____/____ RESULTS: _____ _____ _____
Controlling Blood Pressure	All members age 18-85 with high blood pressure	At least one adequately controlled screen (<140/90) every 12 months	DATE: ____/____/____ RESULTS: _____ _____ _____
Rheumatoid Arthritis (RA) Management	All members diagnosed with RA	Member dispensed at least one ambulatory prescription for disease modifying anti-rheumatic drug (DMARD)	DATE: ____/____/____ RESULTS: _____ _____ _____

See other side for an **IMPORTANT CHECKLIST for DIABETICS!**



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of Alabama**

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LiveHealthyAL@bcbsal.org
1-888-234-8266 (TTY 711)

General Preventive Services **DIABETES CHECKLIST**

Are you a diabetic? Use this checklist to get the most out of your healthcare and to better control your diabetes.



SCREENING	WHO NEEDS IT?	HOW OFTEN?	RECEIVED
Cholesterol Screening	Anyone diagnosed with heart disease and/or diabetes	Once every 12 months	DATE: ____/____/____ RESULTS: _____
Eye Exam	All diabetics 18-75 years of age	Once every 12 months to check for damage from diabetes	DATE: ____/____/____ RESULTS: _____
Kidney Function Tests	All diabetics 18-75 years of age	Once every 12 months	DATE: ____/____/____ RESULTS: _____
Diabetes Blood Sugar Control	All diabetics 18-75 years of age	At least one adequately controlled screen (A1c <9%) every 12 months	DATE: ____/____/____ RESULTS: _____
Diabetes Cholesterol Control	All diabetics 18-75 years of age	At least one adequately controlled screen (LDL <100) every 12 months	DATE: ____/____/____ RESULTS: _____