

7 HEALTH SERVICES PROGRAMS

OVERVIEW

Empire's 360° HealthSM is a comprehensive suite of programs and services including preventive care, wellness information, case management and care coordination all seamlessly integrated to help our members achieve and maintain their optimal health. It is designed to surround and engage members with health information and management tools — resulting in greater member participation in healthcare decisions and better overall well-being. 360° Health aims to help members access the right health information at the right time and, simultaneously, it supports treatment plans members are currently involved in with their healthcare providers. Program availability can vary by member based on the product or employer plan design.

360° Health is organized into four categories for easy access:

360° Health Resources — provides easy access to basic health and wellness information, including:

- Member *Healthy Living* Newsletter — Empire's semiannual member newsletter, *Healthy Living*, contains a variety of articles on staying healthy and coping with chronic diseases such as diabetes and asthma.
- New Member Wellness Packet — Contains information tailored to members' health interests and includes various preventive healthcare guides and/or medical information.
- HealthLineSM Nurse Access — Members can speak to a registered nurse 24/7 for advice about health questions by calling **1-877-Talk-2-RN (1-877-825-5276)**.

They can receive help in assessing symptoms, understanding a medical condition or a prescribed course of treatment, assistance with the hospital discharge, and much more.

- HealthLineSM Recorded Topics — A comprehensive library of audio recordings containing the latest health information on more than 1,100 topics. They're available in both English and Spanish. If a member has questions after listening, he/she may speak to a registered nurse who is available 24/7 by simply calling **1-877-Talk-2-RN (1-877-825-5276)**.
- Preventive Healthcare Guides — These guides can help members and their families keep up-to-date on checkups, immunizations, screenings and tests throughout every stage of their lives.
- My Health powered by WebMD — Online resource center for health information available 24/7 at www.empireblue.com. Members can track their personal healthcare history, research health-related topics that are of particular interest to them and their family and use interactive tools for assessing, managing and improving their health.

360° Health Extras — helps maximize the opportunity for better health through:

- Empire Healthy Discounts — discounts on alternative medicine therapies and other health services. More information is available at www.empireblue.com/members. Members can find their plan and look under Special Features for Healthy Discounts. They'll discover

discounts, services and products such as:

- Alternative Practitioners
- Wellness Products
- Laser Vision Correction
- Vision
- Fitness Club Membership
- Weight Watchers®³
- Worksite Wellness Seminars — Empire works with members and employers to arrange for an expert to visit their workplace to teach them about back pain prevention, asthma symptom control, CPR, weight management and smoking cessation.
- The Formulary/Online Prescription Drug Information — Empire's formulary (our preferred drug list) can assist members in making informed choices regarding their prescription drug plan. Choosing drugs from the formulary can lower costs every time a prescription is filled because formulary drugs have lower co-payments. Members also have access to the services and support of our mail order drug service provider.
- Staying Healthy Reminders — Eligible members may receive telephone reminders or postcards once or twice every year reminding them to schedule important screenings such as childhood and adolescent immunizations, mammography and Pap smear tests, and seasonal flu shots.

360° Health Guidance — offers specialized help when members are in need of care with:

- Hospital IQSM — This online database is the “intelligent” way for members to search for and research which hospital is right for them. It includes information about the hospitals that have met the strict quality care guidelines determined by nationally recognized organizations dedicated to patient safety, such as the Leapfrog Group.
- Maternity Care Program — Empire's Maternity Care is a voluntary program that promotes healthy pregnancies and healthy babies. Its many benefits include early risk assessment, obstetrical nursing support and post delivery follow-up. The program also offers educational

materials, referrals to specialized services and home healthcare, if necessary.

- My Health Record — My Health Record is a single, totally secure online resource that members can use to access and organize their medical information. When members grant authorization, Empire will populate the record using data currently on file, including doctor visits, prescriptions and lab results, and patients can also self-report medical information. The patient can then share this information with all of their medical providers and facilities, either by granting electronic access or through printouts.

360° Health Management — provides these ongoing management and coordination of services:

Condition Management Programs

Empire's Condition Management Programs, administered and managed by vendors under contract with Empire, offer a coordinated system of preventive, diagnostic and therapeutic measures intended to provide tailored assistance for members who have a specific chronic illness or medical condition. Highly personalized to address specific health needs and lifestyle challenges, Empire's Condition Management Programs are completely voluntary and support existing relationships between members and their healthcare providers.

Physicians at your facility can benefit from the Condition Management Programs' registered nurse case managers, who will work with members to reinforce your efforts to improve clinical outcomes. Doctors also benefit from support and educational materials, including quarterly newsletters and care guides, and patient notifications, which identify those patients who may be at an increased risk of experiencing a serious event.

With 360° Health's Condition Management Programs, our members benefit from regular telephone contact with registered nurse case managers who evaluate their health status, discuss their concerns, suggest possible lifestyle changes and encourage compliance with their treatment plan. In addition, members receive educational mailings, such as a workbook, newsletters and reminder cards to help members better understand and manage their condition.

Our Condition Management Programs cover five chronic conditions, which include asthma, heart failure (HF), coronary artery disease (CAD), diabetes and chronic obstructive pulmonary disease (COPD). These programs are designed to help improve clinical outcomes, increase patient compliance and improve the patient's quality of life. The programs' Care Management Team, led by a group of registered nurses, provides support to help your patients comply with your treatment plans and encourages them to take a more proactive role in the management of their overall health. Educational goals include: Identification of triggers, signs and symptoms; Awareness of the impact of medications and compliance; and Use of realistic goal-setting to improve quality of life through self-management.

Rare and Chronic Conditions

This program is a dedicated case management program designed to meet the complex needs of members with a confirmed diagnosis of Gaucher Disease, Cystic Fibrosis, Sickle Cell Anemia, Hemophilia, Parkinson's Disease, ALS, Multiple Sclerosis, CIDP, Myasthenia Gravis, Systemic Lupus Erythematosus, Scleroderma, Dermatomyositis and Polymyositis. Through a unique system of assessment and integrated communication, patients are able to better utilize healthcare resources.

This program can help prevent predictable complications and improve compliance with your facility's treatment plan. As an integral part of the program, we routinely assess members' health by telephone. This enables us to provide education and support to help our members prevent complications and better understand and cope with their condition. If a member agrees, we will also notify you via telephone, fax or mail of pertinent changes in his/her clinical status or other issues that may require your attention.

Chronic Kidney Disease Management

Our Chronic Kidney Disease program is unique and innovative in the field of renal care as it includes an intensive, proactive care management system that coordinates services provided by nephrologists, primary care physicians (PCPs), dialysis facilities and other key providers.

The primary features of the program are twofold: patient and provider education and care plans that are focused on actively managing the member's primary and co-morbid conditions. The care plan is designed in partnership with an Empire member and his or her nephrologist, and implemented by a Health Services Coordinator (HSC) who is a registered nurse with

extensive training in renal care. HSCs, through the direction of the nephrologist, are responsible for arranging and coordinating a wide variety of services, including psychosocial, educational and medical services. The collaboration among the member, the HSC and the nephrologist is central to the healthier lifestyle for the member and improved clinical outcomes.

Complex 1 — Intensive Care Management

Complex 1 programs are directed toward members requiring a higher level of support due to complex health conditions. Our experienced and supportive case managers help members understand their multiple medical issues, help get them the treatment and services they need, and empower them to continue on after their serious issue subsides. Our specialized units include:

- Neonatal Intensive Care Unit (NICU) Program
- Transplant Program
- Comprehensive Care Unit

Neonatal Intensive Care Unit (NICU)

NICU is a special case management program offered for newborns in the neonatal intensive care unit. The NICU Program is staffed by a team of Empire registered nurse case managers and Empire medical directors with pediatric and newborn experience. They provide the specialized support needed by parents and infants during the NICU stay and after hospital discharge. The program is intended to complement your facility's plan of care in all settings and to assist your patients in coordinating care in a manner that maximizes health insurance benefits and alternative resources as appropriate.

Transplant Program

Empire's Transplant Program is dedicated to managing the needs of members requiring major organ and bone marrow transplants. The aim of the program is to optimize clinical outcomes by:

- Ensuring access to appropriate specialists
- Maximizing a member's health insurance benefits
- Educating the member of his/her benefits and the transplant process in order to make informed healthcare decisions

Transplant Program case managers, who are registered nurses experienced in organ and tissue transplants, know the providers that possess the greatest experience, expertise and positive outcomes to afford a high level of support and management to your facility's patients. Empire Case Managers monitor members post-transplant to provide support and education, and to ensure compliance with treatment plans.

Comprehensive Care Unit

Empire's Comprehensive Care Unit is a dedicated case management program designed to assist members living with multiple healthcare needs to live healthier, more active lives. Individual members are assigned a personal nurse case manager who works closely with their physician and them to integrate the different types of care they may require. The nurse case manager acts as member's advocate, showing them ways to maximize their health benefits, and monitors their progress towards improved health. Enrollment typically applies to medical scenarios in areas such as oncology and trauma.

SARA^{®2} — EARLY RISK MANAGEMENT

SARA (Systematic Analysis and Review Assistance), Empire's innovative and proactive early risk evaluation system, uses medical, laboratory, pharmacy and hospital claims data to identify potential problems in a member's care related to evidence-based guidelines, drug-prescribing information and recognized standards of care. When SARA's technology identifies a member's potential problems, physicians are contacted via standardized fax forms, letters or e-mails. If necessary, a SARA medical director, who has access to both member files and the spectrum of SARA resources from leading experts, academic organization and peer-reviewed literature, notifies the member's network physician and discusses suggestions in an effort to support the best treatment for the member. In some cases members are informed of preventive healthcare concerns to discuss with their physician via their secure site on www.empireblue.com.

MEDICAL MANAGEMENT

This department precertifies the hospital admissions and certain treatments and procedures to ensure that our members receive high quality care, in the right setting, with maximum coverage. Services also include concurrent review during their hospital stay (assessment during their course of treatment); discharge planning (to ensure that all necessary follow-up care is provided once they leave the hospital), case management (personalized assistance and support with medical issues) and retrospective medical management claims and appeals.

For further information on Empire's Medical Management Department, refer to Chapter 4 of this Sourcebook.

MAGELLAN BEHAVIORAL HEALTH

Magellan Behavioral Health is our behavioral health and substance abuse utilization review agent. Magellan ensures that members receive appropriate treatment in the most appropriate setting. Once a facility or physician has determined that their patient is an Empire member and in need of behavioral treatment, they should call the number listed on the back of the member's identification card for precertification. Magellan's hours of operation are 24 hours a day, seven days a week.

QUALITY PROGRAM

The vision of the Empire Quality Program (QI) is to achieve levels of excellence in clinical care and member service that will be viewed as a model in our service area.

Ultimate accountability for the management and improvement of the quality of clinical care and service provided to members rests with the Board of Directors (BoD). The BoD delegated authority for the oversight of the QI Program to the Continuous Quality Improvement Committee (CQI).

The Chief Medical Officer (CMO) chairs the CQI and has overall responsibility for the QI Program. The CMO has designated two senior physicians to key roles in the QI program: the Senior Medical Director, National Accounts and Quality and the Medical Director, Credentialing. The Assistant Vice President of Quality Improvement and Credentialing is responsible for day-to-day implementation of the QI Program.

The Continuous Quality Improvement Committee is responsible for monitoring and evaluating the Quality Program. Seven subcommittees currently report to this committee:

- Clinical Quality Committee
- Credentialing Committee
- Delegation Review Committee
- Pharmacy and Therapeutics Review Committee
- Provider Appeals Committee
- Service Quality Improvement Committee
- Utilization Management Committee

If you are interested in learning more about these committees or the Quality Program, contact your Facility Relations Representative.

Activities

The following activities are conducted under the umbrella of our Quality Program:

- Credentialing and re-credentialing of network providers
- Developing and monitoring practice guidelines for acute and chronic conditions and preventive healthcare (guidelines are chosen based on the demographic and epidemiological profiles of the managed care population)
- Monitoring and evaluating clinical and service trends
- Measuring availability of and accessibility to care and service
- Monitoring medical and behavioral health continuity and coordination of care
- Resolving and tracking complaints, grievances and appeals from members and providers
- Assessing member and provider satisfaction

RECORDS, MAINTENANCE, AVAILABILITY, INSPECTION AND AUDIT

All facilities are required to participate in our Quality and Medical Management Programs to meet federal and state regulatory requirements. You are obligated by contract to allow inspection.