

5 Health Services Programs

360° HEALTHSM — EMPIRE'S SUITE OF HEALTH SERVICES

Empire's 360° HealthSM is a comprehensive suite of programs and services consisting of preventive care, wellness information, case management and care coordination — that surrounds and engages your patients with integrated health information and management tools — resulting in greater participation and better overall well-being. These services aim to support you with your treatment plans and help your patients access the right health information and services at the appropriate time. The purpose is to educate and empower your patients while supporting the relationship and treatment plan they have established with you. The overall goal is to achieve well-being for your patients and maintain their health.

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

- Health Resources — online health and wellness resources.
- Health Extras — maximizes the opportunity for better health.
- Health Guidance — guidance and support for members when and where they need help.
- Health Management — condition management for members with chronic health issues.

The following are descriptions of the various programs available:

360° HealthSM Resources — Easy access to basic health and wellness information

- **Member “Healthy Living” Newsletter** — Our 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 your patient's health interests and includes various preventive healthcare guides and/or medical information.
- **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 your patient has any questions after listening, he/she may speak to a registered nurse who is available by phone 24/7 by simply calling 1-877-Talk-2-RN (1-877-825-5276).
- **Nurse Access** — They can receive help in assessing symptoms, understanding a medical condition or a prescribed course of treatment, assistance with a hospital discharge, and much more. Your patients can call 1-877-Talk-2-RN (1-877-825-5276).
- **Preventive Healthcare Guides** — These guides can help your patient and his/her family stay up-to-date on checkups, immunizations, screenings and tests throughout every stage of their lives.
- **My Health powered by WebMD** — Online resource center of health information available 24 hours a day and seven days a week, at www.empireblue.com. Your patients 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° HealthSM Extras — Maximizing the opportunity for better health

- **Empire Healthy Discounts** — discounts on alternative medicine therapies and other health services. More information is available at www.empireblue.com/member.
- Your patients 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 Loss Program Watchers^{®1}
- **Worksite Wellness Seminars** — Empire can work together with your patients' employers to provide 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 your patients 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. Your patients also have access to the services and support of our mail-order drug service provider.

360° HealthSM Guidance — Specialized help when members are in need of care

- **Hospital IQ.net** — This online database is the "intelligent" way for your patients to search for and research which hospital is right for them. It includes information about hospitals that have met the strict quality care guidelines of The Leapfrog Group, a nationally recognized independent organization promoting quality medical care and patient safety.
- **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. Members with diabetes will receive reminders to get tests such as LDL-C blood tests and annual eye exams.
- **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. In addition, when a potential high-risk pregnancy has been identified, the mother-to-be, her physician and an Empire obstetrical nurse all work together to help insure appropriate prenatal care. This additional program provides comprehensive case management that includes intense family involvement, collaborative relationships with providers, and the use of appropriate clinical management guidelines developed to provide the mother with the most appropriate treatment and setting.

360°HealthSM Management — Providing ongoing management and coordination of services for chronic conditions

Condition Management Programs

Empire's Condition Management Programs offer a coordinated system of preventive, diagnostic and therapeutic measures intended to provide tailored assistance for your patients who have or are at risk for 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 supports existing relationships between you and your patient.

Physicians benefit from the Condition Management Programs'

- registered nurse case managers, who will work with your patients to enforce your efforts to improve clinical outcomes.
- physician support and educational materials, including quarterly newsletters and care guides.
- regular Patient Data Reports, which identify those patients who may be at an increased risk of experiencing a serious event.

Your patients benefit from

- regular telephone contact from registered nurse case managers to evaluate their health status, discuss their concerns, suggest possible lifestyle changes and encourage compliance with their treatment plan.
- educational mailings, such as a workbook, newsletters and reminder cards to help them better understand and manage their condition.

Empire has partnered with American Healthways, Accordant Health Services, RMS Health Services and Caremark to help implement and administer our Condition Management Programs.

Chronic Disease Management

American Healthways, a national organization, has over 20 years of experience in providing specialized programs and services in the field of chronic disease management. The program's 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.

Our Chronic Disease Management Program covers five chronic conditions, which include asthma, heart failure (HF), coronary artery disease (CAD), diabetes and chronic obstructive pulmonary disease (COPD). This program is designed to help improve clinical outcomes, increase patient compliance and improve the patient's quality of life.

Rare Chronic Care Management

Accordant Health Services provides a unique program to your patients with rare 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, Parkinsons Disease, ALS, Multiple Sclerosis, CIDP, Myasthenia Gravis, Systemic Lupus Erythematosus, Systemic Sclerosis, 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 patient compliance with your treatment plan.

As an integral part of the program, we routinely assess your patient's health by telephone. This enables us to provide education and support to help them prevent complications and better understand and cope with their condition. With your patient's agreement 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

RMS Health Services has developed a unique and innovative program in the field of renal care that 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 elements and a care plan focused on the prevention of complications and

hospitalizations. The care plan is designed in partnership with your patient and his or her nephrologist, and implemented by an RMS Health Service 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 patient, the HSC and the nephrologist is central to the healthier lifestyle for the member and improved clinical outcomes.

Building Better Health: Depression Management

Empire's depression management program was specially designed to educate members about the warning signs of depression, as well as assist them with identifying treatment options. It is targeted to those members diagnosed with depression or those who are at risk of becoming depressed due to illness. By offering support and encouragement through guidebooks, one-to-one telephone contact and other tools, members learn how to improve the quality of their lives.

Intensive Care Management

Empire's Intensive Care Management Program was designed to address the needs of members who are at highest risk for complex medical issues regardless of diagnosis. The unit is staffed by registered nurses trained and experienced to serve as case managers for members who have complex medical needs.

Neonatal Intensive Care Unit (NICU)

NICU is a special case management program offered at no cost to your patients with 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 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 your patients requiring major organ and bone marrow transplants. The aim of the program is to optimize clinical outcomes and reduce costs 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 health-care decisions.

Transplant Program case managers know the providers that possess the greatest experience, expertise and positive outcomes to afford a high level of support and management to your patients. Empire Case Managers monitor members for six months post-transplant to provide support and education, and to ensure compliance with treatment plans.

Registered nurses experienced in organ and tissue transplants manage those members requiring major organ and bone marrow transplants. These nurses help to direct members to appropriate transplant institutions, assist them through the transfer process and provide education about transplant services.

Comprehensive Care Unit

Empire's Comprehensive Care Unit is a dedicated case management program designed to assist your patients living with multiple healthcare needs live healthier, more active lives. Your patients are assigned a personal nurse case manager who works closely with you and them to integrate the different types of care they may require. The nurse case manager will act as your patient's advocate, showing them ways to maximize their health benefits and will monitor their progress towards improved health. Enrollment typically applies to medical scenarios in such areas as oncology and trauma, yet is dependent more upon the nature of your established treatment plan and your patient's current medical status.

Treatment Analysis by SARA®

SARA, 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, with prior physician approval, members can be alerted at their secure site on the Empire internet portal, to go to the SARA messaging center regarding preventive care measures that they need to follow.

Medical Management

This program precertifies hospital admissions and certain treatments and procedures to ensure your patients 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 insure 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 Program, refer to Chapter 7 of this Sourcebook.