

# NEWS&NOTES

The Newsletter for EmblemHealth, GHI and HIP Practitioners

Summer 2009

## Some Plans Changing Name to EmblemHealth

**Effective July 1, 2009, we are making a number of benefit enhancements\* to the GHI PPO/EPO health plans for small groups.** Since GHI is a subsidiary company of EmblemHealth, we are also changing the name of its members' PPO/EPO health plans to EmblemHealth PPO/EPO. These small group health plans will continue to be underwritten by GHI, but the member ID cards will now include the EmblemHealth name and logo.

For these small group plans, we are also changing the name of the GHI PPO/EPO National Network to EmblemHealth PPO/EPO National Network. GHI PPO/EPO practitioners do not need to do anything to continue seeing these members when their small group health plan and provider network are renamed. Since these health plans are still underwritten by GHI, and the network remains the same, there is no change to GHI provider contracts and GHI practitioners will continue to be paid at contracted fee schedule rates.

**Beginning July 1, 2009, some of your patients will present new EmblemHealth ID cards.** (See sample cards below.) This change does not affect all GHI members, so please keep in mind that some of your patients may continue to present valid GHI member ID cards.



All affected members' plan information, such as copays, group number and ID number, will generally remain the same. Please be sure to ask patients for their member ID card at each visit. If you would like to check benefits and eligibility, claims status, submit a precertification request or request a benefits extension, please visit [www.emblemhealth.com](http://www.emblemhealth.com).

\*Benefit enhancements include (a) full coverage for many common preventive services received from network practitioners, (b) no visit limits for skilled nursing care, and (c) no visit limits for care for biologically based mental illnesses or for treatment of children with serious emotional disorders.

## Groundbreaking Manual for Medical Professionals

THE MEDICAL MANUAL FOR RELIGIO-CULTURAL COMPETENCY

For the first time, practitioners can look to one resource to provide practical information on how patients' religious beliefs and practices intersect with medical science. *The Medical Manual for Religio-Cultural Competency* is user-friendly and packed with information for the busy health care practitioner who wants to be religio-culturally competent. Its wide-ranging chapters include not only practical information on religion, but also spiritual assessment forms and tools, and tips for working effectively with patients of diverse religious backgrounds and points of view.

Cultural competence is imperative for providing quality, patient-centered care. We recognize that this type of competency is particularly important to the diverse cultural and religious

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## Groundbreaking Manual for Medical Professionals

(Continued from cover)

identities of our members and the communities we serve. That is why EmblemHealth asked Tanenbaum, an international force in interreligious understanding, to develop this thoroughly researched and comprehensive resource for our practitioners.

EmblemHealth is pleased to offer this first-of-its-kind publication to our network practitioners. To access the complete *Medical Manual*, please log on to **www.emblemhealth.com** with your user ID and password. 🌈

## Fewer HCPCS Codes Require Prior Approval

As part of our effort to reduce your office's administrative burden, we removed 284 more HCPCS codes for medical and surgical supplies and durable medical equipment from the list of codes requiring prior approval from HIP and EmblemHealth CompreHealth plans. This is in addition to the 160 HCPCS codes removed in 2008. Practitioners and vendors do not need to call or fax prior approval requests for these codes. Signed physician's orders and verification of the member's eligibility and benefit availability are required.

A listing of HCPCS codes that do not require prior approval may be found under Provider Resources at **www.emblemhealth.com** and under Provider Materials at **www.hipusa.com**. If you have questions about this change, call EmblemHealth CompreHealth at **1-877-VIA-EMBLEM** (1-877-842-3625), weekdays from 8 am to 5 pm. For HIP, call **1-866-447-9717, option 4, then 2**, weekdays from 9 am to 5 pm. 🌈

## PERFECTHEALTH CHANGES CONTACT INFORMATION

Members insured by the PerfectHealth Insurance Company may receive care from GHI and HIP network providers. The member's ID card will show which provider network the member may access.

PerfectHealth has changed the address where claims should be mailed:

PerfectHealth Insurance Company  
55 Water Street, Fifth Floor  
New York, NY 10041-8190

PerfectHealth's new Customer Service telephone number is **1-646-447-7077**. 🌈

## Quest E-mail Reminder Service

Your patients can sign up for the *Quest Diagnostics E-mail Service* to remind them of upcoming exams and lab tests. This exclusive e-mail service is offered to EmblemHealth, GHI, GHI HMO and HIP plan members at no additional cost.



Your patients will receive a list of upcoming exams or tests with a reminder to discuss them with you. When it is time for a test, your patients can schedule an appointment for lab testing at a Quest Diagnostics Patient Service Center by selecting a link in the e-mail. Each reminder also includes links to monthly health-awareness topics such as skin cancer, food allergies and chronic kidney disease.

Patients may visit **www.questdiagnostics.com/patient** to register for the e-mail reminder service. During the easy online registration, they may select how often they receive alerts, choose to get alerts in English or Spanish and customize their reminder for tests or topics that are most relevant to them. Patients may make an appointment by visiting the same Web site. 🌈

## Changes for HEDIS 2010

The National Committee for Quality Assurance (NCQA), a private nonprofit organization dedicated to improving health care, requires managed care organizations to report Healthcare Effectiveness Data and Information Set (HEDIS®) performance measure results annually. Each year, NCQA proposes new HEDIS measures, as well as changes to existing measures. The following are proposed changes for HEDIS 2010:

### CHILDHOOD IMMUNIZATION STATUS

These antigens may be included in measures:

- Hepatitis A
- Rotavirus
- Influenza

### IMMUNIZATIONS FOR ADOLESCENTS

HEDIS® will assess the percentage of adolescents 13 years of age who had the following vaccines by their 13th birthday:

- Meningococcal
- Tdap or Td

### PROPOSED MEASURE

NCQA has proposed a new measure focused on the use of aspirin to prevent cardiovascular events. The new measure will also evaluate communication between patients and health care providers about appropriate aspirin use. Data for the proposed aspirin-use measure will



be collected through five new questions on the Consumer Assessment of Healthcare Providers and Systems (CAHPS®) member survey. A final decision on the proposed measure will be released in the fall. 🏆

*HEDIS® is a registered trademark of the National Committee for Quality Assurance.*

*CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).*

## Clinical Practice Guidelines Update

The Health Status Improvement Subcommittee recently approved updates to the following Clinical Practice Guidelines (CPGs) for EmblemHealth, GHI and HIP:

- Coronary Artery Disease Clinical Practice Guideline
- Lyme Disease Clinical Practice Guideline

All CPGs may be found under Provider Resources at [www.emblemhealth.com](http://www.emblemhealth.com) and [www.ghi.com](http://www.ghi.com) and under Provider Materials at [www.hipusa.com](http://www.hipusa.com).

If you would like a paper copy of a specific CPG, please call **1-877-244-4466** for GHI, weekdays, 8 am to 6 pm, or **1-866-447-9717, option 5** for HIP, weekdays, 9 am to 5 pm. For EmblemHealth, please call **1-877-VIA-EMBLEM** (1-877-842-3625), weekdays, 9 am to 5 pm. 🏆

## Medical Policy Subcommittee Updates

The Technologies and Bioethics Subcommittee and the Medical Guidelines Subcommittee have consolidated into the Medical Policy Subcommittee (MPS). The MPS regularly assesses the safety and efficacy of new medical technologies and the use of technologies that may be considered obsolete. The MPS' appraisal of technologies is consistent with the principles of evidence-based medicine. You may now find the MPS Technology Update at [www.ghi.com](http://www.ghi.com), [www.hipusa.com](http://www.hipusa.com) and [www.emblemhealth.com](http://www.emblemhealth.com). 🏆



## Postpartum Care: Improve Compliance

The postpartum period is a critical time for new mothers and their babies. All practitioners have an opportunity to encourage new moms and pregnant women to get a timely postpartum visit within **21 to 56 days** after delivery. The Mom-To-Be program, a maternity wellness program, also has other initiatives

in place to encourage timely postpartum visits, such as distributing a welcome-home package, incentive and reminder postcards to members.

The Mom-To-Be program is available to all HIP members, to GHI members in Medicare and Medicaid programs and to EmblemHealth large-group members. (GHI HMO members and GHI members in community-rated small groups have access to HMC's Baby Benefits program.) For the HMC Baby Benefits program, call **1-800-828-5891**. To find out more about the Mom-To-Be program and member eligibility, please call **1-866-517-5809**.

A recent analysis of 2008 HIP claims data indicates that only 35 percent of deliveries were submitted using unbundled maternity codes. Remember that you can maximize claims payments\* by submitting unbundled claims. Unbundled claims help us improve the quality of data we report to the state. They also help improve our performance on the HEDIS® measure for timely postpartum care. For more information, please contact your Provider Relations associate. 🌈

*\*Increased revenue may apply only to non-capitated practitioners contracted directly with GHI and HIP. To confirm, please review your Practitioner Agreement(s).*

*HEDIS® is a registered trademark of the National Committee for Quality Assurance.*

## EmblemHealth Quality Programs 2009

EmblemHealth's Quality Improvement (QI) department implements programs to help our practitioners and members work together to address member-specific health care needs. The Quality Improvement department also works to improve our National Committee for Quality Assurance (NCQA) accreditation status, Health Effectiveness Data and Information Set (HEDIS®) scores and our New York State Department of Health Quality Assurance Reporting Requirements (QARR) scores. The department also aims to improve the levels of service that our members and practitioners expect.

In 2009, we are focused on a broad range of clinical measures, including:

- Osteoporosis testing and management in men and women
- Smoking cessation
- Annual dental visits for children, adolescents and adults
- Identifying pediatric obesity and educating families about BMI, nutrition and physical activity
- Medication adherence for asthma, cholesterol, hypertension and depression
- Childhood and adolescent immunization compliance
- Prenatal care, with case management for high-risk members
- Improving rates of postpartum visits
- Effective diabetes management, including all recommended tests
- Appropriate use of antibiotic therapy
- Increasing lead screenings and screenings for breast, cervical and colorectal cancers
- Reducing prescription of contraindicated drugs for the elderly

We also work to promote patient safety and improved cultural competencies within our provider networks. To support our initiatives and help you improve care and services for our members, your patients, we have introduced tools and resources via *News&Notes*, direct mailings, hold messaging and updated Web sites.

Quality Improvement programs are overseen by our Board of Directors. We also have a QI committee that includes participation from our network physicians. To learn about our QI programs, please visit our Web sites at **[www.emblemhealth.com](http://www.emblemhealth.com)**, **[www.ghi.com](http://www.ghi.com)** and **[www.hipusa.com](http://www.hipusa.com)**. 🌈

*HEDIS® is a registered trademark of the National Committee for Quality Assurance.*

## Case Management Programs

Case managers assess, plan, implement, coordinate, monitor and evaluate treatment and support services to meet the medical, behavioral and high-risk maternal health care needs of our members. Case managers and social workers educate members on their health conditions, coordinate health care services and serve as a liaison between members, physicians and other clinicians on their health care team.

Our case managers and social workers collaborate with primary care physicians (PCPs), mental health professionals and high-risk obstetricians to ensure that each member's complex and often competing medical needs are addressed and care solutions implemented. Case management programs assist medical professionals in meeting the needs of our members with acute, chronic and disabling conditions such as:

- Non-healing or slow-healing wounds
- Diabetes with coronary artery disease (CAD)
- Transplants (solid organ and bone marrow)
- HIV/AIDS
- Neonates with medical conditions
- Psychiatric and substance abuse (particularly persons with significant psychiatric history)
- High-risk pregnancy
- Cancer care
- Medically complex cases

To refer a patient to the GHI HMO Care Management program, you may call **1-800-438-0268** or the phone number on the back of the member's ID card. For GHI HMO Behavioral Health Case Management, please call Magellan Health Services at **1-800-836-2256**. To refer a patient to GHI HMO's HMC Baby Benefits program, you may call **1-800-828-5891**. To refer a patient to the GHI Care Management program, call **1-800-447-0768**, or the toll-free number on the back of the member's ID card. For the GHI Behavioral Management program, you may call ValueOptions at **1-800-692-2489**.

To refer a patient to the HIP Medical Case Management program, you may call **1-800-447-0768** or the phone number on the back of the member's ID card. For HIP's Mental Health Case Management unit, you may call **1-800-447-0769**. To refer a patient to the Mom-To-Be program, call **1-888-447-0337**.

To refer an EmblemHealth Comprehensive or EmblemHealth EPO/PPO patient for case management, please call **1-877-VIA-EMBLEM** (1-877-842-3625), weekdays, 9 am to 5 pm.

For more information on EmblemHealth, GHI, GHI HMO or HIP case management, as well as the criteria for enrolling patients, please consult your Practitioner Manual. You may also access our Web sites, **www.emblemhealth.com**, **www.ghi.com** or **www.hipusa.com**, respectively. 🏠



## Continuity of Care: A Team Approach

Communication between primary care physicians (PCPs) and specialty practitioners is a vital aspect of patient care. A seamless transfer of information among all health providers of a patient's care team is critical to his or her health and well-being. A patient with a medical or surgical condition may have behavioral health complications or comorbidities. Conversely, a patient with a behavioral health disorder may have medical complications or comorbidities.

We encourage all specialty practitioners to get permission from their patients to release pertinent health information about their care to their PCP.

*City Health Information* (CHI), a publication of the New York City Department of Health and Mental Hygiene, communicates public health information to the City's medical care community and is a good source for information on coordination of patient care. For access to CHI, visit **www.nyc.gov/html/doh/html/chi/chi.shtml**. 🏠

# Prevention and Management of Pediatric Obesity

We support the childhood obesity recommendations from the National Initiative for Children's Healthcare Quality (NICHQ), proposing that pediatric practitioners adopt a five-point obesity prevention plan (B-B-2-1-0). These recommendations may assist in preventing obesity and include an emphasis on:

- Breastfeeding
- BMI
- Less than two hours of screen time daily (and no TV in rooms where children sleep)
- More than one hour of daily physical activity
- Zero sugar-sweetened beverages

The Childhood Obesity Action Network (COAN), formed under NICHQ, has published an implementation guide to help practitioners speed up improvement in the prevention and management of childhood obesity. An Implementation Guide from the Childhood Obesity Action Network is available along with other information at [www.emblemhealth.com](http://www.emblemhealth.com), [www.ghi.com](http://www.ghi.com) and [www.hipusa.com](http://www.hipusa.com). 🌈



# Assess and Treat Respiratory Conditions

Government and other stakeholders at all levels continue to grapple with how to improve health care outcomes for our communities and country. Providing care to patients with respiratory conditions has been an important topic in recent health care discussions.

## ASTHMA

We encourage practitioners to evaluate all patients with asthma and to develop an asthma action plan with each diagnosed patient. To assist with continuity and coordination of care between PCPs and specialists across care settings. During 2009, we will notify you of members discharged from the hospital with a primary diagnosis of asthma. This will help you reach out to provide timely follow-up care.

Your patients may be eligible to participate in our Positive Actions Toward Health (PATH) disease management program for COPD. This voluntary, no-cost program may help your patients learn more about managing their condition. For more information on PATH, please call one of our professional health coaches for GHI and GHI HMO at 1-800-752-4748; for HIP at 1-888-881-3112; for EmblemHealth at 1-800-783-3655, Monday through Thursday from 9:00 am to 7:30 pm, and Friday from 9:00 am to 6:30 pm. 🌈

We also send a quarterly report from our Pharmacy Services department listing your HIP patients with asthma who have filled a prescription for a “rescue” medication only, and encouraging the use of a “controller” medication. Current research supports the use of controllers along with a rescue medication. You will soon begin receiving the same notice for your GHI patients.

The asthma action plan may be downloaded from [www.emblemhealth.com](http://www.emblemhealth.com), [www.ghi.com](http://www.ghi.com) and [www.hipusa.com](http://www.hipusa.com). Clinical practice guidelines are also available at these Web sites.

## COPD

According to the Centers for Disease Control and Prevention, chronic obstructive pulmonary disease (COPD) is the fourth-leading cause of death in the US and is projected to be the third-leading cause of death for both males and females by the year 2020. Though considered a chronic, debilitating and generally fatal disease, COPD can be managed, controlled and slowed. Early detection and medication management are essential for fighting the progression of the disease. Current standards encourage the use of spirometry testing whenever a diagnosis of COPD is made. This will also assist in disease stratification and severity indexing. Clinical practice guidelines for COPD are available at [www.emblemhealth.com](http://www.emblemhealth.com), [www.ghi.com](http://www.ghi.com) and [www.hipusa.com](http://www.hipusa.com). 🌈



# PHARMACY&THERAPEUTICS

## FORMULARY/PREFERRED LIST UPDATE

BRAND ADDITIONS (Commercial/ Preferred Formularies and Medicare)

- **Prezista**® 75 mg (darunavir ethanolate) tablets\*
- **Astepro**™ 137 mcg (azelastine hydrochloride) nasal spray
- **Bystolic**® 20 mg\* (nebivolol hydrochloride) spray

BRAND ADDITIONS (Commercial/ Preferred Formulary Only)

- **Ambien CR**® (zolpidem, controlled release) tablets

BRAND ADDITIONS Medicare Formulary Only)

- **Isentress**® 400 mg (raltegravir potassium) tablets

BRAND DELETIONS (Commercial/ Preferred Formulary Only)

- **Imitrex**® (sumatriptan succinate), all dosage forms

**Bolded products** are on the formulary/ preferred list.

\* Product line extension.

## DRUG WARNINGS

### New Guideline Says Using Finasteride Daily May Reduce Prostate Cancer Risk

A panel formed by the American Urological Association and the American Society of Clinical Oncology released new prevention guidelines recommending that “healthy men over 55 who are concerned enough about the risk of prostate cancer to undergo annual prostate-specific antigen screenings should consider taking the drug finasteride daily to reduce their risk of developing the disease.” The guidelines result from a study that found those taking finasteride had a 25 percent lower risk of developing prostate cancer than those taking a placebo. Finasteride also appears to make the most virulent cases stand out more clearly during diagnosis. Research continues on dutasteride (brand name Avodart®), which may also help prevent prostate cancer.

### Raptiva (Efalizumab) Has Been Withdrawn from the US Market

Genentech withdrew Raptiva® (efalizumab) from the US market as of June 1, 2009. Recently, the FDA notified health care professionals of three confirmed and one possible report of Progressive Multifocal Leukoencephalopathy (PML), a rare brain infection that leads to neurological damage and to possible death of patients who use Raptiva to treat plaque psoriasis. The FDA is asking prescribers not to start new treatment with Raptiva. The FDA also recommends discussing alternative medications with patients who have been treated for psoriasis with Raptiva.

### Warning for Use of Zonisamide (Zonegran)

The FDA notified health care professionals of updated clinical data that has shown that zonisamide (Zonegran®) may cause metabolic acidosis in some patients. Zonisamide is indicated as adjunctive therapy in the treatment of partial seizures in adults with epilepsy. Patients with predisposing conditions or therapies may be at greater risk for developing metabolic acidosis, and the risk of zonisamide-induced metabolic acidosis appears to be more frequent and more severe in younger patients. The FDA recommends that health care professionals measure serum bicarbonate before prescribing zonisamide and measure it periodically during treatment, even in the absence of symptoms. The FDA is working with the makers of zonisamide to revise product labeling to reflect this new safety information.

### CellCept (Mycophenolate Mofetil) Medication Guide

The FDA and Roche Laboratories notified health care professionals of the introduction of a CellCept® medication guide to provide important, easily understood safety information. Going forward, FDA regulations require a pharmacist to give a copy of the medication guide to every patient who fills a CellCept prescription. The FDA has also required the introduction of a medication guide for mycophenolic acid, marketed as Myfortic® by Novartis.

### Risk of Transmission of Blood-Borne Pathogens from Shared Use of Insulin Pens

The FDA is working with the Centers for Disease Control and Prevention and health care organizations to reinforce education to patients and practitioners about the proper and safe use of insulin pens. Insulin pens and insulin cartridges must never be shared among patients. Sharing insulin pens may result in transmission of hepatitis, HIV or other blood-borne pathogens. Insulin pens are not designed — and are not safe — to be used for more than one patient, even if the needles are changed between patients. Any contamination of the pen reservoir could result in transmission of existing blood-borne pathogens from the previous user.

### Compounded Menopause Hormone Therapy Drugs

The FDA sent letters warning seven pharmaceutical companies that the claims they make about the safety and effectiveness of their so-called “bioidentical hormone replacement therapy” products are unsupported by medical evidence, and are considered false and misleading. The companies improperly claim that their drugs, which contain hormones such as estrogen, progesterone and estriol (which is not a component of an FDA-approved drug and has not been proven safe and effective for any use), are safer, more effective and superior to FDA-approved menopausal hormone therapy drugs and can prevent or treat serious diseases, including Alzheimer’s disease, stroke and cancer. These compounded drugs are not reviewed by the FDA. Patients who use compounded hormone therapy drugs should discuss menopausal hormone therapy options with their health care practitioner to determine if compounded drugs are the best option for their specific medical needs.

## FREQUENTLY DIALED NUMBERS

CareCore (Radiology Services for GHI PPO)  
1-800-835-7064

CareCore (Radiology Services for HIP)  
1-866-417-2345

Centralized Laboratory Services  
1-800-780-3221

EmblemHealth Customer Service  
1-877-VIA EMBLEM (1-877-842-3625)

GHI Employee Benefits  
1-212-615-4367

GHI HMO Customer Service  
1-877-244-4466

GHI HMO Mental Health and Substance Abuse Program  
Magellan Health Services  
1-800-836-2256

GHI Hospital Precertification  
1-800-223-9870

GHI Medicare Choice PPO Program  
1-866-557-7300

GHI PPO Customer Service  
1-800-624-2414

GHI PPO Mental Health and Substance Abuse Program  
ValueOptions®  
1-800-619-0630  
GHI Family Health  
1-866-801-5367  
GHI Medicare Advantage  
1-866-318-7595  
GHI PPO  
1-866-271-6403

HIP Behavioral Health Call Center  
1-888-447-2526

HIP Customer Service IVR  
1-800-447-8275

HIP Provider Hotline  
1-866-447-9717

IVR — option 1

Member Benefits and Eligibility — option 2

Pharmacy Program — option 3

Prior Approval — option 4

Provider Relations Service Team — option 5

HIP Provider Relations Service Team FAX  
1-877-889-9061

Quest Diagnostics  
1-888-277-8772 (Appointments)  
1-800-631-1390 (Customer Service)  
1-800-377-7220 (Patient Service Center Locator)

## WEB RESOURCES

ConnectiCare Web Site  
[www.connecticare.com](http://www.connecticare.com)

EmblemHealth Web Site  
[www.emblemhealth.com](http://www.emblemhealth.com)

GHI Web Site  
[www.ghi.com](http://www.ghi.com)

HIP Web Site  
[www.hipusa.com](http://www.hipusa.com)

Perfect Health Web Site  
[www.perfectny.com](http://www.perfectny.com)

Vytra Health Plans Web Site  
[www.vytra.com](http://www.vytra.com)

CareCore (Radiology Services)  
[www.carecorenational.com](http://www.carecorenational.com)

Centers for Disease Control and Prevention (CDC)  
[www.cdc.gov](http://www.cdc.gov)

Magellan Health Services  
[www.magellanhealth.com](http://www.magellanhealth.com)

National Committee for Quality Assurance (NCQA)  
[www.ncqa.org](http://www.ncqa.org)

National Provider ID Information  
[www.cms.hhs.gov/NationalProviderStand](http://www.cms.hhs.gov/NationalProviderStand)

New York State Department of Health  
[www.health.state.ny.us](http://www.health.state.ny.us)

New York State Smokers' Quitsite  
[www.nysmokefree.com](http://www.nysmokefree.com)

P&T Community  
[www.ptcommunity.com](http://www.ptcommunity.com)

Quest Diagnostics  
[www.questdiagnostics.com/hcp/index.html](http://www.questdiagnostics.com/hcp/index.html)

ValueOptions®  
[www.valueoptions.com](http://www.valueoptions.com)

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## WE INVITE YOUR COMMENTS:

Please share with us any suggestions for stories of interest to GHI's and HIP's clinical communities and their staffs. Contact [providercomm@emblemhealth.com](mailto:providercomm@emblemhealth.com) with your ideas.

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