

HEALTH PROMOTION AND DISEASE MANAGEMENT

TABLE OF CONTENTS

HEALTH PROMOTION	309
Women's Wellness	309
Adult Health	309
Childhood and Adolescent Care	309
Counseling	310
PATH PROGRAMS	310
Overview	310
PATH Program Components	311
Healthy Beginnings PATH Program	311
Tobacco-Free PATH Program	312
Healthy Living PATH Program	313
Serious and Persistent Mental Illness Disease Management Services	313
Contract Management Organization Programs	313
CARE FOR THE FAMILY CAREGIVER	313
CME Events and Other Educational Opportunities	314

HEALTH PROMOTION AND DISEASE MANAGEMENT

In this chapter you will find quality improvement programs available to help members with identified conditions and diseases.

HEALTH PROMOTION

EmblemHealth has health and wellness programs, tools and resources to help members stay fit and enhance their quality of life. EmblemHealth members have access to **Healthy Discounts** programs at no additional cost. Participating vendors offer discounts off their usual and customary fees for health club memberships, acupuncture, massage therapy and nutrition counseling, weight loss services, hearing and vision care, vitamins and supplements, and other comprehensive health care services and products. For more about these services, visit <http://emblemhealth.com/Health-and-Wellness/Stay-Healthy/Healthy-Discounts.aspx>.

Some member benefit plans include the **ExerciseRewards™ Program**, a gym membership reimbursement program where members can get back up to \$200 of their membership dues.

EmblemHealth promotes the following quality improvement initiatives for EmblemHealth, GHI and HIP plan members through member and provider newsletters, and other educational materials:

Women's Wellness

- Breast health and mammography
- Cervical cancer screening
- Chlamydia screening
- Osteoporosis and musculoskeletal health
- Timely prenatal and postpartum care

Adult Health

- Cardiac care
- Cholesterol management
- Colorectal cancer screening
- Depression screening
- High blood pressure management
- Influenza and pneumonia vaccinations
- Stress management
- Weight management
- Appropriate use of antibiotics
- Respiratory management (COPD and asthma)
- Medication management and safety

Childhood and Adolescent Care

- Well-care visits
- Vaccinations
- Lead screening
- Dental screening
- Depression screening

HEALTH PROMOTION AND DISEASE MANAGEMENT

- Adolescent immunizations
- Adolescent screening and counseling for:
 - Exercise
 - Nutrition
 - BMI and weight management
 - Sexual activity
 - Tobacco and substance abuse
 - Appropriate use of antibiotics

Counseling

- Smoking
- Alcohol
- Substance abuse

Clinical practice guidelines are updated regularly on emblemhealth.com. Please check updates on a monthly basis.

PATH PROGRAMS

Overview

PATH programs are voluntary and available to all eligible members who qualify based on diagnosis. The following disease management and early identification PATH programs are available to eligible members:

- Diabetes Care PATH program: **1-888-881-3112**
- Better Breathing PATH programs for asthma and chronic obstructive pulmonary disease (COPD): **1-888-881-3112**
- Heart Care PATH programs for heart failure and coronary artery disease (CAD):
1-888-881-3112
- Kidney Care PATH programs for chronic and end stage renal disease: **1-866-561-7518**
- Healthy Beginnings PATH prenatal program: **1-888-447-0337**
- Tobacco-Free PATH smoking cessation program: **1-866-697-8487**
- Steps-4-Safety PATH program: **1-888-447-5451**

These focused PATH programs can assist with the overall care management of members. Our programs are designed to compliment the care our members receive. We offer scheduled out-bound calls and on-going education, as appropriate to each program. Referrals into the programs come through health risk surveys, claims data, self-referral or directly from you, as the practitioner.

Program goals include:

- Higher compliance with physician instructions.
- Increased patient condition knowledge.
- Symptom improvement and/or stabilization.
- Reduction in inappropriate utilization.
- Positive health behavior changes.

HEALTH PROMOTION AND DISEASE MANAGEMENT

Practitioners may refer members to our PATH programs, or the member may contact us directly. Enrollment is voluntary and allows members to receive, if applicable:

- Periodic newsletters with the latest information on their diseases.
- Educational tools to assist with understanding their diseases, symptom management, diet and nutrition needs, treatment options and planning for doctor visits.
- An opportunity to work one-on-one with a professional health coach by telephone.
- Access to community-based support services.
- Access to additional care through our other case management programs.

PATH Program Components

The PATH programs support practitioner care plans by using evidence-based clinical practice guidelines (CPGs) to emphasize ways to prevent complications and flare-ups of chronic conditions. Key components of the PATH programs include the following, as applicable:

- Matching members with disease-specific programs that meet their individual needs.
- Prompting practitioners and members to follow evidence-based clinical practice guidelines in treating chronic illness.
- Coordinating care amongst practitioners, support services providers, the health plan, the member and caregivers.
- Educating and empowering members to make lifestyle choices that may prevent or control their conditions (including behavioral modification and compliance/surveillance).
- Providing health coaching and monitoring centered around a care plan created by a registered nurse and/or other clinically trained or licensed health professional.
- Making appropriate use of information technology (may include specialized software, data registries, automated decision support tools and tickler systems for materials and/or calls).
- Measuring progress and outcomes of care for quality improvement, reporting and performance-based payment purposes.

Healthy Beginnings PATH Program

The **Healthy Beginnings** PATH program helps eligible members better understand and manage their pregnancies and gives them support and education throughout their pregnancy. Program services include:

- A series of health-risk surveys that identify potential high-risk factors
- Specialized case management services for members identified with risk factors
- Comprehensive educational materials (available in English, Spanish and Chinese)
- Access to a 24-hour toll-free maternity advice line staffed by experienced, perinatal nurses able to answer questions on pregnancy-related topics (note, no medical advice is given)
- Postpartum depression screening
- Reminder mailings encouraging postpartum visits
- An incentive program for eligible members to enroll in the Healthy Beginnings PATH program. Additionally, members are incentivized to complete the Edinburgh Postpartum Depression Survey and complete a postpartum visit within 21-56 days after delivery

EmblemHealth follows New York State Prenatal Care Assistance Program (PCAP) guidelines to provide comprehensive care and information to women during and after pregnancy.

HEALTH PROMOTION AND DISEASE MANAGEMENT

Healthy Beginnings PATH program provides screenings for high-risk behaviors, depression, tobacco, and drug and alcohol use, as well as education to expectant mothers on community services available in their area. Medicaid members also receive child birth/parenting education and receive WIC Program referrals free of charge.

More information, clinical guidelines and resources can be found online at the PCAP website at www.health.state.ny.us/nysdoh/perinatal/en/pcap.htm. A useful tracking form is available from the American College of Obstetricians and Gynecologists at www.acog.org/acb-custom/aa128.pdf to help you organize your patient's pregnancy for her medical record.

For more information about the Healthy Beginnings PATH program, or to refer a member, please call **1-866-447-0337**. For patients with a confirmed pregnancy, please call **1-888-366-BABY** (1-888-366-2229).

Tobacco-Free PATH Program

EmblemHealth has partnered with the New York State Smokers' Quitline to provide comprehensive smoking cessation services. New York State Smokers' Quitline is a state program based at the Roswell Park Cancer Institute in Buffalo, NY. The program is available at no cost to all individuals residing in New York State.

Services available through the New York State Smokers' Quitline include::

- Help developing a quit plan by phone from trained quit-smoking experts
- Recorded phone messages and tips available 24 hours a day, 7 days a week
- Educational guides and materials by mail
- A two-week supply of nicotine replacement therapy (nicotine patch or gum) for those who qualify
- Access to information and services through the New York State Quitline Web site
- Full coverage for smoking cessation medication (nicotine patch, gum, lozenge, bupropion [generic Zyban®] and Chantix®) for members with EmblemHealth pharmacy benefit coverage enrolled in the Tobacco Free PATH program. Medicare members will be responsible for a copay for the smoking-cessation prescription products.

Practitioners are encouraged to refer members directly to the New York State Smokers' Quitline at **1-866-NY-QUITS (1-866-697-8487)** or **311** in New York City. Referral forms can be found online at www.nysmokefree.com. For out-of-state members, referrals can be made directly to the program at **1-877-500-2393**.

Studies show that a follow-up visit or phone call within one week of the patient's quit date can double the effectiveness of any intervention. EmblemHealth provides reimbursement for tobacco cessation counseling based on current Centers for Medicare and Medicaid Services guidelines. We will reimburse for CPT codes 99406 and 99407.

For more information about EmblemHealth's Tobacco-Free PATH program, go to www.emblemhealth.com and click on "Health & Wellness", "Health Management Programs" and then "Tobacco-Free PATH Smoking Cessation Program." For clinical practice guidelines, go to Clinical Corner at www.emblemhealth.com. For additional practitioner tools and resources, please visit the Tobacco Cessation section of the United States Surgeon General's Web site at

HEALTH PROMOTION AND DISEASE MANAGEMENT

www.surgeongeneral.gov/tobacco/.

Healthy Living PATH Program

EmblemHealth provides many tools to help members manage their weight. For more information about body mass index (BMI), clinical practice guidelines, recommendations, coding and tools, as well as the Childhood Obesity Action Network's implementation guide to prevention and treatment of childhood obesity, please visit the Provider Weight Management Resources section of our Web site at <http://www.emblemhealth.com/en/Providers/Provider-Resources/Provider-Toolkit/Provider-Weight-Management-Resources.aspx>.

Serious and Persistent Mental Illness Disease Management Services

Our Serious and Persistent Mental Illness Disease Management Services is designed to help members with serious mental illness and high risk of hospitalization remain engaged in treatment in the most appropriate and least restrictive settings possible. This program, delivered by master's-level clinicians, emphasizes communication with practitioners and family members, proper medication and treatment adherence, education for members and their families, access to community resources, and coordination of care. HIP members may be enrolled by calling **1-888-447-2526** / GHI members **1-800-692-2489**. If your ID card has a **Montefiore logo** in the lower left corner, please call **1-800-401-4822** for help finding a mental health or substance abuse practitioner.

Contract Management Organization Programs

The Contract Management Organization (CMO) programs are delegated for EmblemHealth plan members who receive treatment under the care of a CMO (i.e., Montefiore Medical Center) provider. They offer the following programs:

- Heart failure
- Diabetes
- Asthma
- COPD

For questions or more information about CMO Programs, please contact M. Thomas of EmblemHealth's Provider team at **1-646-447-7529**.

Note: For members with multiple chronic illnesses, or with severe or end-stage illness, this guidelines-based care should not take precedence over the provision of care that corresponds to patient preferences and needs. Such members require highly individualized care plans and are therefore typically not suited for participation in some of the PATH programs.

CARE FOR THE FAMILY CAREGIVER

EmblemHealth serves our members across all health plans, as well as the communities where our members live, with innovative, evidence-based programs that promote healthy living and advance better health outcomes.

Care for the Family Caregiver provides **information, resources** and **support** to promote awareness and understanding of the key role of the family caregiver within the health care

HEALTH PROMOTION AND DISEASE MANAGEMENT

system. Through its programs for members and employees, community outreach and partnerships, Care for the Family Caregiver provides support and encouragement to family caregivers to keep them from becoming care recipients. Programs such as Seniorlink are of particular interest to family caregivers with long distance caregiving needs. Seniorlink's national network provides expert assistance in developing senior care planning, regardless of where the care recipient lives, and helps reduce the stress of navigating a complex eldercare system. EmblemHealth continues to host and sponsor the NYC Family Caregiver Coalition. More **information, resources** and **support** may be found in the Care for the Family Caregiver webpage: <http://www.emblemhealth.com/en/Health-and-Wellness/Live-Better/Care-for-the-Family-Caregiver.aspx>.

CME Events and Other Educational Opportunities

Educational opportunities in the arenas of mind and body medicine, self-care and spirituality and belief are available to the EmblemHealth provider community.

Currently, we support this commitment with our continuing medical education (CME) event: the Carl E. Flemister Symposium on Mind/Body Medicine, Spirituality and Health. This symposium makes available to our practitioners the most recent scientific research on the biology and physiology of belief and helps them to consider ways to make this research relevant in their practices. Leading experts on spirituality and health are invited to speak at the symposium.

We have also published a first-of-its-kind training and resource manual called *The Medical Manual for Religio-Cultural Competency: A Comprehensive Resource for Providing Quality Care in a Diverse Health Care Setting*, written by the Tanenbaum Center for Interreligious Understanding. Practitioners can now look to one resource to provide practical information on how the beliefs and practices of 10 of the world's major religious traditions intersect with medical science. This manual is packed with readily-accessible information for the busy health care practitioner who wants to be religio-culturally competent. Its wide-ranging chapters include practical information on different religions, spiritual assessment forms and tools, and tips for working effectively with people of diverse religious backgrounds and points of view. You may access *The Medical Manual* in its entirety by signing in to [emblemhealth.com](http://www.emblemhealth.com).