

# NEWS & NOTES

The Newsletter for EmblemHealth, GHI and HIP Providers

**SPRING 2012**  
**In This Issue:**

## Administrative

- [Medicare and Medicaid Updates](#)
- [Introducing Care360](#)
- [EmblemHealth Injectable Drug Utilization Management Program Begins](#)
- [Claims Corner](#)
- [Utilization Review Criteria Update](#)
- [Medical Director Availability After an Adverse Determination](#)
- [Member Rights and Responsibilities](#)
- [Provider Advisory Webinars a Success](#)
- [CAHPS Member Satisfaction Surveys Are in the Field!](#)
- **Behind the Scenes**

**Keep Your Directory Information Current**

## Clinical

- [Colorectal Cancer Screening](#)
- [Medication Adherence for Chronic Conditions](#)
- [Medical Management of COPD](#)
- [Dental Hygiene Is Important](#)
- [How to Help Your Patient With ADHD](#)
- [Your Role in Slowing the Obesity Epidemic](#)
- [Health and Wellness Programs](#)
- [What Is a Health Outcome Survey?](#)
- [Clinical Corner](#)
- [News&Notes Archive](#)

## Behind the Scenes

### EDITORIAL BOARD

**Cindy Lee Christensen**  
 Senior Director  
 Provider Network Management

**Daniel P. Finke**  
 Executive Vice President  
 Health Care Operations

**Shawn M. Fitzgibbon**  
 Senior Vice President  
 Provider Network Management

**William A. Gillespie, MD**  
 Senior Vice President  
 Chief Medical Officer

**Philip J. Gillich**  
 Vice President  
 Physician Contracting and Management

**John David Mahder**  
 Vice President  
 Marketing and Communications

**Karen Smith-Hagman, RN**  
 Vice President  
 Medical Management

### EDITORS

**R. Clay Ballard**  
**Lisa Bloch**  
**Suzanne Rabin**  
**Catherine Richter**



### CONTRIBUTORS:

**Elizabeth Abraham**  
**Esmeralda Braganca**  
**Michael Byrne**  
**Elizabeth Corwin**  
**Donna Howard**  
**Pablo Idez**

**Theresa Maltz**  
**Kathleen Milito**  
**Andrew Phillips**  
**Lindsey Tom**  
**Karla Zofrea**

### WE INVITE YOUR COMMENTS:

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

Group Health Incorporated (GHI), HIP Health Plan of New York (HIP), HIP Insurance Company of New York and EmblemHealth Services Company, LLC are EmblemHealth companies. EmblemHealth Services Company, LLC provides administrative services to the EmblemHealth companies.