

Great Expectations[®] *for health* Programs Employer Resource Guide

BlueChoice HealthPlan is more than just a health benefits plan. We have programs that target many specific health issues. We also participate in several quality programs:

- The National Committee for Quality Assurance is a private, 501(c)(3) not-for-profit organization. It is dedicated to improving health care quality. We participate in an NCQA survey every three years. NCQA awarded us an excellent accreditation status for the sixth time in 2009.
- We are the only South Carolina-based company that is NCQA-accredited.
- We participate annually in the Healthcare Effectiveness Data and Information Set (HEDIS). HEDIS is a tool more than 90 percent of America's health plans use to measure performance on important aspects of care and service.
- We also collect Consumer Assessment of Healthcare Providers and Systems (CAHPS)[®] member satisfaction data. The survey gives members a chance to tell us how they feel about their physicians and health plans. They can take the survey by phone, by mail or on the internet.
- Each fall, U.S. News & World Report ranks the best health insurance plans from across the country. They base their rankings on metrics NCQA reports. We are one of the plans that allows the magazine to publish our information. We currently rank # 101 in the nation (out of 600 plans), higher than any other commercial carrier in South Carolina.

Our health and disease management programs are superior for several reasons:

- These programs help members learn how to practice prevention, make healthy lifestyle choices and engage in self-care behaviors that may improve their health.
- Many of the programs include communication between our clinical staff and the member's doctor. This supports the doctor's plan of care. It also helps members develop relationships with their doctors.
- We base program recommendations on national evidence-based guidelines.
- We offer these programs only to BlueChoice HealthPlan members. The programs are either free of charge or have a small, one-time fee.
- The health and disease management programs are in-house programs. Most of our members live in South Carolina. So the staff that manages these programs is also in South Carolina.
- The programs are opt-out programs. This encourages more members to participate.

The goals of the 20 **Great Expectations *for health*** programs are:

- Educate our members about health management, prevention and management of chronic conditions
- Empower our members with tools, resources and information
- Enrich our members' quality of life
- Excel in quality

We automatically enroll members we identify by:

- Member self-referral
- Physician referral
- Case management referral
- Other disease management program referrals
- Claims, pharmacy and lab data

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- Health risk appraisals
- Utilization review data [hospitalizations and emergency room (ER) visits]
- External vendors

Here are short descriptions of each program in the **Standard Package**. For more information, please call our Health and Disease Management department at 800-327-3183, extension 25541. Or visit our Web site at www.BlueChoiceSC.com. Go to the Great Expectations section under *Health and Wellness*.

The **Great Expectations Alcohol** program is for members who may need help managing the use of alcohol. This includes teaching members how important it is to follow their doctors' recommendations for care. We automatically enroll members in the program if they have a recent alcohol abuse diagnosis or referral. We also identify members through a test they complete through our disease management programs. *The program is administered by Companion Benefit Alternatives, Inc. On behalf of BlueChoice HealthPlan, Companion Benefit Alternatives, Inc. (CBA) manages behavioral health and substance abuse benefits for most of our members and their dependents. CBA is a separate company.*

The program consists of:

- A 20-minute phone assessment with a behavioral health specialist
- **Follow-up phone calls** from behavioral health specialists about responsible alcohol use and compliance with doctor recommendations, as indicated
- Education and materials about responsible alcohol use and the need for follow-up doctor visits
- We send assessment results to doctors, if the member consents to this
- Referral for behavioral health counseling, when the member requests it
- Web resources

Great Expectations Asthma teaches members about their asthma. We automatically enroll all members who have asthma in the program at **no charge**.

The program consists of:

- An asthma manual we send upon enrollment, including information about asthma medications, asthma triggers and peak flow monitoring, including age-appropriate interactive tools for children and teens
- An annual program calendar, newsletters and seasonal allergy and asthma information
- A **free** peak flow meter to members with chronic episodes
- **Telephone counseling** sessions with a registered respiratory therapist
- **Free** home health education visits to members with moderate to high-risk asthma who need more help managing and controlling their conditions
- Web resources

Great Expectations Back Care helps members with back pain. Back pain may keep members from completing daily tasks, being active or just fully enjoying life. This program provides educational tools and support to help members take care of their backs.

To manage back pain, we send members a "Back to Basics" packet, which includes:

- Educational materials to help in understanding back pain
- Strengthening and stretching exercises to help prevent future problems

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- A Back Care Survey to take to the doctor
- Additional resources to contact for more information and support

The **Great Expectations Care Calls** program is an outreach program. It helps members transition from hospital to home. The focus is on members who have immediate discharge concerns or may be at risk for complications or readmissions. The program helps to prevent or address any gaps in care. We provide this value-added service at **no charge**.

The program consists of:

- A telephone call within 48 hours of discharge from an experienced registered nurse
- Referrals to community and/or professional resources
- Helping members use and understand their pharmacy and medical benefits
- Communication and coordination with all involved doctors, therapists, home health nurses, social workers and DME providers, as needed

We offer the **Great Expectations Case Management** program to members who have special conditions. These conditions include cancer, severe trauma, multiple chronic conditions, complex wounds, gastric bypass, Hepatitis C, traumatic brain injury, transplants and neuro-muscular diseases. We provide this value-added service at **no charge**.

The program consists of:

- Telephone counseling by an clinically experienced, certified nurse case manager
- Educational materials
- Referrals to community and/or professional resources
- Helping members use and understand their pharmacy and medical benefits
- Ongoing communication and coordination with all involved doctors, therapists, home health nurses and social workers

The **Great Expectations Children's Health** program reminds parents how important it is to get well-child check-ups and immunizations for their children. We automatically enroll all children ages 12 and under at **no charge**.

The program consists of:

- Educational materials for parents of newborn babies. This includes information on childhood diseases, the immunizations available to prevent these diseases and the possible side effects of immunizations.
- Reminder cards at 2, 4, 6, 15 and 18 months and 12 years of age. The cards list the immunizations needed at each age and encourage the parents to keep up with well-baby/child visits.
- Reminder letters to encourage well child visits
- Automated phone messages to remind parents about booster immunizations for children and adolescents
- Web resources

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Great Expectations COPD is an educational program for members with chronic obstructive pulmonary disease (COPD). We enroll all members who have COPD at **no charge**.

The program consists of:

- A COPD manual we send upon enrollment, including information about COPD medications, appropriate nutrition and exercise, and prevention and management of COPD exacerbations
- Information about BlueChoice HealthPlan's coverage of COPD medicine and supplies
- COPD newsletters and seasonal information
- **Telephone counseling** sessions with a respiratory therapist
- **Free** home health educational visits by respiratory therapists for members who need more help in controlling their COPD

The **Great Expectations Depression** program is for members who may have depression. It is also for members whose doctors diagnosed them with depression and who recently started on antidepressant medications. The program teaches members about how important it is to follow their doctors' recommendations for care. We automatically enroll members in the program if they have a recent depression diagnosis. We also identify members through some questions they answer during counseling phone calls within our disease management programs. *Administered by Companion Benefit Alternatives, Inc.*

The program consists of:

- A 20-minute phone assessment with a behavioral health specialist
- **Follow-up phone calls** from behavioral health specialists about depression treatment and compliance with medications, as indicated
- Education and materials about depression, antidepressant medications and the need for doctor follow-ups
- Sending assessment results to doctors, if the member consents to this
- Referral for behavioral health counseling, when the member requests it
- Web resources

Great Expectations Diabetes teaches members about their diabetes. We automatically enroll all members who have diabetes at **no charge**.

The program consists of:

- Educational materials about diet, exercise, medication, blood sugar monitoring and complications, including age-appropriate interactive tools for children and teens
- Information about BlueChoice HealthPlan's coverage of diabetic medicine and supplies
- Annual program calendar and newsletters about diabetes and related issues
- **Telephone counseling** sessions with diabetes health specialists, including registered dietitians, certified diabetes educators and diabetes nurses
- Diabetes education, available for any member without an authorization and at **no expense** to the member. An approved diabetes education center must provide the education.

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- **Free** glucose monitors. Supplies such as test strips, lancets and syringes are covered as part of pharmacy benefits with a doctor's prescription. To request a free glucose monitor, call 800-327-3183, extension 25450
- We send self-referral authorizations for eye exams and wellness vouchers for annual diabetes check-ups to all members, allowing them to access these services at **no charge**
- Web resources

Great Expectations *Healthy and Active Kids* helps families address the problem of childhood obesity. The program teaches children and their families how to eat healthy. It also teaches them the importance of physical activity. We automatically enroll members ages 2 to 17 whose doctors have diagnosed them as overweight or obese. This program has **no charge**.

The program consists of:

- Educational materials about healthy eating and increasing activity
- Age-appropriate interactive tools
- A visit with a registered dietitian at **no charge** to the member
- **Incentives** for children who complete their registered dietitian visits

Great Expectations *Heart Disease* teaches members about their coronary artery disease (CAD). Members learn about lifestyle behaviors they can change to lower their risk of complications. They also learn how important it is to take prescribed medications and work closely with their doctors. We automatically enroll all members who have heart disease at **no charge**.

The program consists of:

- Educational materials about cholesterol, high blood pressure, smoking cessation, diet, medication management, exercise and early recognition of heart-related health problems
- Annual program calendar and newsletters about heart disease and related issues
- Physician and member reminders to ensure LDL cholesterol lab tests are conducted annually and LDL cholesterol levels are within recommended ranges
- **Telephone counseling** sessions with certified cardiac nurse case managers for members who are high risk
- Information about BlueChoice HealthPlan's coverage of cardiac-related conditions, medications and related services, such as cardiac rehabilitation

Great Expectations *Heart Failure* teaches members about their heart failure. We automatically enroll members with heart failure at **no charge**. Doctors can also refer patients. Members learn self-care plans that help keep their conditions from worsening.

The program consists of:

- A heart failure educational manual
- Member reminders and information about managing high cholesterol and high blood pressure
- Annual program calendar and newsletters about heart disease and related issues
- **Telephone counseling** sessions with a cardiac nurse case manager for members who are high risk
- Information about BlueChoice HealthPlan's coverage of cardiac-related conditions, medications and related services

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- Web resources

The **Great Expectations Maternity** program helps members take steps towards healthier pregnancies. The program includes educational materials and ongoing support and monitoring by our Great Expectations staff. We automatically enroll members in the program at **no charge** when their primary care doctors or obstetricians send in maternity authorization forms.

The program consists of:

- A maternity packet, including a detailed health assessment. When the member completes and returns the risk assessment, the member receives her **choice of** either a pregnancy or child care **book at no charge**.
- **Telephone counseling** for members with clinically experienced maternity nurses
- Additional educational materials, as needed
- Referrals to external prenatal programs such as Sidelines of SC, WIC and other groups that may provide further assistance (financial, emotional, etc.).
- A post-partum packet to include important reminders for follow-up care and resources for the new mother and her baby
- Web resources

Great Expectations Men's Health is an educational program for men. The program reminds men, ages 40 and older, of the importance of routine health screenings.

The program consists of:

- Educational materials sent to newly enrolled members, including information on recommended screenings, a wallet card to track screenings and other important health issues for men
- Reminder letters sent to men who have not had a doctor visit in the last year. The letter outlines age-appropriate screenings and encourages them to make appointments for physicals.
- Web resources

Great Expectations Migraine is a program for members who suffer from severe, recurrent headaches. We send members information and encourage them to seek help from their personal doctors. We also stress the importance of working with one doctor to guide their headache management. We enroll members at **no charge** when they meet our criteria for frequent and severe headaches.

The program consists of:

- Educational materials that help the member assess the severity and type of headaches they have. Members also get a copy of a headache diary. They can use the diary to track their headache patterns. This helps determine possible triggers. Members also get several educational handouts on topics related to migraines.
- Assisting the member's doctor by providing up-to-date and actionable information to improve continuity of care and treatment for that member's headaches.

New 2010! Great Expectations Pre-Diabetes is a program for members who have a pre-diabetes condition. Pre-diabetes conditions include a diagnosis of pre-diabetes, glucose intolerance, metabolic

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syndrome, polycystic ovary disease, previous gestational diabetes or other related conditions. We provide information to members and encourage them to seek help from their doctors to guide their pre-diabetes management. We enroll all members who have pre-diabetes at no charge.

The program consists of:

- Educational materials about diet, exercise and risk factor modification to manage pre-diabetes and prevent and delay Type 2 diabetes
- Diabetes education, available for any member, without an authorization and at **no expense** to the member. It must be provided, however, by an approved diabetes education center.
- **Telephone counseling** sessions with diabetes health specialists for high-risk members. Diabetes health specialists include registered dietitians, certified diabetes educators and diabetes nurses.
- **Free** glucose monitors. Supplies such as test strips, lancets and syringes are covered as part of pharmacy benefits with a physician prescription. To request a free glucose monitor, call 800-327-3183, extension 25450.
- Web resources

The **Great Expectations Quit Smoking** program helps members quit smoking with a self-paced comprehensive kit of information. The program includes access to a quit smoking coach for support and guidance. **There is a \$15 fee for the program (which we reduce to \$5 for members who are in one of our Great Expectations disease or condition management programs).** Members can self-refer or have their doctors refer them.

The program consists of:

- A kit which comes with a CD to guide members through the program and provides relaxation exercises. It also includes educational booklets with a structured process and tips for quitting, log sheets to track progress and a Nicotine dependency quiz for members to review with their doctors as they consider quit smoking medications
- Unlimited inbound phone calls to a trained quit smoking coach who will lend support and guide interested members through the program and the quitting process
- Access to BlueChoice HealthPlan staff who will clarify member benefits for pharmaceutical interventions for smoking cessation, now covered under the pharmacy benefit for most members
- Web resources

New in 2010! The **Great Expectations WalkingWorksSM for South Carolina Schools** is an interactive educational program for school children to promote physical activity and reduce childhood obesity. BlueChoice HealthPlan staff collaborates with schools in South Carolina to implement a walking program within the school setting at **no charge**.

The program consists of:

- **Training and telephonic support** for the teachers/administrators on-site at selected schools, to help them implement the program
- Educational materials about healthy food choices to promote overall wellness and help reduce the incidence of childhood obesity in South Carolina
- **Free** pedometer for the teachers/administrators who will administer the program to students
- **Free** fun and interactive tracking tools

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- Web resources

The **Great Expectations *Weight Management*** program helps members lose weight. Members get a comprehensive kit of materials and access to a weight loss coach. **The program fee is \$15 (which we reduce to \$5 for members who are in one of our Great Expectations disease or condition management programs).**

The program consists of:

- A kit of materials with a workbook to guide members through the 10-week self-paced program, a CD of relaxation exercises, a resistance exercise band, menus and recipes for the whole family and a record book to keep track of food intake
- Unlimited inbound calls to a weight loss coach who will help support and guide members through the weight loss process
- Web resources

The **Great Expectations *Women's Health*** program teaches women, ages 20 and above, about the early detection of breast and cervical cancer. Women also learn how to manage menopause and prevent osteoporosis and heart disease. The program offers information about other important women's health issues, as well. We automatically enroll all female members at **no charge**.

The program consists of:

- Educational materials for new members, including information about the early detection of breast and cervical cancer, the management of menopause and other important health topics for women
- Postcard and phone call reminders to women to encourage them to get their preventive screenings
- Reminders for doctors concerning their patients that are due for yearly well-woman exams and screenings, including an automatic referral program for women in need of mammograms and Pap smears
- Promotion of mobile mammography through local hospitals for employer groups
- Wallet cards for members to track their preventive health screenings, including information on how often to receive them
- Web resources

Standard Package

Available to all BlueChoice HealthPlan members.

- **Value Added Discounts** are available to members for various programs around the state. We have negotiated discounts on gym memberships, weight loss programs, nutritional supplements, chiropractors and so much more. Visit our Web site for more information.
- **Health and Wellness Tools** are available on our Web site. Members go to www.BlueChoiceSC.com and select the Health and Wellness section. Here they have access to comprehensive Self-Care Centers, nutrition and fitness calculators, an A-Z library of health topics and more! Just enter any of the program descriptions in the right hand column, and you will find helpful information, tools and more

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- **Take Charge Presentations** are educational seminars we give at your worksite. Members get information about vital health issues. They also learn what they can do to improve their well being and overall quality of life. Topics include diabetes, heart disease, high blood pressure, high cholesterol, women's health, men's health, stress management, migraine management, weight management and so much more. Presentations may be available in a PowerPoint presentation, CD or DVD media format (provided by health and disease management staff). A partnering pharmaceutical representative may also present them.
- **Group Participation Reports** are available on condition-specific program participation of members of a specific employer group, including risk level percentages and contacts.

Enhanced Wellness Package

Available for additional fees.

- **Quit For Life[™]** is the smoking cessation program from Free and Clear[®]. On behalf of BlueChoice HealthPlan, Free and Clear administers the program. Free and Clear is an independent company that offers smoking cessation programs. Quit for Life combines pharmaceutical therapy and successful behavioral change therapy to help members stop smoking. It boasts one of the highest rates of cessation in the industry. The program includes both phone counseling and Web coaching to strengthen individual support and provides encouragement during this life-changing commitment.
- **24-Hour Nurse Advisor** is a phone service members call when they are sick, injured or need medical advice. During each toll-free call, a nurse assesses the member's symptoms and advises him or her when and where to seek care. Members whose employers purchase the product may e-mail a nurse or log into My Health Toolkit and use our online symptom advisor and health library.
- **WalkingWorks[®]** is our pedometer-based walking program. Members receive a pedometer to track their steps and tools to set specific goals each week. The six-week campaign provides education on how important exercise and nutrition are in maintaining a healthy weight and improving overall quality of life. This program is available to members on our Web site. The program may also be available at the worksite.
- **Health Risk Appraisal** is a quick, easy-to-use survey on our Web site. It helps members ages 18 and older identify health risk factors and offers suggestions for improving their health.