

MEMBER Focus

IN THIS ISSUE



Hi, there!

We hope you'll take a minute from your day to read through this issue. Think of it as a little "hello" from us, full of information and articles that'll help you and your family not only get the most from your plan, but also live better. This quarter features:

- Flu 101
- Mammograms
- Important reminders
- Summary of benefit changes
- Diabetes tips
- And more!

Take care!

NEED-TO-KNOWS ON PRIOR AUTHORIZATIONS

Some treatments and services require prior authorization. That means getting approval for a treatment or service before the visit. A member of our team — either a physician or nurse — reviews the visit to be sure you get what you need and that the treatment or service meets certain medical guidelines.

Reviews are made on timeframes set by the state. There are also federal guidelines for timeframes. WellCare would like to be accredited by the NCQA (National Committee for Quality Assurance). Our goal is to reach their standard for excellence in healthcare service. To that end, we will use the stricter timeframe — either state or federal.

Sometimes we say no to a request or approve less than the amount asked for. Those decisions are made only by a qualified health care provider. If we decide that the service is not medically needed, the decision will be made by a physician/reviewer.

Sometimes reviewing a request in the standard time can put a member's life or health in harm's way. In such cases, one of our physicians will call for a quicker review. WellCare will honor it.

Members may also request quick reviews. Those that meet the standard will be honored. If not, we will let you know. The request will then be handled on a standard timeframe.



LET'S TALK!

It's almost time to take your Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey. It's offered to all WellCare members and is your chance to tell us if you're satisfied with your plan and more.

Your survey will arrive in your mailbox soon. Please take the time to complete and return it. Give us your honest opinion — your feedback stays anonymous. It'll help us make positive improvements that'll benefit you.



GO FOR A MAMMOGRAM

Routine breast cancer screenings save lives. Read on to find out when and if you should have one.

SHOULD YOU BE SCREENED?

Regular check-ups and screening tests, like mammograms, can find breast cancer at an earlier stage, when treatment works best. Women ages 40–49 should talk to their doctors about when and how often they should be screened. A woman who has a high risk for breast cancer may need to go earlier than one who is not.

WHY A MAMMOGRAM?

They're the best tests doctors have to find breast cancer early. Sometimes, they can help detect masses up to three years before they can even be felt. When breast cancer is found early, many women go on to live long and healthy lives.

WHEN SHOULD I GO?

Women ages 50–74 years old should have a screening mammogram every two years. Talk to your doctor if you have any symptoms or changes in your breast or if breast cancer runs in your family. He or she may recommend that you have mammograms before age 50.

Sources: *The Centers for Disease Control, New York State Department of Health*

FLU 101

With flu season in full swing November to April, it's the perfect time to go over a few basics.

WHAT IS THE FLU?

The flu is a virus. There are many different strains of the flu virus, but common symptoms are fever, headache, muscle aches, a cough and congestion. These symptoms usually come on fast.

HOW SICK CAN IT MAKE YOU?

The flu affects everyone differently, but know that even healthy people can get very ill and spread it to others. Those with chronic health conditions, such as diabetes and asthma, have a greater chance of developing complications like pneumonia — which can lead to hospitalization and death. If you have a condition like these, chat with your doctor about a pneumonia shot.

WHAT CAN YOU DO?

A flu shot is the best way to lower your risk. Getting one yearly doesn't just protect you — it helps others too. Think about it: If more people get vaccinated, the flu is less likely to spread through your community.

DO YOU REALLY NEED A FLU SHOT?

The answer's yes. In fact, you need one annually. Even if this year's flu viruses are the same as last year's, immunity declines over time and may be too low to protect you now.

Sources: *www.cdc.gov, WebMD*



There are many different strains of the flu virus, but common symptoms are fever, headache, muscle aches, a cough and congestion.





WHAT'S THAT TERM MEAN?

CASE MANAGEMENT

You may have heard us say this term before. But what does it mean? Most simply put, it's team work!

Every day, there are people at WellCare who work together to make sure you get the health care you need. They're called case managers — but they're also registered nurses. Their knowledge qualifies them to help with health problems and act as links between you, your doctors and your plan.

How does case management benefit you? It means you get what you need when you need it — avoiding unnecessary visits, trips to the hospital and more.

DISEASE MANAGEMENT

This service, offered by phone, helps eligible members get help with certain medical conditions (see list below). They might get support with patient-doctor relationships, ways to prevent complications and even education.

- Asthma
- Chronic obstructive pulmonary disease (COPD)
- Congestive heart failure (CHF)
- Coronary artery disease (CAD)
- Diabetes
- Hypertension
- HIV/AIDS



**To participate, call
1-866-635-7045
between the hours of
8 a.m. and 5 p.m. Eastern.**



SAFETY FIRST

It starts at home! Use these tips to make yours a safer place to be.

1. Install grab bars in the tub and shower and put down non-slip mats.
2. Have bright lights over stairs, steps and landings.
3. Keep stairs and floors clear of clutter.
4. Put cleaners, medications and beauty products in a place where children can't reach them. Use child safety locks.
5. Have working smoke alarms and hold fire drills.
6. Stay by the stove when cooking. Use back burners and turn pot handles toward the back of your stove.
7. Keep your hot water at 120°F degrees to prevent burns.
8. Things that can fit through a toilet paper tube can cause a young child to choke. Keep these things, including food, where children cannot see or touch them.
9. Place babies to sleep on their backs, alone in their crib. Don't put pillows, blankets, comforters or toys in cribs.
10. When your children are in or near water, stay close enough to reach out and touch them. This includes bathtubs, toilets, pools and spas — even buckets of water.

**Call 1-800-222-1222 if
you need help or want
information about poisons.**

**Call 9-1-1 if someone needs to
go to the hospital right away.**

Source: Home Safety Counsel



DEPRESSION

It exists in every culture but is different for each person who experiences it. Learn the symptoms and treatment for both teens and adults.

SYMPTOMS

Depressed adults tend to avoid others and spend more time alone. Teens, on the other hand, may turn to friends but avoid adults. Parents should be on the lookout for this. Without adult support, teens may think grownups don't get them — which can make things worse. Another thing to note: If a parent or close relative is suffering and isn't being treated, it could lead to a teen's depression.

TREATMENT

Because of the risk of bad side effects, treatment with anti-depressant drugs is not always okay for teens. Early-on counseling, however, can help. Anti-depressant side effects are less likely in adults, so they are an option for grown-ups.

GET HELP

If you, a friend or a loved one is going through a tough time and need to talk, call these numbers for help and support.

NY STATE:

Mental Health America Crisis Center, 24 hours
1-800-273-TALK (1-800-273-8255)

IN NYC:

1-800-LIFENET (1-800-543-3638), 24 hours
(TTY 1-212-982-5284),
(1-877-298-3373 for Spanish)
(1-877-990-8585 for Korean and Chinese)

Sources: www.understandingteenagedepression.com,
www.nyc.gov, www.nmha.org, www.800lifenet.org

KEEP YOUR DIABETES IN CHECK

Taking control of your diabetes can help you feel better and stay healthy — and that's what American Diabetes Month is all about. Here's what you need to do.

WATCH YOUR BLOOD SUGAR NUMBERS

You and your doctor use self-monitoring blood glucose tests (SMBG) and A1C tests to get a complete picture of your blood glucose control. A1C tests show your average blood glucose amount over the past 2–3 months, so it's especially important to have a good number.

SET A GOOD A1C GOAL

For most people with diabetes, the A1C goal is less than 7. An A1C higher than 7 means you have a greater chance of eye disease, kidney disease, heart disease or nerve damage. At this point, you and your doctor may want to talk about changing your treatment plan to bring it down.

Sources: *New York State Department of Health, New York City Department of Health and Mental Hygiene*

ARE YOU AND YOUR CHILD SAFE?

If there's violence in your life, you may not be safe. Sometimes violence is physical, but it can also be emotional too. With October being Domestic Violence awareness month, it's the perfect time to remember that, if you're being abused, you're not alone — and you don't deserve to be treated this way.

GET HELP

There are many services that can help you if you don't feel safe. Support groups can make you feel less alone. You'll be able share ideas and information on safety with people who are going through or have been through similar situations.

Advocacy and other support services can aid you in finding legal advice, counseling, health care, housing, a job and more. Don't forget shelters and the police too! Police can get you and your kids to a safe place, like a shelter, and the courts can issue an order of protection against your abuser. There are also hotlines you can call. They can give you info or just listen.

Adult Domestic Violence: (24 hours, 7 days a week)

English 1-800-942-6906

Spanish 1-800-942-6908

Prevent Child Abuse New York:

1-800-342-7472 Prevention information and parent help-line

Office of Children & Family Services:

1-800-342-3720 to report child abuse

Source: *New York State Department of Health*

HERE'S A HIGHLIGHT OF BENEFIT CHANGES

Here's a highlight of what's changing in our Summary of Benefits for:

- WellCare of New York's Healthy Choice managed care plan and, in some cases,
- the Family Health Plus (FHP) plan and the managed long-term care (MLTC) plan

For more info, check your member handbook.

PRESCRIPTION FOOTWEAR BENEFIT - EFFECTIVE APRIL 1, 2011 PLANS: HEALTHY CHOICE, FHP, MLTC

Coverage is limited to:

- Children under 21 years of age who require orthopedic footwear to correct, accommodate or prevent a physical deformity or range of motion malfunction in a diseased or injured part of the ankle or foot, or to support a weak or deformed structure of the ankle or foot
- Shoes attached to a lower limb orthotic brace
- As a component of a comprehensive diabetic treatment plan to treat amputation, or pre-ulcerative calluses, or peripheral neuropathy with evidence of callus formation of either foot, or a foot deformity or poor circulation
- *Note: FHP does not cover orthopedic shoes

COMPRESSION AND SUPPORT STOCKINGS - EFFECTIVE APRIL 1, 2011 PLANS: HEALTHY CHOICE, FHP, MLTC

These gradient compression stocking codes are covered by the above plans only when used in the treatment of an open venous stasis ulcer:

- A6531 Gradient compression stocking, below knee, 30-40 mm Hg each
- A6532 Gradient compression stocking, below knee, 40-50 mm Hg each
- *Please note: These codes are not covered for any other conditions, including the prevention of ulcers, prevention of the reoccurrence of ulcers, treatment of lymphedema without ulcers, varicose veins or circulation disorders

This code is covered by Healthy Choice and MLTC plans only for treatment of severe varicosities and edema during pregnancy:

- A4510 Surgical stockings, full length, each

The following codes are no longer covered under the Medicaid program:

- Surgical stockings (applies to Healthy Choice)
 - A4495
 - A4500
- Gradient compression stockings (applies to Healthy Choice and FHP)
 - A6530
 - A6533 - A6541
 - A6544
 - A6549
- Miscellaneous DME if used for any type of compression stockings with or without zippers (applies to Healthy Choice and FHP)
 - A9999

SMOKING CESSATION COUNSELING - EFFECTIVE APRIL 1, 2011 PLANS: HEALTHY CHOICE, FHP

Counseling to quit smoking is covered. All of the above plan members who smoke can get up to:

- 6 sessions per calendar year, including any combo of individual and group counseling sessions

ENTERAL FORMULA AND NUTRITIONAL SUPPLEMENTS - EFFECTIVE MAY 1, 2011 PLANS: HEALTHY CHOICE, FHP, MLTC

- Coverage of enteral formula and nutritional supplements by the above plans is limited to members who cannot obtain nutrition through any other means and to these conditions:
 1. Tube-fed members who cannot chew or swallow food and must obtain nutrition through formula via tube
 2. Members with rare inborn metabolic disorders requiring specific medical formulas to provide essential nutrients not available through any other means
 3. Children under age 21 who require medical formulas due to mitigating factors in growth and development

Continued on next page

**PERSONAL CARE SERVICES BENEFIT-
EFFECTIVE AUGUST 1, 2011
PLAN: HEALTHY CHOICE**

This was added to the above plan August 1, 2011.

- Consumer Directed Personal Care Assistance Program (CDPAP) is not included in the managed care benefit but will be covered under the Medicaid fee-for-service program for Medicaid members until July 2012
- The PCS benefit is limited to 8 hours per week for members getting only PCS housekeeping (Level I)

Healthy Choice will:

- Give medical case management services for members getting PCS
- Work with local government programs, such as Adult/Child Protective Services, to go over any social and/or environmental issues that may be needed to maintain the member's health and safety in the home

The department will work with the plans on:

- Network development
- Assessment tools and processes
- Contracting and transitional care

PCS IS NOT COVERED UNDER FHP.

- Personal Emergency Response Systems (PERS) is in the Healthy Choice benefit package starting January 1, 2012, available only to members receiving home health and/or personal care services
- Until January 1, 2012, when Healthy Choice authorizes PERS, completed PCS and Home Health Services assessment forms should be sent to the local district for processing and arrangement of PERS services

**SCREENING, BRIEF INTERVENTION AND
REFERRAL TO TREATMENT (SBIRT) -
EFFECTIVE SEPTEMBER 1, 2011
PLANS: HEALTHY CHOICE, FHP**

SBIRT works to stop development of substance use problems. SBIRT is for those 10 years and older in:

- ERs, hospital outpatient departments and diagnostic and treatment centers
- Starting September 1, 2011, SBIRT will be covered in physician offices for the above plans

**PHARMACY - EFFECTIVE OCTOBER 1, 2011
PLANS: HEALTHY CHOICE, FHP**

The pharmacy benefit will be included in the above plans on October 1, 2011:

- For 90 days after October 1, 2011, for existing members and for new members enrolling on or after October 1, 2011, the Plan will be expected to

provide a one-time, temporary fill of drugs for up to a 30-day supply of medication as long as the medication is covered under the Medicaid fee-for-service formulary, including claims for drugs that are not on the Plan's formulary and/or require prior authorization or step therapy under the Plan's utilization management rules, or have been filled at or written by a non-participating provider

- Transitional fills for new prescriptions must be filled at a participating pharmacy
- The Healthy Choice benefit includes medically necessary prescription and over-the-counter (OTC) drugs, medical supplies, hearing aid batteries and enteral formula
- The FHP pharmacy benefit includes medically necessary prescription drugs, insulin and diabetic supplies, smoking cessation agents (including OTC smoking cessation products), select OTC medications covered on the Medicaid Preferred Drug List (Prilosec OTC, Loratadine, Zyrtec and emergency contraception), vitamins necessary to treat an illness or condition, hearing aid batteries and enteral formula. Medical supplies, other than diabetic supplies and smoking cessation agents, are not included in the FHP benefit package
- Clotting factor products for hemophilia will temporarily remain carved out of the Healthy Choice and FHP benefit packages, whether obtained by prescription or provided during an outpatient or home care visit
- Risperidone micro spheres (Risperdal® Consta®), paliperidone palmitate (Invega® Sustenna®) and olanzapine (Zyprexa® Relprevv™) will remain carved out of the benefit package for SSI/SSI-related members in Medicaid managed care plans

**LIMITATIONS ON THERAPIES -
EFFECTIVE OCTOBER 1, 2011
PLANS: HEALTHY CHOICE, FHP, MLTC**

These changes apply to the above plans:

- FHP already limits physical and occupational therapy to 20 visits per year, so this change applies only to the FHP speech therapy benefit
- Outpatient physical therapy, occupational therapy and speech therapy are limited to 20 visits each per calendar year for the above plan members, except to members under the age of 21 or the developmentally disabled

ADDITIONAL BENEFITS

- These may be occurring throughout the rest of 2011 and into 2012, and WellCare of New York will continue to inform you of these changes through the Member Handbooks and other communications



STOP THE SPREAD OF HIV AND STDs

Do you have HIV or an STD, like Chlamydia? It's important to let your partner(s) know, so they can be tested and get treated if need be.

If you're unsure how to give news like this, know there are people who are here for you. Both the Partner Assistance Program (PNAP) and Contact Notification Assistance Program (CNAP) can help inform any partners you've had that they may have been exposed.

PNAP or CNAP services are free of charge. For free and confidential assistance in notifying sexual or needle-sharing partners regarding HIV, please call:

New York State Department of Health HIV/AIDS Hotline

- 1-800-541-AIDS (2437) English
- 1-800-233-SIDA (7432) Spanish

In New York City, call CNAP

- 1-212-693-1419

Please be prepared to leave a message using just your first name (or a nickname if you wish). You'll also need to give a number where you can be reached and the best time to call.

Sources: New York City Department of Health and Mental Hygiene, New York State Department of Health

FREE AND CONFIDENTIAL CLINICS

There are free and confidential clinics that test for HIV and other STDs. When looking for a rapid HIV testing site, choose one that also gives HIV counseling before and after your test. If you are HIV positive, they will help you get care as soon as possible.

You can test confidentially or anonymously. The results of confidential tests are given to you in writing. Anonymous results are not tied to a person's name. For info on how to get a FREE anonymous HIV test without an appointment, call:

New York State Department of Health HIV/AIDS Hotline

- 1-800-541-AIDS (2437) English
- 1-800-233-SIDA (7432) Spanish

In New York City, call CNAP

- 1-212-693-1419
- 311

Sources: New York City Department of Health and Mental Hygiene, New York State Department of Health





110 Fifth Avenue
3rd Floor
New York, NY 10011

Para solicitar este documento en español, llame al Servicio al Cliente al 1-800-288-5441 (TTY/TDD 1-877-247-6272).



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SAVE THE DATE:

NOVEMBER 18, 2011

It's the American Cancer Society's annual Great American Smokeout — which makes it the perfect day to quit smoking. We know that quitting is hard. Nicotine is very addicting. Sometimes, it's easy to think that life wouldn't be as enjoyable without cigarettes.

Stats from the Centers for Disease Control say that 70% of all smokers want to quit. That means 70 out of every 100 people who smoke wish they didn't. Are you one of them? You may be able to get patches and gum at no cost — or your own quit coach. Go to www.nysmokefree.com or call:

- The New York State Smokers Quitline at **1-866-NY-QUITS (1-866-697-8487)**
Monday–Thursday, 9 a.m. to 9 p.m. and Friday–Sunday,
9 a.m. to 5 p.m. Eastern

Sources: quitsmoking.about.com, www.cdc.gov

