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How are you helping your employees stay healthy?

Improving the health of your employees and decreasing the cost of health-care coverage are achievable. Active involvement in a quality health and wellness program is the key to creating and maintaining a healthy workforce. The cost savings is dependent on how well you, your employees and your health plan work together as a team. We can help you to be successful in both of these missions.

Starting a successful wellness program

Wellness programs are a great idea, but often employers overlook three crucial elements needed for a program to succeed. The first is leadership buy-in. Most people don't like being told what to do, but will follow the example of enthusiastic leaders who set and personally live up to high expectations. The second ingredient is incentives. Because the rewards of exercise, losing weight and other healthy activities come slowly, incentives such as vacation time, financial rewards and merchandise



are important. The third ingredient is a healthy workplace. Companies need to change the way people work to include wellness habits as part of the workday. Examples include cutting out sweet treats and offering healthier food choices, planning events and activities that encourage employees to become active and offering on-site health professionals.*

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Geisinger Health Plan scores high in quality

"The PHC4 report contains valuable information designed to help consumers make more informed decisions."

– Duane E. Davis, M.D., GHP's vice president and chief medical officer.

Geisinger Health Plan ranked #1 in three measures in a new report released by the Pennsylvania Health Care Cost Containment Council (PHC4), an independent state agency. In addition, GHP was consistently among the state's top four health plans. This report follows the 2007 U.S. News and World Report/America's Best Health Plans list released in November, where GHP was ranked in the top 15 percent of all health plans in the nation.

The annual report, "Measuring the Quality of Pennsylvania's Commercial HMOs," compares Pennsylvania's health plans in how well they keep members healthy, prevent hospitalizations through primary care, manage ongoing illnesses and perform on surgical procedures. Approximately 40 different measures are compared. GHP was ranked #1 in monitoring kidney disease for members with diabetes, screening for breast cancer and annual monitoring for patients on persistent medications.

Geisinger Health Plan scored well in many of the measures. In 13 of the 17 "Staying Healthy" measures, GHP ranked among the top four health plans in the state. In addition, some of GHP's best results were related to its nationally

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Behavioral health vendor name change

United Behavioral Health is changing its name to OptumHealth Behavioral Solutions. There will not be any changes to member's mental health and substance abuse benefits or contact information.

Members who wish to use their behavioral health benefits can do so by calling OptumHealth at (888) 839-7972. OptumHealth Behavioral Solutions has a fully trained staff to assist your employees in locating a participating provider who is right for them. Their database contains detailed information about participating providers and they can help members find one who meets their specific needs.

For routine behavioral health services, members can go directly to a participating provider. However, for services such as inpatient treatment, partial hospitalization or intensive outpatient therapy, the member must contact OptumHealth Behavioral Solutions first for pre-authorization. A referral from a primary care physician (PCP) is not required although we strongly encourage members to involve their PCP in their treatment, or give your mental health or substance abuse provider permission to do so.

If you have any questions about the mental health and substance abuse benefits, please call OptumHealth Behavioral Solutions at (888) 839-7972.

As a reminder, the mental health and substance abuse benefit provides support for a number of conditions including:

- Managing stress
- Coping with grief and loss
- Anxiety
- Depression
- Mental disorders
- Alcohol or drug dependency
- Eating disorders
- Anger management
- Physical abuse

OptumHealth Behavioral Solutions also maintains an interactive Web site.

To access online resources, members can visit the Plan's Web site at thehealthplan.com and click on *Wellness Information*.

Dental and vision coverage available

Did you know you can offer your employees vision, dental, life and disability coverage through Geisinger Health Plan? GHP offers these two highly requested benefits through Guardian Life Insurance Company of America.

Guardian has been a premier provider of quality products and professional services for over 140 years. The company has maintained outstanding financial strength and exemplary rating from independent analysis, decade after decade.

A wide range of packages are available so you're sure to find an affordable plan for you and your employees. For more information, contact your Health Plan representative.

Keeping you informed about health care

Health Hints

Health Hints is a monthly newsletter designed to provide timely health information for employers to share with their employees as an insert in a newsletter or as a payroll stuffer.

Each month, a new edition of Health Hints will be emailed to employers in a PDF format. Health Hints focuses on health topics such as diabetes, exercise, nutrition and safety and is a valuable resource for employees.

Anyone wishing to receive Health Hints should contact Geisinger Health Plan at (570) 271-8135 or e-mail healthplan@thehealthplan.com.

e-News

e-News is our electronic newsletter that helps you better understand local, regional and national managed care issues. The bulletin is issued monthly to ensure that you are up to speed with our ever-changing industry.

If you would like to receive this free information, send your e-mail address to: healthbenefitsnews@thehealthplan.com. When forwarding your e-mail address, please include company name, location and title.



Improve employees' health awareness with our Health Risk Assessment

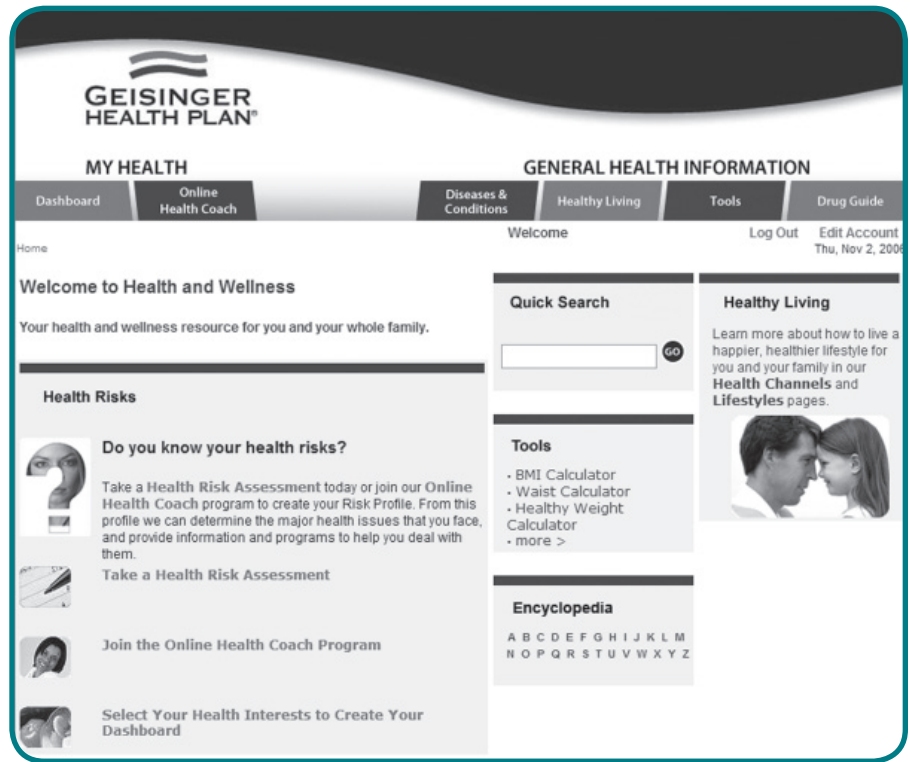
Geisinger Health Plan offers a Health Risk assessment (HRA) on our Web site. It's designed to help your employees create a wellness profile and improve their overall health awareness. It includes a series of 50 questions about health status and behaviors. Answering these questions will help your employees support current healthy habits and guide them to new ones.

After completing the HRA, a wellness profile is generated for members based on their answers. The profile will include what a member is doing well, and what areas can be improved. The profile will also give the member target goals to meet in the areas that need improvement.

Employers who have 50 or more of their employees complete the HRA can receive a report of the aggregate results. Employers can use this data in many ways, such as helping generate wellness programs geared at improving specific problem areas for their employees.

The HRA is geared toward adults age 18 and older. It takes about 10 minutes to complete and individual results are kept completely confidential.

In order to receive the most accurate results from the HRA, it's a good idea for members to have recent health information available such as blood pressure, cholesterol level, height and weight. It is also beneficial, although not required, to have the dates of their most recent preventive health services on hand. These include colon cancer screening, rectal exam, flu and tetanus immunizations, blood pressure and cholesterol screenings. Women should know the date of their last Pap test, mammogram and breast exam.



Geisinger Health Plan offers the HRA through our partner, Health A to Z, which offers many other valuable resources that can be used in conjunction with the HRA or on their own.

Accessing the Health Risk Assessment is easy! Employees can simply go to thehealthplan.com and enter their user id and password, and select *Health Risk Assessment* from the right navigation bar.

If you have any questions or would like your employees to participate in the HRA, please call our Wellness Specialist at 271-7874 Monday through Friday from 8 a.m. to 5 p.m.

How are you helping your employees stay healthy?

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Geisinger Health Plan can help

Our health maintenance programs focus on wellness and lifestyle choices including tobacco use, fitness and nutrition to keep your employees healthy.

At no cost, our wellness specialists will study your company's demographics, claims and utilization to determine what health related areas need to be addressed. A tailored employee survey and online health risk assessment determine current areas of strength and weakness for both your employees and the company. All of this information is used to design and customize a program specific to the needs of your employees.

Our unique mix of programs can positively impact lifestyle, improving your employees' health and quality of life while working to control your health-care costs. That's not just good for your employees, that's smart for your business.

Whatever your health concerns may be, we have a program to encourage your employees to achieve and maintain healthy lifestyles. If you are interested in starting a wellness program for your employees, or learning more about what GHP can offer employer groups, call GHP's wellness specialist at (570) 271-7874 Monday through Friday from 8 a.m. to 5 p.m.

*Industry Week, 1/3/08

GHP names new vice president of sales

Joseph Haddock has been named vice president of sales for Geisinger Health Plan. In his position, Haddock will be responsible for all aspects of the planning and operations for Geisinger Health Plan, Geisinger Quality Options, and Geisinger Indemnity Insurance Company's commercial sales line of business, including membership growth and strategic planning.

Haddock has been an employee of Geisinger Health Plan for 13 years, starting as an account executive in 1995. He was promoted to manager of broker sales in 1998, regional sales manager in 1999 and director of sales in 2004.

In 1990, Haddock received a bachelor of

science degree in business administration from Bucknell University. He received a master of health administration degree from the University of Scranton in 2000.

Haddock lives in Roaring Brook Township with his wife, Noelle, and three children, Kyle, 13, Sean, 10 and Abby, 8.

Mike Morucci continues to hold his position as vice president of marketing and sales.



Send us your e-mail

You can forward your comments or suggestions about this newsletter to:

**businessupdate
@thehealthplan.com**

or mail them to:

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Stephanie D. Law, Specialist
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Geisinger Health Plan scores high in quality

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accredited disease management program for members with diabetes and asthma. GHP scored higher than state and national averages in members receiving A1c blood tests and eye exams in the past year and screening members with diabetes for cholesterol. GHP also scored higher than state and national averages in childhood immunizations, timely initiation of prenatal care, screening for colorectal and cervical cancer, controlling high blood pressure and using beta-blockers after a heart attack.

In service measures, GHP exceeded the national average in getting needed care and seeing a specialist.

"The PHC4 report contains valuable information

designed to help consumers make more informed decisions," says Duane E. Davis, M.D., GHP's vice president and chief medical officer. "By providing an apples-to-apples comparison of health plans, this resource encourages health plans to improve the quality of care they provide their members, helping to control the cost of health care in Pennsylvania."

An independent state agency, PHC4 was created under Pennsylvania statute (Act 89) to collect, analyze and report data to the public about the cost and quality of health care in Pennsylvania. This is the ninth year PHC4 has reported on the quality of care that HMO networks offer.



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