



Geisinger Health Plan *Business Update*

an update for businesses and brokers Fall 2011

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For the fourth year in a row, GHP and Gold are named the top plans in Pennsylvania

For the fourth year in a row, Geisinger Health Plan (GHP) and Geisinger Gold are the top-ranked private and Medicare health plans in Pennsylvania.* Nationally, GHP's health maintenance organization (HMO) is ranked eighth and Geisinger Gold's HMO is ranked ninth for quality and service by the National Committee for Quality Assurance (NCQA).

NCQA ranked more than 483 private HMO and preferred provider organization (PPO) plans and more than 385 HMO and PPO Medicare plans. These lists are the only apples-to-apples comparison of health-care quality and customer satisfaction in the nation.

The 2011-2012 rankings mark the first time that PPO plans have been included since NCQA began issuing annual rankings six years ago. GHP's PPO was the second highest ranked plan in Pennsylvania and was ranked No. 17 nationally.

"Membership in PPO plans has been growing steadily over the past few years," says GHP President and CEO Jean Haynes. "While growth is important, it is equally important to us that businesses which offer PPO plans have access to information regarding quality and customer satisfaction when choosing a plan that is best for them and their employees. We have worked hard to ensure that Geisinger Health Plan members receive better care, and these rankings are the result of our hard work."

"These rankings are comparable to a health plan's report card," says Duane Davis, M.D., GHP Vice President and Chief Medical Officer. "High rankings such as those

received by GHP send a message that our members ultimately receive better care. We have developed ways to ensure children see their doctors and receive



important immunizations, and that adults remain on medications that prevent future heart attacks. We recognize how important it is to reach out to women to help them schedule screenings that detect breast and cervical cancer early. Our members want the best for their loved ones, and we work hard to deliver it."

GHP offers a secure website to ensure your employees and their physicians receive information about recommended screenings and immunizations—just one of the valuable tools to ensure your employees remain healthy. When a member logs into the Health Plan's website, they are able to view a list of recommended preventive services. Physicians receive a list of members who are in need of screenings and immunizations so they can also follow up with members to ensure these services are scheduled.

Updated Employer Service Center now available

Geisinger Health Plan recently launched a new Employer Service Center at www.thehealthplan.com. Our new Employer Service Center will help you process enrollment transactions more efficiently.

New features found on the Employee Service Center include:

- New and improved look
- Enhanced navigation
- Streamlined enrollment
- Addition of "Division Category" function to help users select the appropriate division when searching/submitting requests
- Updated request search and status messages

To submit feedback using the secure message feature from our Employer Service Center, click on Compose a Message and select Web site questions/suggestions from the options in the to box. Type your message in the space provided and then click send.

Our goal is to offer you a user-friendly Web portal that provides the necessary tools to manage your employees. If you have any questions, please contact customer service at (800) 447-4000.

Premium rebates offered as part of health care reform

You may have received a letter from GHP asking you to verify your number of employees. This request is the result of a regulation in The Patient Protection and Affordable Care Act (PPACA).

PPACA offers a rebate to group customers in specific situations. If the ratio of medical costs to the premium paid is less than the ratio outlined in the legislation, then employer groups are entitled to a rebate of premiums based on the number of employees.

If you haven't yet provided that information, please complete and return the form to us. Your response will ensure that you are placed in the proper group-size segment for purposes of calculating any future rebate to which you might be entitled.

If you have not received the mailing or have any questions, please call the customer service team at (800) 447-4000.

GHP must submit the rebate calculation form by early June. Any rebate will be issued no later than August 1, 2012.

Important pharmacy processing changes for 2012

GHP is improving pharmacy claims processing methods for members with prescription benefits. Beginning January 1, 2012, MedImpact will process member prescription drug claims at the pharmacy. Our top priority is to make sure this transition occurs without any service interruption for members, providers and pharmacies. Please note the following:



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- New prescription benefit cards will be distributed (to applicable members) before this transition takes effect on January 1, 2012. Beginning January 1, your employees will need to present their new prescription benefit card to their pharmacy, including mail order pharmacy, for prescriptions to be paid
- Member ID numbers will remain the same
- Members may encounter a slight delay in prescription processing during their first 2012 prescription fill
- Argus prescription benefit cards will not be accepted after December 31, 2011

If you have questions, please call (800) 988-4861 or (570) 271-5673; TDD/TTY 711.

Upcoming 2012 PPACA provisions

- Beginning January 2012, employers will be required to calculate and report the value of their employer-sponsored coverage on their employees' W-2 forms. This rule is generally effective for coverage offered beginning January 1, 2011 and includes the value of major medical coverage, executive physicals, HSA contributions, on-site medical clinics (only if they provide more than minimum care), Employee Assistance Programs, Medicare supplemental policies, and employer contributions to health care FSAs. Both the employer and employee cost portions must be included when calculating the value of benefits.
- Beginning March 23, 2012, health plans are required to provide prospects and existing members with a uniform summary explanation of their benefits and coverage when they apply, enroll or re-enroll.

Innovative programs set Geisinger apart

ProvenCare® has been making headlines since it was first introduced by Geisinger Health System in February 2006.

ProvenCare is a multipronged approach to providing quality care at a reduced cost. ProvenCare, a collaborative effort between Geisinger Clinic and Geisinger Health Plan, relies on the redesign of care processes and Geisinger's advanced electronic health record (EHR) to create and standardize evidence-based best-practice "bundles" of care.

Findings show that the program has significantly increased adherence with guidelines and improved clinical outcomes.

Geisinger strategic priorities for ProvenCare programs are:

- Identify high-volume diagnostic-related groupings
- Determine best-practice techniques
- Deliver evidence-based care
- GHP pays global fee
- No additional payment for complications

ProvenCare® Acute Episodic Care has been recognized by The New York Times, The Washington Post, The

Financial Times and other newspapers, journals and television news organizations. The model features a global price that covers all aspects of preadmission, inpatient, and follow-up care at a Geisinger facility, as well as any care including readmission, due to postoperative complications within a 90-day period. Originally designed for coronary artery bypass graft (CABG) surgery, the model has been expanded to cover other surgical and interventional procedures related to bariatric surgery, hip replacement, and cataract surgery. Results consistently show decreased mortality, rates of infection and other complications, length of stay, and readmission rates. The ProvenCare Acute Episodic Care portfolio includes:

- Total hip replacement
- Cataract removal
- Percutaneous coronary intervention
- Bariatric surgery
- Perinatal care and delivery
- Low back pain management
- Chronic kidney disease and erythropoietin
- Lung cancer resection (national collaborative)

Access to world-class, quality care

Geisinger Health Plan offers a robust network of hospitals, and primary and specialty care providers for employees' health-care needs.

With 96 hospitals, and more than 4,100 primary care and 36,500 specialty care provider participating in GHP's network, employees will be able to get the care they need close to home.

But did you know, Geisinger Health Plan also offers access to many world-class quaternary facilities as well?

Allentown

- Lehigh Valley Hospital

Baltimore

- Mount Washington Pediatric Hospital
- University of Maryland Medical Center
- James Lawrence Kernan Hospital
- Johns Hopkins Hospital
- Johns Hopkins Bayview Medical Center

Danville

- Geisinger Medical Center

Harrisburg

- Pinnacle Health at Harrisburg Hospital
- Pinnacle Health at Polyclinic Hospital
- Pinnacle Health at Community General Osteopathic Hospital

Lancaster

- Lancaster General Hospital
- Lancaster Regional Medical Center

Pittsburgh

- Alle-Kiski Medical Center
- Allegheny General Hospital
- Allegheny General Hospital-Suburban Campus
- Western Pennsylvania Hospital (WPH)
- WPH-Forbes Regional Campus

Philadelphia

- Fox Chase Cancer Center
- Hospital of the University of Pennsylvania
- Pennsylvania Hospital
- Presbyterian Medical Center of the University of Pennsylvania
- Temple University Hospital

Reading

- Reading Hospital and Medical Center

York

- York Hospital

New faces at GHP



Steve Babcock, Jr.

Steve Babcock is the regional sales manager for the Northcentral and Western region sales offices.

Prior to joining GHP, Steve was a senior account executive for HealthAmerica. During his tenure at HealthAmerica, Steve was named the Mid-Market Account Executive of the Year 4 times, received the HealthAmerica President's Council 10 times and Coventry Health Care President's Council 7 times for outstanding performance.

Steve received his bachelor of science degree in fitness management from Lock Haven University and his master of science in sport management from the University of Massachusetts. He worked in sports medicine for five years before moving into insurance sales.

Connie Bednar



Connie Bednar is the vice president for third party administrator (TPA) services and strategic accounts.

Connie brings more than 26 years of health care experience to her new role. Most recently, she served as the regional vice president of sales for HealthAmerica Pennsylvania. During her tenure there, Connie was the 2010 Coventry Sales Manager of the Year with the highest commercial membership production in the company's history. She was also named to Coventry Health Care President's Council eleven times and was the 2005 Sales Executive of the Year.

Connie received a bachelor of art degree in humanities with a minor in business from The Pennsylvania State University. She also holds a Managed Healthcare Professional designation from America's Health Insurance Plans.

Send us your e-mail

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

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Or mail them to:

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