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President Obama refers to Geisinger as a model for health care reform

In two separate speeches on health-care reform, President Obama cited Geisinger Health System as a model for high quality care at lower than average costs. He said health-care providers nationwide have to look at places like Geisinger and learn from our success. The speeches were given before the American Medical Association in Chicago and during a town hall meeting in Green Bay.

Geisinger Health Plan has worked for several years with Geisinger's clinicians to improve the quality of care our members receive. Through this partnership, unique programs including Health Navigator, our medical home program, and Proven Care™ were developed (see below for descriptions). Both programs focus on improving the quality of care members receive while helping to control health-care expenses.

"We have always been focused on providing high quality to our members. We believe that quality and efficiency can go hand in hand," says Duane Davis, M.D., chief medical officer for Geisinger Health Plan. "It is an honor to be cited by the President and a tribute to all our employees who work hard to make sure our members get the best care and service."

This is not the first time Geisinger Health Plan has received national recognition. GHP was named "Outstanding Health Plan" in 2008 by the nation's premier disease management trade group, DMAA: The Care Continuum Alliance. GHP was also ranked #5 in the nation according to the U.S. News & World Report/National Committee for Quality Assurance (NCQA) America's Best Health Plans 2008-09 list*.

*America's Best Health Plans 2008-09 is a trademark of U.S. News and World Report.

About Health Navigator

Health Navigator is a combined effort between primary care providers and GHP to improve members' health by providing guidance through the sometimes complex world of health care. It's also known as a "medical home." A team of health care providers led by the member's primary care physician



coordinates care, whether members:

- Are healthy
- Have a new health-care issue
- Have ongoing or complex health care concerns

About ProvenCare™

ProvenCare is the commitment to providing the best possible care every time. There are three main components to Geisinger's ProvenCare surgeries and procedures:

- A series of best practices that are agreed upon and followed by all physicians and surgeons
- A system of checks and balances that holds various members of the surgical team responsible for elements of the patient's care
- A flat fee—neither the patient nor Geisinger Health Plan pay for avoidable complications with in 90 days of the procedure

This system was put in place to minimize errors and complications while maximizing a patient's outcome. ProvenCare programs are available for coronary artery bypass graft (CABG), hip replacement, cataract surgery, PCI/angioplasty, perinatal care, bariatrics, low back pain and erythropoietin management.

Be an active member

In order to get the most out of your health care coverage, you should understand certain rights, which were put in place to protect you. You should also know your responsibilities and be sure to adhere to them.

As a member of Geisinger Choice you have the right to:

- timely and effective redress of complaints, appeals and grievances.
- attain health maintenance literature and material about Geisinger Choice, its services, practitioners and providers, written in a manner which truthfully and accurately provides relevant information so that it is easily understood.
- be treated with respect and recognition of your dignity and right to privacy.
- obtain from your plan physician current information concerning your diagnosis, treatment and prognosis in reasonably understood terms, unless it is not medically advisable.
- be given the name, professional status and function of any personnel providing health services to you.
- give informed consent before the start of any procedure or treatment.
- discuss appropriate or medically necessary treatment options for your condition regardless of cost or benefit coverage.
- participate with practitioners in decision making regarding your health care.
- be advised if a health care facility or provider participating in your care propose to engage in or perform human experimentation or research affecting your care or treatment. A legally responsible party on your behalf may, at any time, refuse to participate in or to continue in any experimentation or research program for which you have previously given informed consent.
- refuse any drugs, treatment or other procedure offered by Geisinger Choice or its providers to the extent permitted by law and to be informed by a physician of the medical consequence of your refusal.
- have all records pertaining to your medical care treated as confidential unless disclosure is necessary to interpret the application of your contract to your care or unless disclosure is provided for by law.
- access all information contained in your medical records unless access is specifically restricted by your physician for medical reasons.
- obtain emergency services without unnecessary delay, when necessary.
- make recommendations regarding the Member Rights and Responsibilities policies.
- be informed of these rights and responsibilities.



As a member of Geisinger Choice you have a responsibility to:

- know your primary care provider (PCP) and site, and the nearest participating hospital.
- contact your PCP for all medical care except in the case of emergencies.
- be prepared when talking with the doctor.
- attempt to schedule appointments with the same primary care team each time.
- contact the Plan or your PCP if admitted to a non-participating hospital to arrange for transport when your condition has stabilized.
- identify yourself as a Geisinger Choice member whenever you call or visit your doctor.
- give your health care providers the information needed to care for you and to follow the instructions or guidelines you receive.
- participate in understanding your health problems and developing treatment goals.

Note: Members who have Geisinger Choice with No Referral are not required to designate a primary care physician.

Information for members with special communication needs

- If you are hearing impaired, contact Geisinger Choice with questions or concerns via the TDD/TTY telephone line at (800) 447-2833 Monday, through Friday, 8 a.m. to 4:30 p.m.
- If you are visually impaired, Geisinger Choice will provide audio cassettes of important member material upon request.
- For non-English speaking members, Geisinger Choice communication occurs via a special third-party telephone line known as "Language Line." Non-English printed materials can also be produced upon request.

New physicians

This list includes new primary care providers who have joined Geisinger Choice since May 1, 2009. For more information on these and other participating providers, please visit our Web site, thehealthplan.com, or call the Customer Service Team at the number on the back of your ID card. *Note: Members who have Geisinger Choice with No Referral are not required to designate a primary care physician.*

Adams

Family Practice

Rita B. Harrison, MD

Berks

Family Practice

Trina L. Michael, DO

Family Practice

Mary C. Stock-Keister, MD

Blair

Family Practice

Ruth Diane Jones, DO

Bucks

Family Practice

Ruth E. Austin, DO

Internal Medicine

Amanda M. Owens, DO

Dauphin

Family Practice

Paul D. Williams, DO

Lancaster

Family Practice

William J. DeMedio, MD

Marko A. MilijkoVIC, MD

Lehigh

Family Practice

Robert A. Matta, DO

Kristin C. Reihman, MD

Internal Medicine

Deborah A. Lehrich, MD

Lycoming

Family Practice

Michael W. Jones, MD

Northampton

Family Practice

Richard M. Wszolek, DO

Internal Medicine

Jinesh M. Gandhi, MD

Ahmad M. Mizyed, MD

William T. Scharle, MD

Northumberland

Internal Medicine

Susan F. Borys, MD

Pike

Pediatrics

Alexander Pinsky, MD

Potter

Pediatrics

Ekta Khanna, MD

Somerset

Family Practice

Marlo H. Marcheleovich, DO

Kochumol Thomas, MD

Wayne

Pediatrics

Alexander Pinsky, MD



Continuing your care

New members who wish to continue an ongoing course of treatment with a non-participating provider must contact the Customer Service Team prior to receiving treatment.

Geisinger Choice will talk with the provider to determine if he or she will accept the PPO's terms and conditions for payment. If the provider agrees, the PPO will pay for covered services for the first 60 days of enrollment. (If a member is in her second or third trimester of pregnancy, services will be covered through delivery and postpartum care.)

In certain cases, a member may also be considered for coverage of ongoing treatment for a transitional period of time when a provider leaves the network. If this occurs, Geisinger Choice will notify you and the process you should follow to exercise your continuity of care option.

Important information for members

Protect yourself from insurance fraud

In an effort to protect you from health insurance fraud, Geisinger Choice maintains an Anti-Fraud Program designed to help detect and eliminate fraud and abuse.

Fraud and abuse take on many forms. Some examples include:

- selling or sharing one's insurance identification number or information so false claims can be filed
- an employer who enrolls subscribers who do not work for his or her business under a group service agreement
- using a member identification number that is not your own to receive treatment

Protect yourself. Use discretion when providing your health insurance information (including your member identification number). Never release your information in exchange for free services or gifts.

If you suspect fraud or abuse, you can contact us in any of the ways listed below. You may remain anonymous.

- E-mail at FA@thehealthplan.com
- Telephone, using the Customer Service Team number listed on the back of your ID card.
- Or send written correspondence to:
Geisinger Choice
Anti-Fraud Program
100 North Academy Avenue
Danville, PA 17822-3220

Changes to your enrollment status

Many changes will occur throughout your lifetime. Some of these changes can affect your continued coverage with Geisinger Choice.

Additions to the family

When you welcome a new member to your family through birth, adoption or marriage, you may wish to include them in your coverage through Geisinger Choice. In order to add them to your insurance policy, you must enroll your new child or spouse as a Geisinger Choice member within 31 days after the event. Talk to your employer or contact the Customer Service Team for more information.

Employment changes

As soon as you begin a job at a new company, inquire about the company's health insurance policy. Often, people who change jobs can continue their Geisinger Choice coverage. Sometimes, however, if you move outside the service area or your employer does not offer Geisinger Choice, you may have to discontinue your participation.

College students

Dependent children who meet age and school eligibility requirements may continue their coverage while at college. If they attend college within Geisinger Choice's service area,



they may select a primary care provider (PCP) in that area.* They can change their PCP if they return home for the summer. Non-emergency and non-urgent services are not covered for students outside the Geisinger Choice service area. If emergency or urgent care is received outside the service area and follow-up care is needed, please call your PCP to coordinate your care inside the service area. Geisinger Choice recommends that routine medical care take place when a student is at home during school vacations.

Financial independence

When your child is no longer primarily dependent on you for financial support, he or she becomes ineligible for coverage. This independence could occur when your child gets married, accepts a full-time job, or graduates from a college or trade school, whichever comes first. At this time, your child can convert to his or her own policy with Geisinger Choice if he or she resides in the service area. Whenever any of these life changes occur, you have 31 days past the date of the event to convert your dependent's coverage. Review your benefit documents to learn about your options.

Primary care physician changes

Changes such as a new job or marriage may not affect your status as a Geisinger Choice member, but could cause you to relocate within Geisinger Choice's service area. If, after relocating, you wish to choose a more convenient office and need to change your primary care physician, call the Customer Service Team.

Relocation

If you will be out of the service area for more than three months or you move to a permanent residence outside the Plan's coverage area, you will no longer be eligible for coverage. If you change your address for any reason, call the Customer Service Team so that you continue to receive important mailings from the Geisinger Choice.

**Members who have Geisinger Choice with No Referral are not required to designate a primary care physician.*

Managing diabetes

Regular exercise and a healthy diet can help manage diabetes

Diabetes is a serious condition that affects many people and causes life-long health problems. People with diabetes are more likely to have higher blood pressure and higher cholesterol than people without diabetes. They also have an increased risk of heart disease, stroke, eye problems, kidney problems, and nerve damage.

That's why, if you have diabetes, it's important to stay active and eat a balanced diet to reduce your risk of developing other health problems.

Make fitness a priority. Begin an exercise program and set aside a specific time each day for your activity. You should gradually increase your activity level working towards 30 to 60 minutes a day. Walking is a great way to stay fit and maintain a healthy weight. Remember to talk to your doctor before beginning any exercise program.

Eat a balanced diet. Eating right can help you control your weight, lower your cholesterol, and give you the energy to stay active. Eat lots of whole grains, fruit and vegetables, and moderate amounts of lean protein and healthy fats.

While exercise and a healthy diet can help manage your diabetes, you also need to work with your doctor to monitor you condition.

If you have diabetes, there are several tests you need to have:

- **A1C (blood sugar) screening** – your A1C level should be below 7 percent
- **LDL (bad cholesterol) screening** – your LDL level should be below 100 mg/dl
- **Dilated eye exam**
- **Kidney function test** or treatment with medicines such as ACE or ARBS to maintain kidney function
- **Blood pressure reading** – your blood pressure should be less than 130/80

Talk to your health care provider to make sure you have received all the important tests and have your diabetes under control.



Breathe easier — controlling COPD

Chronic obstructive pulmonary disease (COPD) is a serious lung condition where a blockage in the lungs makes it increasingly harder for a person to breathe. COPD happens as the result of other health problems such as bronchitis, emphysema or asthma.

There are several risk factors for developing COPD, including environmental pollutants. However the number one factor is smoking, which causes about 80 to 90 percent of deaths related to COPD, according to the American Lung Association.

Testing for COPD

If you are at risk for COPD or are experiencing symptoms, talk to your doctor about being tested for the disease. Some of the symptoms include shortness of breath, a constant cough and wheezing.

The test for COPD, called spirometry is a simple breathing test. The patient blows into a machine, which measures the amount of air the person breathes out and the amount of time it takes. From this test, your doctor can determine if you have the disease and, if so, how far it has progressed. This information can help you and your doctor develop an appropriate treatment plan.

Treating COPD

You can live with COPD if it is diagnosed and treated properly. Once you've been diagnosed with COPD, it's important that you eliminate certain risks. You should quit smoking, and avoid exposure to chemicals, dust and other pollutants. In addition to these important lifestyle changes, your doctor may prescribe one or more medications to manage your condition and help you breathe easier. Medications for COPD can include bronchodilators or inhaled steroids.

If you have questions about diabetes or COPD, or if you would like to learn about our diabetes and COPD health management programs, please call Care Coordination at (800) 883-6355.

Two enemies of a healthy heart

The hazards of high blood pressure

High blood pressure, or hypertension, causes your heart and arteries to work harder to circulate blood. The stress on your organs can eventually lead to a stroke, heart attack, heart failure, kidney failure or eye problems.



According to the American Heart Association approximately one-third of adults in the United States have high blood pressure. If you fall into this category, talk to your doctor about how you can lower your blood pressure. A good goal for most people is a reading below 140/90. People with diabetes should have a blood pressure reading below 130/80 and the general population should be below 120/80.

Along with always taking any prescribed blood pressure medicine as ordered by your health care provider, you should maintain a healthy weight and stay physically active; refrain from drinking too much alcohol; eat a diet low in saturated fat, cholesterol and salt; and reduce stress whenever possible.

If you have questions about hypertension or would like information on our hypertension health

management program, in which a nurse can help you manage your hypertension, please call Care Coordination at (800) 883-6355 Monday through Friday 8 a.m. to 4:30 p.m.

Cholesterol — the good and the bad

High blood cholesterol is one of the major risk factors in cardiovascular disease. The good news is it's also controllable. If you are 20 years of age or older, you should have your cholesterol levels checked at least once every five years, using a blood test called a lipoprotein profile. The profile will give information about your total cholesterol, LDL levels, HDL levels, and triglycerides, a form of fat in your blood.

LDL (low-density lipoprotein) cholesterol, or bad cholesterol, can build up in your arteries causing a condition called atherosclerosis. This build-up can eventually lead to a heart attack or stroke.

HDL (high-density lipoprotein), or good cholesterol, can help protect against a heart attack by carrying cholesterol from other parts of the body back to the liver where it is removed.

Once you know what your cholesterol levels are, you can work with your doctor toward improvement. Some steps you can take include eating a diet low in saturated fat, trans fatty acids or trans fats, or dietary cholesterol; maintaining a healthy body weight; and staying physically active.

There are however some risk factors you cannot control. These include heredity, age and gender. In some cases, if lifestyle changes are not enough, your doctor may talk to you about medication to lower your cholesterol.

How do you rate?

♥ Total cholesterol

Best: Less than 200 milligrams/ per deciliter (mg/dL)

Borderline high: 200 to 239 mg/dL

High: 240 or more mg/dL

♥ LDL (bad) cholesterol

Best: Less than 100 mg/dL

Good: 100 to 129 mg/dL

Borderline high: 130 to 159 mg/dL

High: 160 to 189 mg/dL

Very high: 190 or more mg/dL

♥ HDL (good) cholesterol

Best: 60 or more mg/dL

Good: 40 to 59 mg/dL

Bad: Less than 40 mg/dL

♥ Triglycerides

Normal: less than 150 mg/dL

Borderline high: 150 to 199 mg/dL

High: 200 to 499 mg/dL

Very high: 500 or more mg/dL

Keep your baby safe and healthy — immunize on time!

A child's first years can be a wonderful, challenging and busy time. If you are the parent of a new baby, you know how important it is to keep them safe and healthy as they grow.

Did you know that immunizing on time is one of the best ways to help keep your baby healthy? That's why Geisinger Choice urges new parents to keep their child's immunizations up to date.

Vaccines have protected many children every year from severe illnesses such as measles, polio, whooping cough and tetanus. According to the American Academy of Pediatrics, childhood vaccines are 90 to 99% effective in preventing diseases and even more effective at reducing the severity of an illness if a child does develop a disease.

In addition to keeping immunizations current, we also encourage our members to schedule all of the recommended well-child visits. Regular checkups are important for your child's health.

Each child is unique, so your health care provider will help decide when to schedule these visits. Children should have 10 checkups during their first 24 months and yearly checkups after 24 months.

Below is a schedule of important vaccinations your child should receive in the first 6 years.



Immunization guidelines – infancy to age 6

Hepatitis B (Hep B) 3 doses: birth, 1-2 months, 6-18 months

Rotavirus (Rota) 3 doses: 2 months, 4 months, 6 months

Diphtheria, tetanus, pertussis (DTaP) 5 doses: 2 months, 4 months, 6 months, 15-18 months, 4-6 years

Haemophilus influenzae B (Hib) 3 or 4 doses: 2 months, 4 months, 6 months, 12-15 months (if only three doses are given, the last should be after 12 months of age)

Pneumococcal (PCV) 4 doses: 2 months, 4 months, 6 months, 12-15 months

Polio (IPV) 4 doses: 2 months, 4 months, 6-18 months, 4-6 years

Influenza should be administered yearly between the ages of 6 months-5 years

Measles, mumps, rubella (MMR) 2 doses: 12-15 months, 4-6 years

Varicella (chickenpox) 2 doses: 12-15 months, 4-6 years

Hepatitis A (Hep A) 2 doses: 12-23 months (doses should be administered 6 months apart)

Should you designate an Authorized Representative?

By designating an Authorized Representative, you give us permission to talk to someone else regarding your care, claims, appeals and benefits.

You can be as broad or as specific as you want when filling out an Authorized Representative Form. For instance, you can allow Geisinger Choice to discuss any information or you can limit the scope to include only conversations about an ongoing treatment.

An Authorized Representative Form can be very important if someone else is handling your finances or helping with your care. You may need an Authorized Representative Form if you are:

1. a **parent** whose 18 year old child is still covered on your insurance and you need to question a claim
2. a **spouse** who takes care of the bills and needs to discuss a claim you received for your husband/wife
3. a **son or daughter** caring for an elderly parent who needs to understand ongoing health management with a Care Coordination Nurse

An Authorized Representative Form differs from a Power of Attorney form because the person you designate has no authorization to make medical decisions on your behalf. With an Authorized Representative Form, you are simply giving us permission to talk to someone about your care.

You received an Authorized Representative Form in your member packet. If you would like another copy, please call the Customer Service number on the back of your ID card.

Formulary updates

Drugs Deemed Formulary: Drugs Deemed Non-Formulary:

Xenazine (3) *,t
Trilipix (2)
Avodart (2)

Vimpat (3) *,t
Toviaz (3) *,t

Geisinger Choice Member Update is published quarterly. Comments are welcome.

Please write:

Editor

**Geisinger Choice
Member Update**

**100 North Academy Avenue
Danville, PA 17822-3240**

or e-mail:

memberupdate@thehealthplan.com

For questions about your plan, please call the number on the back of your Identification card weekdays between 8 a.m. and 6 p.m.

Note: If you have Geisinger Choice coverage but are not enrolled through an employer, please note that the term "member" is used in this document to describe you and your covered dependents. Your benefit documents use the term "covered persons."

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