

On behalf of the Executive Staff at Centers Plan for Healthy Living (CPHL), I would like to take this opportunity to welcome you as a Centers Plan for Healthy Living (CPHL) Provider and hope that you find this first edition of CPHL's Provider Newsletter helpful. Our goal is to provide you with succinct updates on CPHL's efforts to make accessing healthcare services easier for our mutual patients, as well as to provide you with timely updates on developments within the Healthcare Industry that may be of general interest to you and your patients.

Centers Plan for Healthy Living is a new company with a fresh vision of coordinated healthcare; our mission, vision and goals are simple - to optimally partner with our Providers to break down barriers to accessing healthcare services for our Members, enable our Members to remain in the least restrictive setting to receive comprehensive care and ensure that our Members realize the full measure of quality healthcare outcomes from the services they receive.

In 2013, Centers Plan began offering healthcare services as a **Managed Long Term Care Plan (MLTC)**, a Plan specifically designed to assist those individuals who are frail and at risk for Nursing Home Placement to remain in their homes and communities for as long as possible. Since then, we have expanded our operations into Medicare (with a Prescription Drug Benefit), under **Advantage Care (HMO)**, and, beginning January 1 2015, Centers Plan launched its new **FIDA (Fully Integrated Duals Advantage) Plan called FIDA Care Complete (MMP)** that is designed to provide those Members who qualify for both Medicare and Medicaid benefits with coordinated services under a single unified Program.

We realize that the HealthCare Marketplace is changing rapidly and that making choices about how and where to obtain healthcare can become very challenging for your patients. It can be equally challenging for Providers who attempt to coordinate complex care arrangements for their patients. Centers Plans' dedicated Care Management Staff are committed to partnering with you to more effectively navigate this process, from the time of our initial interactions with your patient (e.g. in the home for MLTC and FIDA Members) to the point where your patient might need outpatient, inpatient or skilled nursing facility care.

In this issue, we describe in greater detail some of the advantages of participating in each of CPHL's Program options and reflect on some efforts CPHL has made to assist our Members with medication adherence. A quick reference guide is also included for your convenience to facilitate communication with key departments within CPHL.

We hope that you find this Newsletter helpful and we would invite you to provide us with any feedback you may have, inclusive of any suggestions for topics you would like to see us cover in future communications.

Thank you again for your commitment to providing our Members with the highest level of quality care.

Sincerely,

Marco H. Michelsen, MD
Chief Medical Officer

INDEX

Who Is CPHL	2
What Does CPHL Offer?	2
Managed Long Term Care	3
Nursing Home Transition	3
Advantage Care (HMO)	3
FIDA Care Complete (MMP)	3
Provider Resources	4
Medication Adherence	5
CPHL Reference Guide	6

WHO IS CPHL?

Centers Plan for Healthy Living (CPHL) is a managed care organization, whose goal is to provide the ultimate healthcare experience to our Members by offering them the guidance necessary to live healthier lives. We have designed our managed care plans to foster collaborative and productive communications between our Members, their caregivers and their healthcare providers that will ensure they are presented with the most appropriate healthcare options possible.

As part of Centers Health Care, a leading provider of medical and rehabilitative services with 25 healthcare facilities in NY & NJ, CPHL is able to provide the highest quality of care to our Members.

WHAT DOES CPHL OFFER?

When CPHL was incorporated, its primary business was managed long term care (MLTC). We have since expanded our offerings to include a Medicare Advantage Plan with prescription drug benefits (MAPD) and Fully Integrated Duals Advantage Plan (FIDA).

- **Our Managed Long Term Care (MLTC)** plan was designed for adults who are eligible for New York State Medicaid and require assistance with their day-to-day activities but wish to remain in the comfort of their own home, rather than in a nursing home.
- **Advantage Care (HMO)** is our Medicare Advantage plan which offers all the benefits of traditional Medicare PLUS additional items not covered by Medicare, such as dentures, hearing aids and a monthly OTC card.
- CPHL is participating in the Fully Integrated Duals Advantage (FIDA) demonstration. **FIDA Care Complete (MMP)** is a managed care plan that contracts with both Medicare and the New York State Department of Health (Medicaid) to provide benefits of both programs to qualifying participants.

MANAGED LONG TERM CARE PLAN

Centers Plan for Healthy Living assigns each Member a Care Manager, who provides the support and coordination necessary to allow them to live independently in their own homes and communities. A registered nurse evaluates and assigns each Member the services required for their specific level of care. These services are targeted to the Member's individual needs and may include home health aides, podiatry, Occupational/Physical/Speech therapies, social and adult day care, and much more.

If you have a patient that may benefit from our services please refer them to **Member Services**, by calling **1-855-270-1600**. Our Customer Care Group is available 7 days a week, 8AM-8PM to answer any questions you or your patients may have about our Managed Long Term Care Plan.

Nursing Home Transition Update

Effective February 1, 2015 in New York, Kings, Queens, Bronx and Richmond counties and effective April 1, 2015 in Nassau, Suffolk, and Westchester counties, all eligible recipients over age 21 in need of long term care/permanent placement in a Nursing Home (NH) will be required to join a Medicaid Managed Care Plan (MMCP) or a Managed Long Term Care Plan (MLTCP). All current long term/permanent custodial care beneficiaries in a Medicaid-certified NH prior to the phase-in date will remain in fee-for-service Medicaid, but may enroll in a MMCP on a voluntary basis beginning October 1, 2015. Members will not be required to change nursing homes as a result of this transition. New placements will be based upon Centers Plan for Healthy Living contractual arrangements and the specific needs of the individual. For additional information, please contact our **Provider Services Department at 1-844-292-4211**.

ADVANTAGE CARE (HMO)

Centers Plan for Healthy Living's Medicare Advantage Plan called **ADVANTAGE CARE (HMO)**, provides its Members with additional benefits, above and beyond what is covered by traditional Medicare. Some benefits are:

- No or Low copays for PCP and specialists
- Monthly OTC card
- Dental Care including dentures
- Hearing aid

If you have any Medicare patients that could benefit from **ADVANTAGE CARE (HMO)**, please have them call **Member Services at 1-877-940-9330**

FIDA CARE COMPLETE (MMP)

Centers Plan for Healthy Living is excited to be participating in the recent FIDA (Fully Integrated Duals Advantage) demonstration, with its newest health plan called **FIDA CARE COMPLETE (MMP)**.

FIDA became effective on January 1, 2015 and is a three year demonstration project involving a collaboration between the Centers for Medicare and Medicaid Services (CMS), the New York State Department of Health (NYSDOH) and approved NYS Health Plans. The program is designed to better integrate care for qualified Participants. To be eligible, the Participant must be entitled to Medicare Part A, Part B and Part D, AND receiving full Medicaid benefits. They must be at least 21 years old and live in the 5 boroughs of NYC. If you have any questions, please call one of our dedicated **FIDA Specialists at 1-800-466-2745**.

PROVIDER RESOURCES

We recognize that our success is measured in the continued health and wellbeing of our Members. That is why we take great pride in offering our Members the most comprehensive list of healthcare professionals possible. We are grateful that you have chosen to partner with CPHL, and the thousands of other providers in our network. Together with our partnership with MAGNACARE, our network continues to grow every day.

FIDA TRAINING

Providers participating within the FIDA Demonstration are required to complete provider training on a number of key subjects. The training offers education on FIDA and also addresses the special needs of this vulnerable population, with the goal of ensuring the delivery of quality care to FIDA participants. We recognize your time is valuable. That is why FIDA plans, along with Medical Directors and Providers, CMS, and SDOH have worked collaboratively to develop web-based uniform training modules applicable to all FIDA health plans. The first uniform training module can be found by visiting <https://fida.resourcesforintegratedcare.com>. When registering for the training, please be sure to indicate that you are participating with Centers Plan for Healthy Living so that we may verify your training was completed. For additional information, click on the link above to view a copy of the correspondence mailed to offices this week. Please complete this training and we will notify you once additional trainings are made available.

NEW PAYMENT OPTION

By now, you should have received correspondence regarding our new partnership with PaySpan, a leader in healthcare reimbursement solutions with over 25 years of expertise.

A letter inserted in a recent payment to you included a unique registration code that will gain you access to your account. If you have not received your code, please contact **Provider Services 1 844 292 4211**. While participation is not mandatory, we strongly encourage our providers to register and start benefiting from these enhanced features:

- Access your Explanation of Payment forms online, **24 hours per day 7 days per week!**
- Faster delivery of payments to your Automated Clearing House (ACH) account
- Convenient delivery your EOP as a downloadable .pdf file
- Improved efficiency of your accounts receivable reconciliation
 - o Export a standard 835 transaction in 4010 and 5010 formats to load into your billing or practice management system.*
- Ability to search for prior payments (checks issued on or after 2/13/2015).

Provider Portal

We are in the process of building a portal on our website, as a useful resource for our providers that will enable them to receive the appropriate trainings, check patient eligibility and have the ability to check on the status of submitted claims.

MEDICATION ADHERENCE

The CDC estimates that about 20% to 30% of the medications you prescribed were probably never filled at the pharmacy. Medications that you prescribed may not be continued as prescribed due to non-adherence. (Source: Osterberg 2005 NEJM No 2009, circ.)

Poor adherence to efficacious medications has led to increased morbidity, mortality and avoidable health care costs. Rates of medication adherence drop after the first six months of medication therapy. For example, only 51% of Americans treated for hypertension are adherent to their long-term therapy. About 25% to 50% of patients discontinue statins within a year of treatment initiation. (Source: Choudhury 2011 NEJM No 2009, circulation, Managed Care Pharm Nov 2, 2011). Non-adherence causes approximately 30%-50% of treatment failures and 125,000 deaths annually, and costs are estimated at \$100 Billion to \$289 Billion annually. (Source: No 2009, Circulation, Edmondson 2013 Br J Health Psychology, Levine et al. 2013 Annals of Neuro.)

The World Health Organization estimated that by 2020 the number of Americans affected by at least one chronic condition requiring medication therapy will grow to 157 million. We must ask ourselves how patients will fare with the ever increasing medication burden and attendant challenges to maintaining adherence.

There are many factors contributing to non-adherence:

Patient factors: financial, psychological, unpleasant side effects, lack of immediate benefit to therapy, medications with social stigma, duration of therapy, frequent changes in regimen, stressful life events, forgetfulness, discomfort in asking providers questions.

Provider factors: communication skills, knowledge of patient's health literacy issues, lack of empathy, lack of positive reinforcement, amount of prescribed medications or duration, number of co morbid conditions.

What can we do to overcome these challenges? **SIMPLE!**

- S Simplify the regimen (adjust timing, frequency, match regimen to patient's ADL)
- I impart knowledge (reinforce discussions often especially with low-literacy patients)
- M Modify patient beliefs and behavior (empower patients to self-manage their condition)
- P Provide communication and trust (practice active listening, use plain language)
- L Leave the bias (understand health literacy and ethnicity issues and how it affects outcomes)
- E Evaluate adherence (ask about adherence at every visit, measure serum or urine levels)

(Source: Am Coll of Preventive Medicine)

At Centers Plan for Healthy Living we propose additional strategies to overcome barriers to medication adherence. We invite you to collaborate with our care managers and pharmacists to help enlist the patient as a participant rather than a recipient of care. Together we can explain the consequences of non-adherence and suggest ways to improve adherence. We can educate patients on how to take medications, and to monitor self-administration with a pill box. We suggest, that in some cases, medications can be prescribed to be dispensed in blister packaging or unit doses. Finally, by prescribing lower-cost medications and providing manufacturer coupons to help lower costs, adherence may improve.

We know that you give careful consideration to prescribing the appropriate medications for your patients. Because adherence to medication therapy is vital to the long term success of your medical management, we will provide pill boxes to any of your patients that request one from our Customer Care Group at 1 844 CPHL CARES (274-5227) (TTY users 1800-421-1220). In this way we hope to partner with you in meeting the challenges related to improving medication adherence and improving the health status and quality of life of our Members.

75 Vanderbilt Ave
Staten Island, NY 10304



We Care... about your Care

CPHL QUICK REFERENCE GUIDE

SERVICE	HOURS OF OPERATION	CONTACT INFO		
Provider Services	9AM – 5PM • Monday - Friday	providerservices@centersplan.com (T) 1-844-292-4211 (Provider Services electronic Fax) 718-581-5562		
Care Management Department	9AM – 5PM • Monday - Friday	Medicare 1-877-940-9330 MLTC-1-855-270-1600 FIDA- 1-800-466-2745		
Customer Care Group • Verify CPHL Members Eligibility	8AM – 8PM • 7 days a week	Medicare 1-877-940-9330 MLTC-1-855-270-1600 FIDA- 1-800-466-2745		
Utilization Management Department • Services Requiring Prior Authorization	9AM – 5PM • Monday – Friday	serviceauths@centersplan.com Medicare 1-877-940-9330 MLTC-1-855-270-1600 FIDA- 1-800-466-2745		
Enrollment Intake Staff	9AM – 5PM • Monday – Friday	enrollment@centersplan.com Medicare 1-877-940-9330 MLTC-1-855-270-1600 FIDA- 1-800-466-2745 (Fax) 347-505-7094		
Claims	All Claims must be received within the timeframe denoted in your provider agreement. Please be sure to use your NPI and TIN on all claims. Please call Provider Services Department for any questions.	<table border="0"> <tr> <td>Mail Paper Claims: Relay Health 1564 North East Expressway Mail Stop HQ2361-CPHL Atlanta, GA 30329-2010</td> <td>Electronic Submission: To set up Electronic Claims Submission contact Relay Health at mcoedi@mckesson.com</td> </tr> </table>	Mail Paper Claims: Relay Health 1564 North East Expressway Mail Stop HQ2361-CPHL Atlanta, GA 30329-2010	Electronic Submission: To set up Electronic Claims Submission contact Relay Health at mcoedi@mckesson.com
Mail Paper Claims: Relay Health 1564 North East Expressway Mail Stop HQ2361-CPHL Atlanta, GA 30329-2010	Electronic Submission: To set up Electronic Claims Submission contact Relay Health at mcoedi@mckesson.com			
Pharmacy Services	Part D Drugs are administered through our Pharmacy Benefit Manager, MedImpact. Access our website at www.centersplan.com for our Formulary Listing.			