

Everyday Affairs

Steering change for the better

As the weather heats up, the world around us changes from the carefree days of spring to the dog days of summer. Flowers are in full bloom, the grass seems like it is always in need of a trim, and kids are enjoying time away from their scholastic duties. Things never stay the same. And we're reminded that change is a constant, something that even the health care industry cannot rise above.

As providers, you deal with the costs associated with medical care on a regular basis. In the past, your patients have only experienced premiums and copayments—go to the doctor, pay your \$5, end of involvement. Premiums go up, and no one understands why.

It is important to recognize that this landscape is changing.

Many of the new plans, including Fallon Community Health Plan's own high-deductible offerings, require your patients to understand some of the underlying cost factors driving their medical care. These plans give members more control and responsibility, but they also require them to be more educated. Online tools are popping up everywhere, allowing more opportunities for patients to partner with their physician and health plan rather than sit idle during the health care process.

These changes mean that members have more options than ever before, and they must truly understand how their plan meets their specific needs. Fallon Community Health Plan realizes the winds of change are blowing, and we are working hard to make sure that your patients have the necessary health plan options as well as the tools they need to make these plans effective.

You will hear a lot more from us in the future as new initiatives take shape. After all, as providers, you are the cornerstone for our members' care. Together, we can ensure that their entire health care experience will be a positive one from start to finish.