

FCHP health plans rank top 10 in nation

Fallon Community Health Plan is proud of its results in the *U.S. News & World Report/NCQA "America's Best Health Insurance Plans 2009-10"* rankings.

- Our **commercial** HMO has been ranked **#7** in the country (out of 239 health plans)
- Our **Medicare** HMO has been ranked **#2** in the country (out of 166 health plans)
- Our **Medicaid** HMO has been ranked **#3** in the country (out of 82 health plans)

Additionally, FCHP is the highest-ranked Medicare health plan in Massachusetts.

Our rankings also mean that we're the only health plan in America to be listed on the Honor Roll in all three product categories. The Honor Roll recognizes the very best of the hundreds of commercial, Medicare, and Medicaid managed care plans reviewed for this year's health plan rankings.

"These rankings reinforce our commitment and continued focus on ensuring FCHP members receive the highest quality of care and services they deserve and should expect from a top health plan," said Eric H. Schultz, President and CEO, FCHP. "Our members are benefiting from the hard work and efforts of our employees, and from the partnerships we've formed with the providers from which they receive care."

The rankings are based on publicly reported data used to compare and rank health plans across the country based on a variety of quality and customer satisfaction measures. ■

"America's Best Health Insurance Plans" is a trademark of U.S. News & World Report.

NCQA is an independent, not-for-profit organization dedicated to measuring the quality of America's health care.

A message from Patrick Hughes

President, FCHP Health Plan Operations

Now it's all about cost

Health care reform went national this year, and what will happen, and when, remain a wild card for the future. Today, on the other hand, we are doing business in Massachusetts, where health care reform is way ahead of the curve.



The Commonwealth has achieved 97% access to care. Many of the consumer protections sought nationally are already in place, such as access to coverage and guaranteed renewals regardless of health status and an enforceable individual mandate. Our health plans are the top in the country in terms of clinical quality and member satisfaction.

That done, the focus is now shifting to the issue of health care and insurance costs—not that it hasn't already been center stage for most of us. It's a simple formula for us: insurance premiums are driven by the cost of medical care

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" Excellence is not an event. It's a habit. "

– Aristotle

message *continued*

and services—which keep going up and up. Massachusetts has the highest medical costs in the country.

In this environment, Fallon Community Health Plan is a not-for-profit organization that spends approximately 90 cents of each premium dollar we receive on medical expenses. We have very low administrative costs and very low (maximum 2%) profit margins. As with most businesses, there's no alternative but to pass on higher costs to customers.

FCHP is participating in Division of Insurance hearings being held through December to “review the actions that Massachusetts health plans are currently taking to reduce costs and to determine future steps that may be necessary to eliminate the substantial increases impacting the small group market.”

We believe there are fundamental shortcomings in the “merged market” (i.e., individual/small group) that have challenged health insurers to respond to unanticipated costs. We welcome the DOI's review of the issue and also encourage legislation to implement the proposed Affordable Health Plan solution for small businesses. Individually, FCHP works very hard to provide products, benefits and services that ensure our customers get the greatest value for their health care dollar. (You'll read about some of them in this issue.)

More broadly, FCHP is working with other health plans and many employer associations, such as the Associated Industries of Massachusetts, chambers of commerce and small businesses in the state, through an organization called the Coalition for Affordable Health Care (see coalitionforaffordablehealthcare.org).

I would personally like to express my appreciation for your support of Fallon Community Health Plan in 2009—and hope you'll continue to partner with us in the days ahead. No doubt—it's going to be a tough year ... and we all *will* get through it! ■

Pat

Add us to your links

At Fallon Community Health Plan, we're proud of our relationship with our brokers and always look forward to working with you to deliver excellent health care coverage to your clients. We hope you'll affirm our partnership and increase our visibility by adding the FCHP name and logo to your Web site.

To get us up on your site quickly and easily, simply go to the [broker resource](#) section of our Web site and download the FCHP logo and brief



instructions. Thank you for your consideration. If you have any questions or problems, please contact your sales executive at 1-888-746-4823. ■

New commission schedule set for 2010

At Fallon Community Health Plan, we believe it is important to periodically evaluate our business to be sure we are taking advantage of opportunities, and adjusting our strategy when necessary.

To that end, we have made a change to the FCHP Commission Schedule for 2010, effective January 1. The commission for accounts with fewer than 10 subscribers has been modified as follows:

- For accounts with 1-4 subscribers and at least five eligibles, FCHP will pay \$16 per subscriber per month.
- For accounts with 5-9 subscribers and at least five eligibles, FCHP will pay \$23 per subscriber per month.

Please note: this change goes into effect January 1, 2010, for all existing and new business.

A copy of the [2010 FCHP Commission Schedule and Bonus Program](#) is available for your reference online at fchp.org/Brokers/broker-kit-current.htm. Look under “Compensation.”

We appreciate your business and value the partnership that we've developed over these past several years. If you have any questions, please contact your sales executive at 1-888-746-4823. ■

Your new, direct line to us

Great news! We recently established a dedicated broker phone line to make working with Fallon Community Health Plan easier than ever. The number is **1-888-746-4823**.

This toll-free number will give you a few options to directly reach an FCHP expert who can answer your questions or provide information you may need. You'll be able to reach your sales executive by dialing his/her six-digit extension (the last six digits of their phone number). You may also choose among three options:

1. Commission status/Inquiries
2. New/Potential broker; Quick Quote; Expired/ New paperwork
3. Enrollment status; Premium Billing; Rate inquiries

You may call the dedicated line Monday through Friday, 8:00 a.m. to 5:00 p.m. We hope you'll keep the number handy and use it often. Please let us know if you have suggestions to improve this service. ■

Submitting fitness reimbursement claims

Our It Fits! annual reimbursement amount of up to \$400 for families and up to \$200 for individuals is one of the highest fitness reimbursements of any health plan in Massachusetts.

As this year comes to an end, please remind your clients that It Fits! is a calendar-year program. That means that, if they haven't already done so, **FCHP members should be submitting their It Fits! reimbursement form for eligible 2009 activities.** Members can get money back for eligible school and town sports, gym memberships, Weight Watchers®, dance classes, Pilates, ski lift tickets and season passes and more! Details and the reimbursement form are available on our Web site, fchp.org/Members/Wellness/ItFits.htm. ■

Reimbursement amount may vary by plan design and employer. Weight Watchers® is a registered trademark of Weight Watchers International, Inc.

New discount for FCHP members

Early next year, Fallon Community Health Plan will offer the CVS Caremark ExtraCare® Health Card to its members* as another value-added way to stay healthy.

Members may use this card at any CVS/pharmacy® store or online at cvs.com to receive a 20% discount on more than **1,500 CVS/pharmacy-brand health-related**

products in addition to benefits already provided with the ExtraCare Card. Examples of products eligible for the discount include CVS pain relief, allergy relief, cough and cold remedies, and first-aid supplies. ■

** The CVS Caremark ExtraCare® Health Card is not available to our MassHealth and NaviCare HMOSM members or Summit ElderCare® participants at this time.*

FCHP recognized for cost-control initiatives

Fallon Community Health Plan was honored by the Pioneer Institute with "Special Recognition" in the Institute's 2009 Better Government Competition.

"Pioneer Institute is pleased to recognize Fallon Community Health Plan for its innovative, sustainable health insurance cost control measures," said Jim Stergios, Executive Director of Pioneer Institute. "FCHP's experience proves that leveraging limited network options in combination with an equal-dollar contribution strategy can produce immediate and significant savings for all stakeholders in the health care system and pave the way for sustainable change in the marketplace."

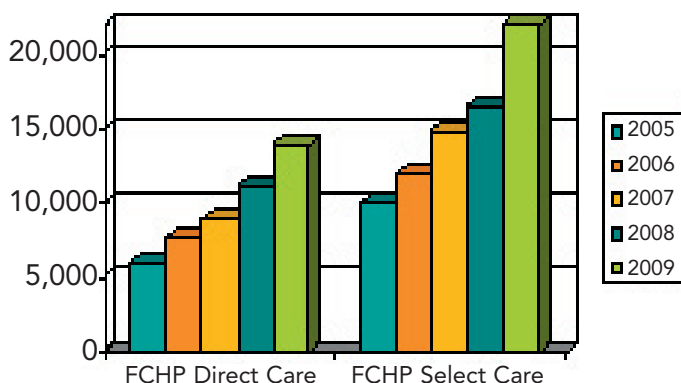
Pioneer Institute is an independent, non-partisan, privately-funded research organization that supports scholarship that challenges the "conventional wisdom" on Massachusetts public policy issues. ■



Do you know the FCHP networks?

Fallon Community Health Plan now has an expansive provider network throughout the state, and also offers access to 600,000 providers nationwide through the PHCS network. More recently, FCHP has considerably expanded its network options for people living in the Berkshires, the southeastern part of Massachusetts and into southern New Hampshire. Still, we continue to negotiate and contract with new providers who complete or expand our service area. See how we've grown! ■

FCHP provider network



	FCHP Direct Care	FCHP Select Care
2005	5,981	10,001
2006	7,611	11,951
2007	8,823	14,844
2008	11,123	16,502
2009	13,882	23,208

Commercial benefit changes January 1, 2010

Chiropractic visits shift with no preauthorization

The maximum number of covered chiropractic visits per calendar year will change from 20 to 12 visits. Also, in response to broker and employer feedback, we'll no longer require that the chiropractor submit a patient treatment plan every fifth visit for preauthorization by FCHP. In many situations, members actually will receive more coverage than under the previous benefit. FCHP will continue to cover adjunct therapies, such as ultrasound. An initial PCP referral is still required.

PPO mental health reminder

After eight behavioral health visits, all Fallon Preferred Care members will need a preauthorization in order to be covered for additional visits. It is the member's responsibility to ensure the preauthorization is received prior to the ninth visit.

- Massachusetts residents will need a preauthorization from Beacon Health Strategies. Members can contact Beacon at 1-888-421-8861.
- Non-Massachusetts residents will require a preauthorization from American Health Holdings. Members can contact AHH at 1-866-353-1787.

Commonwealth Choice

This year, the Health Connector has prescribed plan designs on all levels (Gold, Silver, Bronze and YAP), which the various carriers must adhere to. As a result, FCHP has created several new plan designs for Commonwealth Choice for 2010. We are not directly marketing these plans, but they will be available through the Health Connector. ■

Deductible expenses may carry over in 2010

As we approach year's end, you may want to remind your clients who have health plans with deductibles about the "deductible carryover."

Most deductibles run from year to year—typically January through December. (Group plans may set different dates.) At the beginning of each plan year, the member starts over at \$0 and must meet his/her deductible before many services are covered. However, any amount the member pays toward the deductible *during the last three months of one year* can count toward the next year's deductible.

For example, if the member with a \$500 deductible incurs \$100 of deductible expenses for services in June and then incurs \$400 of deductible expenses for services in November, the \$400 for the November services will be carried over to the next year. The member would have to pay only \$100 out-of-pocket to reach the deductible limit in the new year.

UMass Memorial hospitals now in Fallon Senior Plan HMO network

Fallon Community Health Plan has announced that, effective January 1, 2010, UMass Memorial Medical Center and its member hospitals, including Clinton Hospital, Marlborough Hospital and Wing Memorial Hospital, will now be a part of the Fallon Senior Plan™ HMO network.

In addition to the hospitals, this group includes over 1,000 specialists and primary care physicians. This large group joins the other great providers that are already part of this network, including Fallon Clinic, Central Mass. IPA, Hampden County Physician Associates and their affiliates. ■

This deductible carryover applies whether or not the member's old plan was through FCHP. The deductible carryover does not apply to FCHP Care Choice plans. In addition, employers may choose not to offer a deductible carryover. ■

FCHP pilot program addresses hospital readmission costs

Fallon Community Health Plan has been doing a pilot program for select Fallon Senior Plan™ members to provide home-based support following their discharge from a hospital or skilled nursing facility.

This program, called Healthy Transitions, is intended both to help eligible members return and stay home safely and, in doing so, to also decrease the all-too-frequent readmission rate within 30 days of discharge.

Under Healthy Transitions, a pharmacist visits the member at home soon after discharge in order to assess the situation and better coordinate care on several levels. The pharmacist helps the member to make and keep follow-up appointments with PCPs and specialists or for diagnostic lab work.

Medication errors are a common problem after discharge. To prevent errors, the pharmacist will review old and new prescriptions and over-the-counter medications and explain what should be taken and when.

As the 30-day program time frame comes to an end, the pharmacist will help to line up any additional services if needed.

The Healthy Transitions pilot is being done in partnership with Fallon Clinic and Saint Vincent Hospital in Worcester, plus two area skilled nursing facilities. These health care organizations, as well as others, are studying ways to improve the discharge process and reduce hospital readmissions. ■

Sold case calendar – 1st quarter 2010

In order for new members to receive ID cards by their effective date, a complete Sold Case Package must be received by Fallon Community Health Plan at least five business days prior to the effective date.

- Package must be complete prior to submission for log in. This includes all necessary paperwork (i.e., completed and signed employee applications; signed RSA form and

Group Service agreement; and check for one month's advance premium payable to Fallon Community Health Plan.)

- **Complete package must be received to log in by 4:30 p.m. on the cutoff date.**
- Any groups not received by cutoff date (or not complete by cutoff date) will not be processed without sales manager signoff. ■

January 2010	
For eligibility, FCHP must receive enrollment paperwork by:	Effective date:
December 22, 2009 (due to holiday closure 12/25)	January 1, 2010
December 23, 2009	January 5, 2010
December 30, 2009	January 10, 2010
January 7, 2010	January 15, 2010
January 12, 2010	January 20, 2010
January 15, 2010	January 25, 2010
January 22, 2010	January 31, 2010
February 2010	
For eligibility, FCHP must receive enrollment paperwork by:	Effective date:
January 22, 2010	February 1, 2010
January 29, 2010	February 5, 2010
February 2, 2010	February 10, 2010
February 5, 2010	February 15, 2010
February 12, 2010	February 20, 2010
February 17, 2010	February 25, 2010
February 19, 2010	February 28, 2010
March 2010	
For eligibility, FCHP must receive enrollment paperwork by:	Effective date:
February 19, 2010	March 1, 2010
February 25, 2010	March 5, 2010
March 2, 2010	March 10, 2010
March 5, 2010	March 15, 2010
March 12, 2010	March 20, 2010
March 17, 2010	March 25, 2010
March 23, 2010	March 30, 2010

Expo a popular event

FCHP was the presenting sponsor of the **2009 New England Business Expo** held at the DCU Center in October. The event was hosted by the Worcester Regional Chamber of Commerce. FCHP had a central booth on the exhibit floor and a strong presence throughout the day's activities. During the event, Massachusetts Gov. Deval Patrick stopped at the FCHP booth and accepted our invitation to ski on a Wii™ Fit that we were raffling off. ■



Working with you

- This year, FCHP has created **new employer application forms** that help us to more efficiently process applications by capturing all the required data up front. We introduced a small-group form last summer and have recently created one for large groups (over 50 employees). The application is easy-to-read, with separate sections for company, health plan, medical and broker information. We hope you'll find it an improvement!
- We'd like to remind you that FCHP is available to support your new sales by conducting **special meetings with new enrollees** to explain their FCHP plan and benefits, inform them how to make the most of their coverage, address any up-front issues and provide additional materials. We think this is a great way to welcome new members and ensure customer satisfaction. To arrange a meeting, call your sales executive at 1-888-746-4823. ■

Broker Edge is published quarterly to provide the broker community with the latest Fallon Community Health Plan news and product facts, health care trends and marketplace information. E-mail your comments on *Broker Edge* to broker.services@fchp.org.

