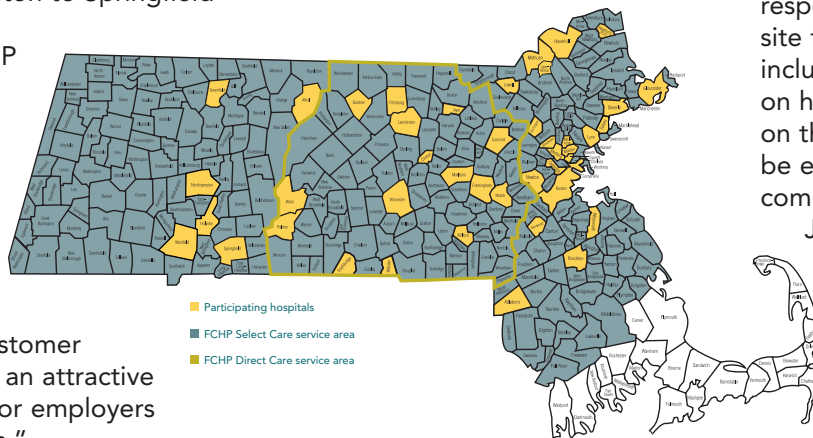


## fchp expansion creates new sales opportunities

Fallon Community Health Plan's Select Care network burst wide open this year as we added some 2,200 new physicians and several major hospitals throughout the state.

"FCHP can now deliver innovative, affordable solutions to businesses and individuals from Boston to Springfield and beyond," said Eric H. Schultz, FCHP President and CEO, when announcing expansion plans into Western Massachusetts. "FCHP's unique benefits, excellent clinical services and high level of customer service will make us an attractive health plan option for employers and their employees."

You'll find a complete list of our participating hospitals and medical centers at the end of this *Broker Edge*. For more information about opportunities to expand your business with FCHP, please call your sales executive at 800-333-2535. ■



## health care reform

### state expands cost and quality information

The new health care reform law creates a Health Care Quality and Cost Council to set quality improvement and cost containment goals for the Commonwealth. One of the council's responsibilities is to maintain a Web site for consumers and purchasers that includes cost and quality information on health care services. Information on the existing state Web site will be expanded and must include comparative cost information by January 1, 2007.

The law requires disclosure of average charges and payments accepted for certain commonly performed services at hospitals, physicians' offices and other providers, such as community

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## 2006 fchp network expansion in brief

### our western mass.\* network includes:

#### hospitals:

- Baystate Medical Center in Springfield
- Cooley Dickinson Hospital in Northampton
- Holyoke Medical Center in Holyoke
- Mercy Medical Center in Springfield
- Noble Hospital in Westfield
- Franklin Medical Center in Greenfield
- Baystate Mary Lane Hospital in Ware

#### nearly 1,500 PCPs and specialists

- Baycare Health Partners
- Cooley Dickinson Physician Hospital Organization
- Noble Health Alliance
- Mercy Medical Center
- Holyoke's Valley Health Partners

\* We have filed a request with the Massachusetts Division of Insurance to offer FCHP Select Care in Franklin, Hampden and Hampshire counties and will add Berkshire County in the near future.

### north and south of boston:

- Caritas Norwood Hospital, in Norfolk County
- Brockton Hospital, in Brockton, Mass, a 268-bed teaching hospital
- Caritas Good Samaritan Medical Center, also in Brockton, a full-service, Catholic hospital with 258 beds
- Highland Healthcare Associates IPA, affiliated with Winchester Hospital, a 200-bed community hospital already in our network.
- Bridgewater Goddard Park Medical Associates, a multi-specialty and multi-site physician group practice in Plymouth County
- Brockton PHO, a strong physician-hospital organization, also in Plymouth County

### nashoba and merrimack regions:

- Nashoba Valley Medical Center in Ayer, Mass. and Nashoba Independent Physician Association, Inc., serving 11 communities throughout north-central Massachusetts. ■

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health centers. It also allows for additional data collection and working with other interested parties to develop quality measures for various procedures, and disclosing this information in a similar manner.

Fallon Community Health Plan has been a proponent of making information available on the cost and quality of health care services. Having this data accessible to the public, as well as to providers, employers and health plans, is important to improving the effectiveness of the health care system.

Cost and quality data can be found at [www.mass.gov](http://www.mass.gov). In the search engine, type "health care quality and cost information."

### dependent age increased for coverage eligibility

Under the new law, the dependent age for health care coverage is now increased to age 26, or two years after losing dependent status—whichever comes first. **FCHP is extending coverage for its members who meet these new dependent criteria.** We notified our employer groups with a detailed explanation of the new dependent-age legislation and verification process. **Eligibility for dependents varies by employer group**, and some employers have their own certification process. Employees enrolled on a group product should consult with their employer. ■

### sharing our success

- FCHP continues its long run of **strong financial results** with positive net income in the first half of 2006. This allows us to continue investing in resources to support our ongoing development of effective financial and clinical solutions for our customers. Presently, FCHP is actively involved in preparing new products and programs that will respond to the recently passed health care legislation.
- We work hard to provide outstanding service to our

### clinical corner

*Have you heard about FCHP's Every Day Health program? We've put the tools and resources our members need at their fingertips, whether they want to reinforce their healthy lifestyle or just need extra support. These types of programs help to improve quality of life while, at the same time, reducing overall health care costs. In this column, we look forward to sharing more information with you about our cost-effective clinical programs.*

### supporting consumer engagement

As employers struggle with rising health care costs, their employees are more often being asked to share a greater portion of that cost. As a result, staying healthy or catching health problems early has become more important than ever to consumers—and everyone else involved in health care.

Fallon Community Health Plan has made a commitment to empower its members with the information and skills needed to become active partners in their care. FCHP took an important step in this direction with the introduction earlier this year of **Nurse Connect**. This service, in collaboration with Health Dialog, gives our members access to registered nurses and other health care professionals who serve as health coaches every hour of every day.

In the first five months of operation, 1,748 FCHP members took advantage of Nurse Connect.

- Slightly more than half of the callers were looking for support in deciding if and how to act on symptoms they had. The proper choice to be treated or wait could have potential cost savings.
- Many of our members (16%) called Nurse Connect for more information on health related topics. The same percentage (16%) had a chronic condition such as heart disease, diabetes or asthma, and were looking for coaching on how manage it.
- Many other callers looked for guidance on how to better communicate with their doctors and sought information about options for certain conditions that may have equally effective treatment choices. We provided 46 copies of award-winning videos to help members understand their condition and the treatment options.

A few members also used our Web companion to Nurse Connect, called The Dialog Center™, through [www.fchp.org](http://www.fchp.org). On the site, they're able to send a secure message to a health coach and get a confidential reply within 24 hours. They also find extensive health resources, including online tools to track symptoms and medications.

**The Nurse Connect number is 800-609-6175 (TDD/TTY: 800-848-0160).** ■

customers because we know they are the heart of our business. Our **member retention rate of 97%** shows that we are doing the right things to keep them happy. We'll continue to aim for 100%!

- In collaboration with Tom Kilcoyne of Summit Financial in Lexington Mass., **FCHP recently won over a major employer—MBW Inc. of Orange, Mass.**, a manufacturer of converted paper products. Sales Executive Michael O'Leary explains that FCHP

Select Care is being offered to MBW employees as a total replacement to Blue Cross/Blue Shield, with the expectation of 400 new members. Broker Tom Kilcoyne gave us positive feedback: "FCHP's response to our needs and the needs of our client was professional and timely. The products were priced competitively, the network was the right fit and FCHP's flexibility and commitment to service has exceeded our expectations." ■

## why choose fchp?

- FCHP's client service coordinators are an innovative solution to help our employer groups and their employees navigate the health care system—and make your business relations go easier. Our expert coordinators Melissa VanderBaan and Kathy Fournier are here to:
  - Aid benefit administrators with issues that may require high-level attention or that may have privacy implications—issues best addressed with FCHP directly
  - Conduct new-member orientations and provide information kits, applications, handbooks and other materials
  - Lead informational question-and-answer sessions
  - Provide guidance related to service or medical care issues
  - Respond to any specific concerns that might arise regarding a benefit administrator's relationship with FCHP
- We have a unique **\$0 wellness copayment**. We fully cover routine checkups for both children and adults—no copayments and no deductibles. Fallon Community Health Plan is the only health plan in Massachusetts to offer this benefit, making preventive care easier and more affordable.
- **It Fits!** reimburses families **up to \$200** for membership at a fitness center or in Weight Watchers®, or for aerobics, Pilates and yoga classes taught by certified instructors. Now children's sports programs and lessons are reimbursable, too. That includes soccer, hockey, dance and gymnastics, kickboxing, karate, cheerleading, Jazzercise and more. Members can choose to be reimbursed for a child's school sport user fees, or registration in town or school sports leagues and camps.
- Our **Special Deliveries** program gives extra support to pregnant women at risk for complications—including premature delivery. We offer it at no additional cost to our members. *Special Deliveries* provides case management support throughout the pregnancy, as well as education, home health services and more. ■

## fchp news

### candidates make campaign stop at fchp



Over the summer, Fallon Community Health Plan had the privilege to host campaign visits by gubernatorial candidates (left to right) Deval Patrick (D), Lt. Gov. Kerry Healy (R), and Chris Gabrieli (D). FCHP has a tradition of inviting legislators and candidates who may impact health care regulation and legislation to come and connect with FCHP management and our employees. President and CEO Eric Schultz met with each candidate to discuss health care reform issues.

### encouraging fitness

In conjunction with our *It Fits!* benefit, we have nudged parents over the summer to join us in teaching and encouraging their children to develop healthy habits for eating and physical activity. We have distributed hundreds of our **Commit to Be Fit** T-shirts at community events and through our *Healthy Communities* health guide for members.

### smoothing the transition from hospital to home

FCHP recently introduced its *Coming Home* program, which reaches out to members\* within 48 hours of their discharge from the hospital.

Nurses (and occasionally social workers) in our Outpatient Care Services Department call members to carefully review their medications to avoid dangerous duplications in the transition, ensure that any home care services or needed medical equipment are in place, check on medical transportation needs and more. Members will receive our ongoing attention if their needs are more extensive. In June, our first month, we made more than 700 calls to follow up with 548 members.

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## fchp offers help with medication management

Fallon Community Health Plan has introduced a new medication therapy management program in collaboration with Medicare. The program is designed to help our Fallon Senior Plan™ members who are taking multiple prescription medications to maintain good health.

FCHP's program is for those members who are managing at least 10 prescriptions per month, have three or more chronic conditions\* and are spending more than \$4,000 on prescriptions each year. An FCHP pharmacist provides education, monitoring and support for the members in the program. We have contacted Fallon Senior Plan members who are eligible. The program is free and voluntary.

\* Chronic conditions identified for this program are COPD, depression, diabetes, osteoporosis, high cholesterol and high blood pressure. ■

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It's a win-win program, promoting better health for our members and ultimately lower cost for the health plan and our customers. "Through *Coming Home*, we can identify our members' needs earlier and help them to avoid the avoidable hospital admissions," notes Paula Phillip, R.N., M.H.A, Director of Outpatient Care Services.

*\* In most cases, FCHP members with Fallon Clinic primary care providers may receive a follow-up call from Fallon Clinic, not the health plan.*

### in the community

- On Monday, September 25, FCHP will host its first **Golf FORE a Goal** tournament at Worcester Country Club. All net proceeds from this event will benefit the Boys & Girls Clubs throughout Massachusetts. We

invite you to join us in supporting this worthy cause while you enjoy a fabulous day of golf on the legendary Worcester Country Club fairways. **A variety of sponsorship types and levels are still available.** If you or your business would like to be a sponsor, please call Cheryl Schmaltz, Community Relations, at 508-368-9834.

- We recently updated our PCs and have been in the process of **donating our older Dell computers** (several hundred in all) to organizations we do business with throughout our service area. For many of the community organizations, the computers will make a significant difference in their operations and outreach to others. A few of the recipients are the Boys

& Girls Clubs, the Henry Lee Willis Center, Friendly House, Tri-Valley Elder Services and several regional high schools.

- FCHP is providing significant sponsorship support in September for the following community events: **Auburn Chamber of Commerce's 12<sup>th</sup> Annual School/Business Partnership Golf Tournament**; **YWCA Greater Newburyport's fundraiser**; **Knox Trail Council's 16<sup>th</sup> Annual Emergency Preparedness Expo** in Framingham; **Central Mass Independent Physicians Association's Step Up for Weight Loss Walk**; **Mary Immaculate Health Care Services' An Evening of Sharing & Caring** in Andover. ■



*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](mailto:broker.services@fchp.org), or call Tina Aubin at 508-368-9986.



## participating hospitals and medical centers

This list contains all FCHP Direct Care and FCHP Select Care hospitals. If you would like to receive our *Provider Network* directory, which lists addresses, phone numbers and more specific information, please visit our Web site at [www.fchp.org](http://www.fchp.org) and select "Request materials" from the "Members" section, or call FCHP Customer Service at 800-868-5200 (TDD/TTY: 877-608-7677).

### fchp select care

Addison Gilbert Hospital  
Anna Jaques Hospital  
Athol Memorial Hospital  
Beth Israel Deaconess  
Medical Center\*  
Beverly Hospital  
Boston Medical Center\*  
Brigham and Women's Hospital\*  
Brockton Hospital  
Caritas Good Samaritan  
Medical Center  
Caritas Norwood Hospital  
Caritas Saint Elizabeth's  
Medical Center\*  
Children's Hospital  
Clinton Hospital  
Dana-Farber Cancer Institute\*  
Emerson Hospital

Harrington Memorial Hospital  
HealthAlliance Hospitals  
Heywood Hospital  
Holy Family Hospital and  
Medical Center  
Hubbard Regional Hospital  
Lahey Clinic  
Lawrence General Hospital  
Lawrence Memorial Hospital  
Lowell General Hospital  
Malden Medical Center  
Marlborough Hospital  
Massachusetts General Hospital\*  
Melrose-Wakefield Hospital  
Merrimack Valley Hospital  
MetroWest Medical Center  
Milford Regional Medical Center  
Mount Auburn Hospital  
Nashoba Valley Medical Center

New England Baptist Hospital\*  
New England Medical Center\*  
Newton-Wellesley Hospital  
North Shore Medical Center—  
Salem Hospital  
North Shore Medical Center—  
Union Hospital  
Saint Vincent Hospital  
Saints Memorial Medical Center  
South Shore Hospital  
Sturdy Memorial Hospital  
UMass Memorial Medical  
Center—Memorial Campus  
UMass Memorial Medical  
Center—University Campus  
Whidden Memorial Hospital  
Winchester Hospital  
Wing Memorial Hospital

### fchp direct care

Beth Israel Deaconess Medical Center\*  
Boston Medical Center\*  
Brigham and Women's Hospital\*  
Caritas Saint Elizabeth's Medical Center\*  
Children's Hospital\*  
Dana-Farber Cancer Institute\*  
Emerson Hospital  
Harrington Memorial Hospital  
HealthAlliance Hospitals  
Hubbard Regional Hospital  
Lahey Clinic\*  
Massachusetts General Hospital\*  
MetroWest Medical Center  
Milford Regional Medical Center  
Mount Auburn Hospital\*  
New England Baptist Hospital\*  
New England Medical Center\*  
Saint Vincent Hospital  
UMass Memorial Medical Center—Memorial Campus\*  
UMass Memorial Medical Center—University Campus\*

### infertility services only

Boston IVF\*  
Fertility Center of New England\*  
Reproductive Science Center of Boston\*

*\* These facilities may only be available for certain services or for specialty care through FCHP-authorized tertiary care or our Peace of Mind Program™. Call FCHP for details. The information contained in this list is current as of July 1, 2006. We encourage you to check for the most updated provider information by calling our Customer Service Department.*