

June 2008

Dear Valued Group Official,

Medical Mutual of Ohio® is expanding its current health management program to better assist members who are managing chronic health conditions or who are pregnant.

### **New Program Format**

Effective July 1, 2008, the programs previously known as BabyLink®, Balanced Outlook®, Breathe Easy®, Diabetes Advantage®, Heart Sense™ and Pain Solutions<sup>SM</sup> will be collectively renamed the *SuperWell Disease and Maternity Management Program*. Additionally, there will be one phone number for improved member communication: 800/861-4826.

Under the current program, members are only able to enroll in one health management program even if they have multiple chronic conditions. (e.g., A member with diabetes who also has asthma is enrolled in Diabetes Advantage; however, he or she is not eligible to enroll in the Breathe Easy® program. The member receives materials and health coaching on diabetes, but does not receive information or health coaching regarding his or her asthma.)

The *SuperWell Disease and Maternity Management Program* will have a multiple-condition approach that will enable members to receive education and coaching to help manage their pregnancy and/or one or more of the following conditions:

- Congestive heart failure
- Chronic obstructive pulmonary disease
- Diabetes
- Coronary artery disease
- Asthma
- Chronic pain conditions
- Depression

### **Program Participation**

The new program has a more proactive approach to participation. Under the current program, the member must be successfully contacted (sign an agreement) to participate. Under the new model, an opt-out approach is used. If a member does not want to participate, he or she must opt out of participation. Otherwise, members are enrolled in either the passive or active program:

#### **Passive Program**

Members who are targeted for the program but are not successfully engaged are automatically enrolled in the six-month passive program. In the passive program, members will receive disease-specific educational materials via mail. An additional outreach to contact the member will occur during month three of the passive program to attempt to engage the member for active participation.

**Active Program**

Members who choose to participate in the program will be enrolled in the active program. The active program provides direct interaction between members and health coaches who reinforce the members' treatment plans as prescribed by their physicians, monitor for signs/symptoms of complications and provide member education about their condition(s). Members will also receive disease-specific information via mail.

Members who have diabetes and are in the active program will continue to receive their diabetic testing supplies at no cost to them.

After completing the first year of the active program (or completing the maternity portion of the program), members will receive a \$25 gift card.

Enrollment for members who have congestive heart failure, chronic obstructive pulmonary disease or diabetes as their primary condition is continuous and ongoing. Members who have coronary artery disease, asthma, chronic pain conditions or depression as their primary condition will be discharged after one year, unless the member requests to continue with program enrollment.

**Billing and Cost**

Participation in the *SuperWell Disease and Maternity Management Program* will continue to be billed as a claim. Claims will be submitted quarterly for members who are in the active program and annually for members who are in the passive program.

Employer program fees will be based on the condition with the highest acuity (clinical severity) level according to an evidence-based approach. However, only one program fee will be charged even if the member has multiple conditions addressed by the health coach (except for the diagnosis of depression or if the member is pregnant, as these programs will continue to be administered separately). The program cost (from highest cost to lowest cost) will range as follows: congestive heart failure, chronic obstructive pulmonary disease, diabetes, coronary artery disease, asthma, chronic pain conditions, depression and maternity.

**Transition to the New Program**

Members enrolled in the current *SuperWell Health Management Program* will be transitioned into the new program without interruption in care. Members currently enrolled will be notified via letter prior to the program change and will be provided all necessary contact information.

If you have questions about the program, please contact your Medical Mutual sales representative or broker.

Sincerely,



Paula M. Sauer  
Vice President, Care Management