

# touchpoints

Connecting you to the Heritage Provider Network

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## Dual Eligible Changes Are Coming Are You Prepared?

### »» LATEST NEWS

**The Medicare Annual Election Period is October 15 through December 7 this year.**

Heritage can connect members and providers to resources that can help them understand the benefit options. *Continued...*P6

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The California Department of Health Care Services new pilot program to transition dual eligible beneficiaries to managed care plans means yet another change in our healthcare system and yet another way Heritage Provider Network can distinguish itself as a leader in managed care and healthcare reform.

Moving our Medi-Medi population out of fee for service and into managed care reflects the current realities of our healthcare system. Studies project that healthcare costs will exceed 20% of the U.S. GDP by 2017. This is a number our economy simply cannot support.

Programs, such as the dual eligible conversion, gives us tools to reign in healthcare costs, while offering patients enhanced healthcare benefits. This dual eligible conversion program is a win-win for everyone – cost-effective care that improves the quality of healthcare for a significant segment of our California population.

Heritage Provider Network’s 30 plus years of managed care leadership has prepared us for the challenges and opportunities of healthcare reform. From the Medi-Medi conversion to Accountable Care Organizations and beyond – we have the foundation to succeed. Our programs and services designed for the managed care environment and our ability to manage the quality and direction of services and treatment across the entire continuum make us highly adaptable to the constant changes in healthcare delivery. More importantly, we have the opportunity to affect positive change on our healthcare system as we develop a successful, sustainable model of healthcare delivery.

**Richard Merkin, M.D.**  
President and CEO of HPN

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# Be prepared for the Dual Eligible Demonstration

## Recipients with Medicare and Medi-Cal need to be aware of upcoming changes



California Department of HealthCareServices

As you may have heard, the California Department of Health Care Services (DHCS) is beginning a pilot program to redesign care for “dual eligibles,” or individuals who are eligible to receive benefits from both Medicare and Medi-Cal. This program is designed to improve the coordination of care for dual eligibles, and to provide for better healthcare outcomes by transitioning dual eligibles to an approved managed care plan.

Initially, the pilot will encompass Los Angeles, Orange, San Diego and San Mateo counties, as they account for almost half of the state’s current dual eligible membership. The state has selected county-specific health plans, like Health Net and LA Care in Los Angeles County, to provide the managed care plans for the pilot.

## Spotlight on Los Angeles County

**In Los Angeles County, Health Net & LA Care have been selected to provide managed care plans during the pilot.**

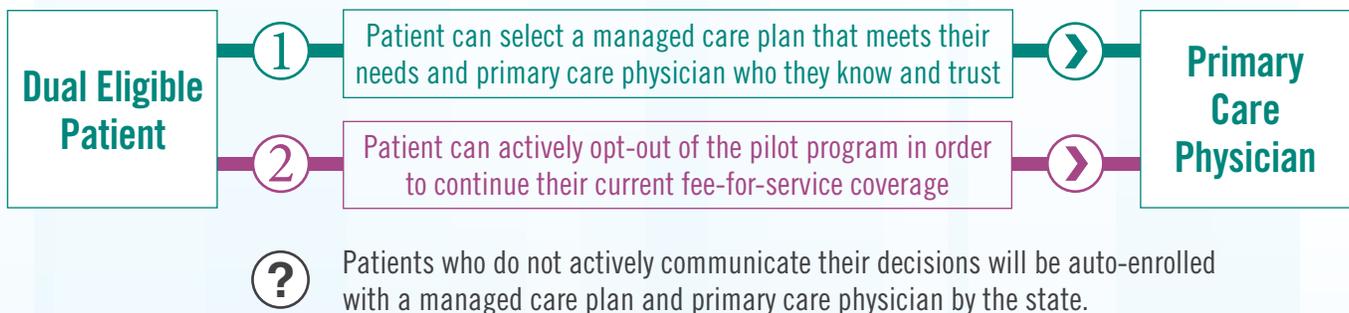


- Current dual eligibles enrolled in Health Net or LA Care **can remain with their current primary care physician**
- Dual Eligibles who do not select a primary care physician by the assigned due date **will be auto enrolled into a Health Net or LA Care plan**
- There are approximately **374,000 dual eligibles** in LA County
- Only **50,000 dual eligibles** are enrolled in a managed care plan
- Many dual eligibles will have to **actively communicate** their choice before the assigned due date

## Be prepared for the Dual Eligible Demonstration

### How the pilot works

Dual eligible beneficiaries, also known as Duals, Medi-Medis or DSNPs, can expect the state to send notification of the pilot program and related changes in the fall of 2012. Actual enrollment changes are expected to begin in 2013. During the enrollment change period duals will have the option to actively select a managed care plan and primary care physician or to opt-out of the pilot program in order to continue their current fee-for-service coverage. They must actively communicate their decision. Those who do not communicate their decision will be auto-enrolled with a managed care plan and primary care physician by the state.



### Making sure your dual eligible patients understand and exercise their choices



This plan has understandably raised concerns in the local medical community. After all, dual eligible beneficiaries are among the most vulnerable and at-risk populations within the healthcare system. They often have multiple chronic conditions which frequently have gone without treatment prior to their enrolling in Medicare. Therefore it is particularly critical that this population not experience an interruption in the continuity or quality of care for any reason. As a physician, you can do one of two things to ensure ongoing quality of care for your dual eligible patients:

- 1 If you are contracted with an approved Medi-Cal managed care plan in your county, be sure that you guide your patients to select that plan. You should also advise your patient to select the appropriate medical group or IPA to ensure that you remain their primary care provider.
- 2 If you are not contracted with an appropriate plan, or if your patients do not want to enroll in a managed care plan, be sure that they understand they must actively communicate their choice to opt-out of the pilot program.

## Enhanced Benefits for Dual Eligible Beneficiaries



Before recommending that patients opt-out of the pilot program, physicians should consider the following:

- ▶ Any opt-out selection will likely not be permanent. Trends indicate that dual eligibles must at some point be transitioned to a managed care model for sustainability. Those patients not ensconced in a managed care product during the pilot may face the prospect of being auto-assigned in the future.
- ▶ Many dual eligibles will experience enhanced benefits after selecting a managed care product.

Those benefits can include:

- Vision (Eye-exams, Glasses & Contacts)**
- Dental Coverage**
- Annual Wellness Exams**
- Transportation Services**
- Fitness Membership**
- Health and Wellness Education**
- Coordinated Care Programs**
- Home Health Programs and Services**
- Social Services and Support**
- Pharmacist Consultation**
- 24 – Hour Patient Assistance**

### We're here to help

The Heritage Provider Network (HPN) is working diligently through its affiliated groups to ensure that your dual eligibles receive uninterrupted care during the pilot transition. We have also deployed regional resources to help your patients make informed decisions regarding their coverage options during this transition.

For more information on assistance available in your region, please refer to the resource directory below.

- ▶ **Affiliated Doctors of Orange County** 888.787.1712  
Counties Served: Central & North Orange County.
- ▶ **Bakersfield Family Medical Center** 661.327.4411  
Counties Served: Serving all of Kern County.
- ▶ **Coastal Communities Physician Network** 800.604.8752  
Counties Served: San Luis Obispo & Tulare.
- ▶ **Desert Oasis Healthcare** 800.500.5215  
Counties Served: Riverside & San Bernardino.
- ▶ **Heritage Victor Valley Medical Group** 760.245.4747  
Counties Served: Los Angeles & San Bernardino.
- ▶ **High Desert Medical Group** 661.951.3277  
Counties Served: Los Angeles & Kern.
- ▶ **Lakeside Medical Group** 888.787.1712  
Counties Served: Los Angeles, Ventura, Riverside & San Bernardino.
- ▶ **Regal Medical Group** 888.787.1712  
Counties Served: Los Angeles, Orange, Riverside, San Bernardino, San Diego & Ventura.
- ▶ **Sierra Medical Group** 661.273.7346  
Counties Served: Kern, Los Angeles & San Bernardino.

# Education is the cornerstone of smart choices

HPN Affiliate Group resources for members and dual eligibles

## Desert Oasis Healthcare (DOHC)

While Riverside and San Bernardino counties are not included in the 28 county move of Medicare beneficiaries with Medi-Cal benefits to Medicare Advantage health plans, DOHC has embarked on a plan to educate our Medi-Medi population about their Medicare Advantage health plan choices. DOHC will be hosting three Medi-Medi health fairs in our service area in September. Our health plan partners will also be participating in the health fairs. We will be providing flu shots and various screenings such as glaucoma, blood pressure and BMI screenings for those who attend. The dates of our health fairs are:

- **Thursday, September 6th in Palm Springs**
- **Wednesday, September 12th in Indio**
- **Thursday, September 13th in Yucca Valley**

In addition, DOHC provides monthly “*My Medicare Advantage*” seminars for our members turning 65 and we will begin hosting daily seminars to help educate our members on the health plan benefits available to them in 2013.

**For more information, providers and their staff can contact our Customer Service Line at 800.500.5215.**

## Sierra Medical Group

Sierra Medical Group has recently hosted educational events in the community as well as within our facilities. Our health education department and our providers have been educated on the most recent updates that will take place in 2013 for Medi-Medi’s. Our health plan representatives and brokers are committed to supporting Sierra Medical Group at our events and planned activities. We have also been invited to attend their events for membership growth.

Our website, [www.sierramedicalgroup.com](http://www.sierramedicalgroup.com), will be updated with our formal and educational events that we will be hosting during Medicare Annual Election Period. Our goal is to ensure that each Medicare beneficiary receives the education they need to make an intelligent decision about their healthcare coverage. Our member services and marketing department is always available by calling **661.273.7346** for assistance or to answer any questions.

## Heritage Victor Valley Medical Group (HVVMG)

HVVMG has always placed our members first through the development of value-added programs and services that enhance the health of those who need it most. We host community events and Medicare 101 meetings to help educate members and dual eligibles about Medicare and our programs and services. Our annual “*Seniors in the Know Expo*” spotlights our physicians, case managers, health plans, community collaborators and member services to the seniors in the community.

## The 4th Annual Seniors in the Know Expo. Promoting How to Achieve Your Best Life Possible!

HVVMG is pleased to announce that the 4th Annual Seniors in the Know Expo will take place on October 3rd at the San Bernardino County Fairgrounds in Victorville. This year’s entertainment features the era of the 50’s & 60’s with a wide variety of vendor booths and a special 75 minute performance by Chubby Checker!

Seniors in the Know is a fun health-education event for the community to learn about healthcare issues that touch everyone. Guests will have the opportunity to take advantage of free health screenings including: cholesterol, blood pressure, glucose, glaucoma, pulse oximetry, spine check and massage therapy. The event will also feature a Heritage doctor panel with Q&A session and presentations on several health issues.

Our goal is to attract over 900 seniors and baby boomers to join us for a day filled with health education and fun. We want to encourage meaningful interaction between guests, Heritage physicians and community health resources. We believe that all guests will receive great information and answers to their medical questions.

## San Bernardino County Fairgrounds in Victorville Wednesday, October 3rd from 9am to 2pm

This event is free to the public. All guests must have a ticket. Seating is limited.

**For more information, please call 760.261.1496.**

## Regal Medical Group (RMG) and Lakeside Community Healthcare (LCH)

RMG and LCH have established partnerships with well respected Patient Liaison/Medicare Options Consultants in our service networks. The Patient Liaisons are here to help dual eligibles understand what their options are and to help them make the best choices for their unique needs. We understand that this process can be overwhelming and a little frightening. That's why we've put together this team of experts to help the dual eligible population through it.

The Patient Liaisons have been working with our staff model clinics, providing in-service training on the dual eligible demonstration and setting up weekly "camp-out" times for members and dual eligible beneficiaries to learn more about the demonstration and the Medicare options available.

The Patient Liaisons have also been working closely with our Network Management department to coordinate the same programs in the IPA physician offices. This includes reaching out to dual eligibles on behalf of the physician to inform their patients about the resources available to them.

Our outreach efforts include letters and calls to all senior members and to all staff model dual eligibles. We will distribute collateral materials to all staff model and selected IPA offices, providing information on the Patient Liaison resource, dual eligible demonstration and camp-out times and events scheduled for each region.

**For more information about our outreach efforts, call 888.787.1712 to speak with an expert who can answer questions, set up home consultations or help reserve a spot at a local educational meeting.**

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## High Desert Medical Group (HDMG)

HDMG holds monthly Medicare 101 Seminars to ensure patients are able to obtain information about Medicare. These meetings provide Medicare education to individuals who may be turning 65, retiring, are dual eligible or who have Medicare due to a disability.

During the Annual Election Period, HDMG will hold Town Hall Meetings at various locations throughout the Antelope Valley. These meetings will offer general Medicare information as well as sales presentations from various health plan representatives.

**To inquire about upcoming scheduled meetings or to find out more information, please contact us at 661.951.3277.**

Do you have questions about Medicare or Health Plan coverage ?

We can refer members and providers to resources that can help them understand the benefit options.

For questions about Medicare or Health Plan coverage, or to make a change, contact the affiliated group in your area to be referred to a qualified benefit specialist in your area.

- » Affiliated Doctors of Orange County  
888.268.1912
- » Bakersfield Family Medical Center (BFMC) and Coastal Communities Physician Network (CCPN)  
661.846.4662
- » Desert Oasis Healthcare  
800.500.5215
- » Heritage Victor Valley Medical Group  
760.261.1496
- » High Desert Medical Group (HDMG)  
661.951.3046
- » Regal Medical Group & Lakeside Community Healthcare Patient & Provider Assistance Line (PAL)  
888.787.1712
- » Sierra Medical Group  
661.273.7346



**The Medicare Advantage Annual Election Period is October 15 through December 7 this year.** This is the period of time when members may be allowed to make certain changes and/or additions to their Medicare health plan coverage.

# Upcoming events in the communities we serve

Healthy fun for everyone!



## Senior Expo 2012 – Life is a Journey

Presented by High Desert Medical Group (HDMG)

This year's Senior Expo features a wide variety of vendor booths and free healthy entertainment including bingo, health screenings, flu shots, giveaways and the Senior of the Year Award Ceremony. This year's theme, *Life is a Journey*, promises to whisk participants away on an imaginary cruise around the world. Through the collaborative efforts of many HDMG employees, this event has become one of the signature highlights for health in the Antelope Valley.

**For more information, call 661.951.3043.**

**Antelope Valley Fairgrounds – 2551 West Avenue H, Lancaster, 93536**

**Thursday, October 4th from 9am to 3pm**



## Men & Wellness / Women & Wellness Events

Presented by Heritage Victor Valley Medical Group

Heritage Victor Valley Medical Group (HVMG) invites you to attend their Men & Wellness Event on September 13th and their Women and Wellness Event on September 20th. Both events feature an evening of discussion and appetizers with Heritage physicians. Come by and get all your health related questions answered by our panel of physicians. Best of all, both events are free!

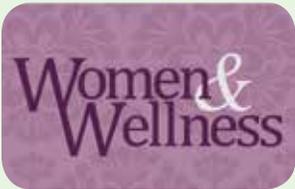
**Please RSVP by calling 760.261.1496.**

### First Annual Men & Wellness Event

The Green Tree Golf Course and Event Center  
14144 Green Tree Blvd., Victorville, CA 92395  
Thursday, September 13th at 4:30pm

### Third Annual Women & Wellness Event

El Emperador Banquet Facilities  
15010 Circle Drive, Victorville, CA 92395  
Thursday, September 20th at 4:30pm



## West Hills Hospital Health and Safety Fair

Co-Sponsored by Regal Medical Group and Lakeside Community Healthcare

Regal Medical Group and Lakeside Community Healthcare are proud to announce the first annual West Hills Health Fair. We've partnered with West Hills Hospital and Medical Center to host a fun-filled day of health and wellness, including a variety of health screenings, health and safety education as well as flu shots and more!

**West Hills Hospital and Medical Center – 7300 Medical Center Drive, West Hills, CA 91307**

**Saturday, October 13th from 10am to 2pm**