

ISSUE 1, 2007

Welcome to the  
new look of the  
Unitycommunicator.

Inside you will find  
beneficial information  
especially for you in  
a great new layout.



800-362-3310 (toll-free)  
608-643-2491 (local)  
608-643-2564 (fax)

unityhealth.com

## Wellness Means Making Simple Choices Today For a Healthier Tomorrow

Carrying a few extra pounds today can lead to chronic health conditions like diabetes or heart disease tomorrow. Your employees can make simple choices today that can lead to a healthier life tomorrow. Such choices include choosing water over soda, mustard over mayonnaise, taking the stairs instead of the elevator, walking to lunch instead of driving or participating in one of Unity's many wellness programs.

Unity offers several different wellness programs such as:

- **Fitness First**—Subscribers and their covered spouses have the opportunity to earn either a combined total of \$200 each calendar year or prizes.
- **Fitness First for Kids**—Kids between the ages of 5 and 18 who are insured dependents of a Unity subscriber can earn cool prizes for being physically active.
- **Wellness First**—Members age 18 and older can receive 50% reimbursement up to \$50 per calendar year for attending health and/or wellness classes.
- **Weight Watchers®**—Members age 10 and older can be reimbursed 50% of the first six months of meeting fees up to a one-time payment of \$130.



For those who want more guidance, we offer two additional choices:

- **Lifestyle Improvement through Nutrition and Exercise (LINE)**—Working with our participating hospitals, clinics and fitness centers, Unity has developed a list of programs that include healthy eating, active living, and lifestyle changes. Eligible members are reimbursed 50% of the program cost up to a one-time payment of \$130 for attending at least 75% of the classes and completing an end of course evaluation.
- **Harbor Weight Loss Institute**—Unity has partnered with Harbor Weight Loss Institute to offer a comprehensive weight management program which includes lifestyle coaching, time with a registered dietitian, and a personal trainer to help with weight loss. Unity members receive a 15% discount from Harbor Weight Loss Institute, and a \$400 reimbursement from Unity upon completion of the program.

Unity encourages members to talk to their health care practitioner about weight loss goals, healthy eating habits, and physical activity that is right for them before they start an exercise program. ■

For more information about Unity's wellness programs, visit [unityhealth.com](http://unityhealth.com) and click on "Fitness & Wellness" or call Unity Customer Service at 1-800-362-3310.



# Quit Smoking With Help From Unity

Smoking is the single most preventable cause of death and disease in our nation according to the Centers for Disease Control (CDC). It causes many diseases, including cancer, lung disease, heart disease, and stroke, and worsens your overall health. Quitting smoking has many benefits, including lowering your risk for diseases and death caused by smoking, and greatly improving your health.

Over 40 million adults in the United States are current smokers and over 70% of them have tried to quit smoking in the past. If you have tried to quit smoking, you know how hard it can be. Nicotine is a very addictive drug. People usually make several attempts before they successfully quit smoking. Each time you try to quit, you learn what practices work best for you and what situations create the most obstacles. Smoking cessation counseling, combined with medication, can greatly increase your chance of success.

Unity offers coverage of several prescription products that can help in your employees' efforts to quit smoking, including nicotine replacement therapies, as well as other oral medications that do not contain nicotine. The treatment options for smoking cessation expanded this year with the introduction of Chantix™. Chantix™ works in a different way than any of the existing therapies and has shown to be significantly more successful in helping smokers quit than the existing medications used for smoking cessation.



If your group has the Unity Prescription Drug Benefit, your employees may qualify for coverage of prescription smoking cessation products. The following is a list of prescription smoking cessation medications covered under the Unity Prescription Drug Benefit. ■

FORMULARY STATUS/COPAYMENT	PRODUCT*
Formulary / 1st tier	Sustained Release Bupropion
Formulary / 1st tier (does not include non-prescription patches)	Nicotine transdermal patch, prescription only (generic)
Formulary / 2nd tier	Varenicline (Chantix™)
Non-formulary / 3rd tier	Nicotine nasal spray (Nicotrol® NS)
Non-formulary / 3rd tier	Nicotine inhalation system (Nicotrol® Inhaler)

*\*All products are limited to a six month course of treatment in a 12 month period except for bupropion.*

# New to Unity? A Prescription for an Easier Transition

Transitioning from one health plan to another can sometimes create difficulties with a member's prescription drug coverage due to differences between each health plan's formulary and policies. Here are a few tips to make a member's transition to Unity a little easier.

Two situations may occur which would adversely affect a member's coverage upon switching from another health plan to Unity:

- The medication the member is taking is formulary (1st or 2nd tier copayment) with his/her current plan and is non-formulary (3rd tier copayment) with Unity.
- The medication the member is taking is restricted (prior authorization required) with Unity.

Most medications that are non-formulary have suitable alternatives that are covered on the formulary. If the member's medication happens to be non-formulary and he/she must now pay a 3rd tier copayment, he/she should consider discussing a switch to a formulary product with his/her health care practitioner. He/she can contact Unity Customer Service at 1-800-362-3310 to identify possible alternatives on the formulary.



If the member's medication is restricted on Unity's formulary, he/she must have an approved prior authorization for coverage of that drug. The prior authorization process involves a one page form that his/her health care practitioner can fax to Unity that documents how the criteria for coverage of that medication are met. He/she may also want to consider switching to a medication that is not restricted and does not require prior authorization. The member should discuss which option is best for him/her with his/her health care practitioner.

If the member is new to Unity and needs a refill of his/her restricted medication sooner than he/she can obtain prior authorization, Unity provides new members with coverage for a 30-day supply of their current medications that usually require prior authorization. When that supply is finished, a prior authorization is required before the member can receive additional coverage. The normal 1st, 2nd, or 3rd tier copayment is charged. To request a "New Member Override," the member or his/her pharmacy can contact Unity Pharmacy Services at 1-800-788-2949.

The New Member Drug Supply Policy is intended to provide continuity for medications taken before becoming a Unity member and does not apply to newly started prescriptions. Also, medications which are excluded from coverage under the member's Unity Prescription Drug Benefit are not covered under this policy. ■

# FORMULARY UPDATE

The following drugs have changed formulary status. These changes were made between October 2006 and November 2006. Members affected by these changes received a letter from Unity containing more details. A change in formulary status of drugs may affect out-of-pocket costs, depending on the current drug benefit. The complete formulary is available on the Unity website at [unityhealth.com](http://unityhealth.com) or by contacting Unity Customer Service at 1-800-362-3310 for a hard copy.

## Formulary Additions, Non-Additions and Restriction Removals

FORMULARY ADDITIONS	NOT ADDED TO FORMULARY (NON-FORMULARY)	PA CRITERIA UPDATED
Travoprost (Travatan Z)	Insulin glulisine (Apidra)	Ribavirin (Copegus, Rebetol, Ribasphere, generic)
		Cilostazol
		Leflunomide
		Butorphanol (Stadol, generics)
		Dornase alfa (Pulmozyme)
		Becaplermin (Regranex)
		Finasteride (Proscar 5mg, generics)
		Propecia 1mg is still excluded
		Budesonide oral (Entocort)-QL
		Dutasteride (Avodart)- (remains non-formulary)
		Rasagiline (Azilect)-QL

## Products Newly Available as Generics (brand becomes non-formulary when equivalent generic available)

PRODUCT	FORMULARY STATUS / NOTES
Oxybutynin XL (Ditropan XL)	formulary; 1st tier
Prednicarbate topical (Dermatop)	formulary; 1st tier

PA = prior authorization required, QL= quantity limit

## Important phone numbers to call when you have questions

WHEN TO CONTACT	WHO TO CONTACT	PHONE NUMBER
To check the formulary status or restriction status of a drug	Unity Customer Service	1-800-362-3310
To obtain a copy of Unity's Prescription Drug Formulary	Unity Customer Service or <a href="http://unityhealth.com">unityhealth.com</a>	1-800-362-3310
To appeal a Prior Authorization denial	Unity Customer Service	1-800-362-3310
To speak to a clinical pharmacist about why a Prior Authorization Request was denied	Unity Clinical Pharmacy Program	1-888-450-4884
For information regarding the Half-Tab Program	Unity Customer Service	1-800-362-3310
For criteria for coverage of a medication	Unity Clinical Pharmacy Program	1-888-450-4884
Early refills, vacation supplies, emergency supplies, new member supply, reimbursement of medications purchased out-of-pocket	Unity Pharmacy Services	1-800-788-2949

## Therapies for Children with Special Needs

During this past year, modifications were made regarding claims processing for physical therapy, occupational therapy, and speech therapy services which are consistent with coverage by other health plans in the area. Unity would like to remind you that coverage of services with an in-network practitioner is as follows:

Unity allows coverage of developmental delay services for one therapy evaluation visit and up to a maximum of two visits per therapy (physical, occupational, and speech) per member, per benefit year. Any treatment beyond one therapy evaluation and two therapy visits per therapy, per member, per benefit year is not covered under this policy if it is performed for a developmental delay-related diagnosis. These visits are approved to allow for the evaluation and for education and instruction as well as investigating options to transition to other community resources.

If you have any questions about your group's benefits, please contact Unity Customer Service at 1-800-362-3310.



# Unity's Specialty Injectable Pharmacy Program

Specialty injectable medications are a group of self-administered injectable medications used chronically for various conditions. These products often have special storage, handling and administration requirements, require patient adherence with the prescribed regimen, sometimes require laboratory monitoring, and generally cost more than \$1,000 per month of therapy. These medications also require prior authorization from Unity for coverage. In order to better manage utilization of specialty injectables, Unity has implemented the Specialty Injectable Pharmacy Program.

Through this program, Unity members can receive coverage for their specialty injectable medications only through select pharmacies. Unity is partnering with UW Health pharmacies to provide these services. UW Health pharmacies utilize pharmacists with a wide variety of hands-on experience in monitoring complex medication regimens from throughout the UW Health System.

Products included in the Specialty Injectable Pharmacy Program (see list) are only covered under the Unity Prescription Drug Benefit if obtained through the UW Health pharmacies. Members can receive specialty injectable medications either by mail (no mailing charges for standard delivery) or arrange to pick them up at one of the UW Health pharmacy locations.

*This program DOES NOT apply to medications administered in the member's physician's office, a hospital or other health care facility. Coverage for medications administered in a health care facility falls under the member's Unity medical benefit and may be subject to other requirements.*

## Receiving Specialty Injectable Prescriptions

To receive a product included in the program, members can contact UW Health Pharmacy Specialty Injectable Intake toll-free at 1-866-894-3784. After obtaining the necessary information from the member, they discuss delivery and pick-up options and contact the member's health care practitioner to obtain a copy of the prescription. Standard delivery is free of charge. The member is responsible for his/her copayment. The member can also arrange for pick-up at one of the UW Health pharmacies. Even if he/she opts for pick-up, it is important to contact the UW Health Pharmacy Specialty Injectable Intake number listed above to make arrangements BEFORE he/she arrives at one of the UW Health pharmacies so they can assure the product is available.

After the member receives the medication, all of the UW Health pharmacy staff is happy to help with any questions or concerns that arise with the use of the medication. The staff also works with the member's health care practitioner on any concerns he/she has about side effects or how well the medication is working.

*Please note: medications included in this program also generally require prior authorization for coverage from Unity. If a member does not have an approved prior authorization for a particular medication, the specialty pharmacy is not able to process the claim through Unity and provide the medication.*

## Medications Included in the Unity Specialty Injectable Pharmacy Program as of 8/1/06

DRUG CLASS	GENERIC NAME	BRAND NAME
Calcium Regulators	Teriparatide	Forteo
Growth Hormones	Somatropin	Genotropin
	Somatropin	Humatrope
	Somatropin	Norditropin
	Somatropin	Nutropin
	Somatropin	Omnitrope
	Somatropin	Saizen, Zorbtive
	Somatropin	Serostim
	Somatropin	Tev-Tropin
Hepatitis C Agents	interferon alfacon-1	Infergen
	interferon alfa 2b	Intron-A
	interferon alfa 2b/ribavirin	Rebetron
	interferon alfa 2a	Roferon-A
	peginterferon alfa 2b	Peg-Intron
	peginterferon alfa 2a	Pegasys
Multiple Sclerosis Agents	Glatiramer	Copaxone
	interferon beta 1a	Avonex
	interferon beta 1a	Rebif
	interferon beta 1b	Betaseron
Tumor Necrosis Factor Antagonists <i>(used for rheumatoid arthritis, Crohn's disease and others)</i>	Adalimumab	Humira
	Anakinra	Kineret
	Etanercept	Enbrel

To receive a prescription for a product included in the program or if you have any questions about the program, contact UW Health Pharmacy Specialty Injectable Intake at 1-866-894-3784. ■



# Utilization Management

The philosophy of managed care is to provide information and preventive services to help members be as healthy as they can be while managing the cost of care. Healthy members are less likely to need expensive medical care. As part of the managed care process, Unity works with its participating physicians and other health care practitioners to ensure care recommended for members includes the most appropriate and effective treatments available. This process is called care management or utilization management and is conducted by nurses with support of physicians. Unity continually evaluates the effectiveness of these programs.

One of Unity's roles as a managed care organization is to provide members with educational materials to help make the best use of their health benefits including available preventive care services. These services include immunizations, screenings such as mammograms and pap smears, and fitness and wellness programs. Members are responsible for reading the materials, becoming familiar with their plan benefits, and following the health measures that apply to their family.

A member's primary care physician (PCP) also plays an important role in his/her health. The member's PCP is responsible for providing primary care services and for coordinating his/her health care. At times when a member needs care from a specialty practitioner, his/her PCP will refer him/her to a Unity participating practitioner. Working through the member's PCP for referrals (when needed) ensures his/her medical claims are processed according to his/her benefits.

One of the most important components of utilization management involves Unity working with its medical management, behavioral health groups, pharmacy services and the member's PCP. This group effort ensures the member receives the most effective treatment available.

- The UW Medical Foundation (UWMF) provides medical management services for all members.
- Behavioral Health Consultation System (BHCS) provides behavioral health management services for all members. They also provide alcohol and other drug abuse (AODA) services to members with a PCP outside Dane County.

- Gateway Recovery provides AODA management services to members with a PCP in Dane County.
- Unity provides medical management services for chiropractic care and pharmacy management for pharmacy services.

Medical management and the behavioral groups are available during normal business hours to receive and return calls regarding utilization management issues. After normal business hours, calls are answered by an answering machine or service and are returned the next business day. Staff members identify themselves by name, title and organization when they receive or return calls relating to utilization management issues. A toll-free number is also available to accept and address utilization management concerns. The numbers to call are:

- UWMF..... 608-821-4200 (Local)  
1-888-829-5687 (Toll-Free)
- BHCS..... 608-282-8270 (Local)  
1-800-683-2300 (Toll-Free)
- Gateway Recovery..... 608-278-8200 (Local)  
1-800-785-1780 (Toll-Free)
- Unity..... 608-643-2491 (Local)  
1-800-362-3308 (Toll-Free)
- Unity's Pharmacy Program.... 1-888-450-4884 (Toll-Free)

Unity works with participating physicians and utilization management staff to ensure decisions regarding treatment are based only on appropriateness of care and service. Unity does not offer practitioners incentives for denial of services. Unity does not offer financial incentives for utilization management decision makers to encourage decisions that result in underutilization of services.

It is important to know which group works with the member's PCP on medical management issues as referral processes may be different with each group policy. If you have any questions about referrals, please contact Unity Customer Service at 1-800-362-3310. ■

# Benefits Assistant

Benefits Assistant is Unity's secure online tool through which you and your employees can access benefit and claims information, 24 hours a day, 7 days a week. Just visit [unityhealth.com](http://unityhealth.com) and log in by clicking on the "Benefits Assistant" icon.

As an employer, you can:

- Add, update, and terminate members
- View your group's benefit information
- Create customized provider directories
- View and confirm benefit eligibility
- Email Customer Service

Your employees can

- View their benefit information
- Check claims status
- Change their PCP selection
- Email Customer Service
- Search for providers
- Check eligibility
- Review prior authorizations
- Update contact information



**Benefits Assistant**



If you have any questions about Benefits Assistant, please contact Unity Customer Service at 1-800-362-3310.

# Unity's Member Rights and Responsibilities Statement

*Unity's Member Rights and Responsibilities Statement shows our commitment to a mutually respectful relationship with our members and practitioners. This policy assures members that we respect their rights, and communicates our expectations of the members' responsibilities, as follows:*

## **Member Rights:**

**To choose:** Members have the right to choose a personal physician from Unity's network of Primary Care Physicians (PCPs).

**To obtain information:** Members have the right to receive information about their rights and responsibilities as a member of Unity. Members have the right to make recommendations regarding Unity's Member Rights and Responsibilities Statement. Members have the right to obtain information about Unity and information relating to covered and excluded health plan benefits. Members also have the right to obtain information on available primary and specialty care practitioners and providers. Members have the right to receive preventive care information and information about their illnesses and treatment options. Members have the right to obtain information about how to file a complaint, appeal, or grievance.

**To have privacy and confidentiality:** Members have the right to privacy and confidentiality in communications and records about their care.

**To participate in their care:** Members have the right to be active in decisions about their treatments. Members have the right to have a candid discussion of appropriate or medically necessary treatment options for their conditions, regardless of cost or benefit coverage. Members have the right to obtain information about the risks and benefits of treatment. Members also have the right to refuse care.

**To present a complaint, appeal, or grievance:** Members have the right to voice concerns and to receive a prompt and fair review of their concerns.

**To be treated with respect and dignity:** Members have the right to be treated with respect and dignity regardless of their race, age, gender, sexual orientation, or creed.

## **Member Responsibilities:**

**To choose a personal physician:** Members have a responsibility to choose a personal physician from among Unity's network of PCPs and to establish a relationship with that physician.

**To know their benefits and requirements:** Members have a responsibility to understand their health plan benefits and limitations and to follow required procedures. Members also have a responsibility to know how to use Unity's provider network and to ask questions about things they do not understand.

**To provide accurate information:** Members have a responsibility to provide accurate and complete information about their health history, their eligibility, and their enrollment. Members have a responsibility to show their ID card each time they receive services and to pay any out-of-pocket expenses they incur.

**To participate in their care:** Members have a responsibility to participate in their care by asking questions about their health. Members also have a responsibility to follow the recommended and agreed upon treatment plan for their illness, and to make healthy lifestyle choices to maintain their health or manage their illness.

**To keep their appointments:** Members have a responsibility to keep their appointments or to give early notice if they must cancel.

**To show consideration and respect:** Members have a responsibility to show consideration and respect to health plan staff and health care providers.

## **Unity Communicator for Employers**

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