

ISSUE 4, 2008

Unity's Quality Improvement Process

Unity's Quality Improvement Program ensures members have access to high quality health care services. Measurement of the effectiveness of the services is done yearly through chart reviews for Healthcare Effectiveness Data and Information Set (HEDIS®) standards of care. Unity then trends these results against our previous results and other local managed care organizations.

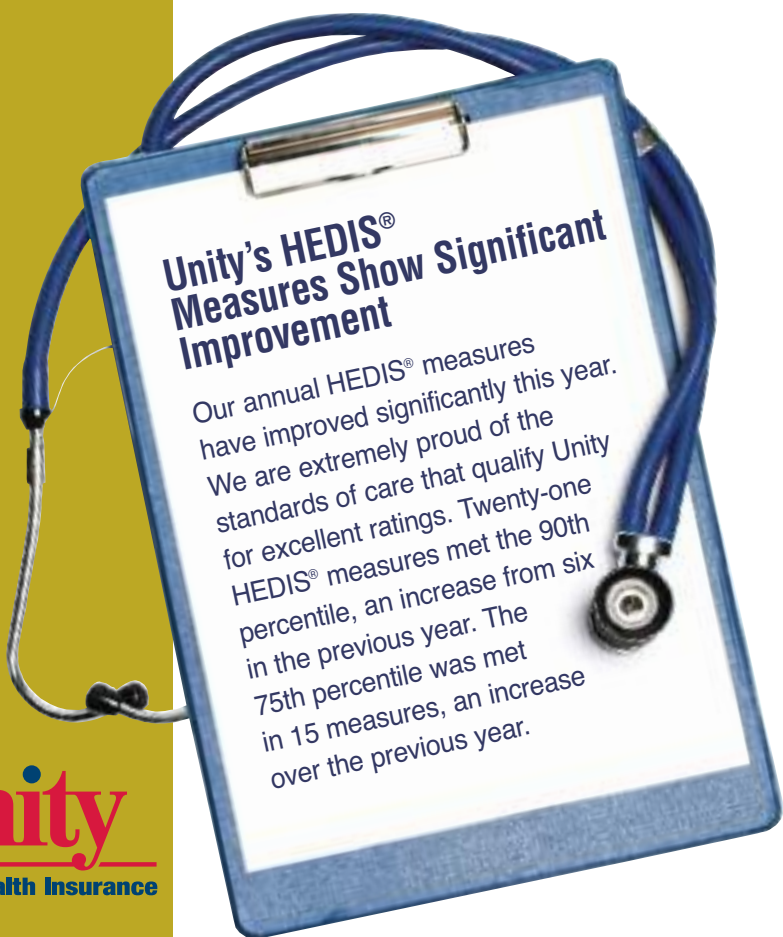
Our quality goals include:

- Ensuring the availability of health promotion and prevention programs to supplement practitioner practices.
- Assuring the accessibility of high quality services.
- Monitoring acute care activity and assisting members and practitioners in managing chronic conditions.
- Developing and monitoring practices that demonstrate commitment to improving safe clinical processes, procedures and outcomes.

Each year, we establish program priorities and goals. These goals are sought through such interventions as reminder mailings about colorectal cancer screening tests and pap tests or mammography exams, reminders of immunizations and follow-up with individuals who may require further clinical assessment, or want health coaching to assist in reaching personal goals. New program opportunities are continuously being worked on and include such topics as pregnancy and postpartum health support, tobacco cessation assistance, cardiovascular disease and co-morbid condition education.

These and other initiatives are implemented where necessary to improve overall health care performance. We continuously work to ensure members have the best quality interactions with their health care practitioners on a regular basis.

For more information about our health management, preventive or wellness programs, please go to unityhealth.com and select *Health & Wellness*.



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

unityhealth.com



Visit unityhealth.com for more info

* HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).

Lighten Up Wisconsin – Holiday Challenge &

If you have employees who are interested in improving their exercise and nutrition habits and/or losing weight, consider offering a company promotion and encourage co-workers to register for Lighten Up Wisconsin. The team challenge activity is state-wide January 19 through April 28, 2009 but they are also offering a holiday season challenge.

Lighten Up Wisconsin is a 100 day, team-based physical activity and nutrition initiative that encourages team members to make small, realistic and permanent changes in their dietary and exercise habits that will last a lifetime. This team competition will recognize achievement in three divisions:

- Weight loss due to healthy eating and physical activity
- Accumulated activity
- Total Fitness (includes activities and weight loss)

Participants will receive:

- Use of an interactive website with a team and company page
- Online weight and activity tracking, and personal food and fitness journal
- Links to fitness and nutrition resources
- Weekly exercise and nutrition tips
- Monthly team captain awards
- Weekly incentive challenges
- Team message board
- Healthy recipes
- Training t-shirt



REGISTERING IS EASY AS 1-2-3

- 1 FORM A TEAM**
 - Gather up to 10 co-workers, family members or friends.
 - Choose a team captain and a team name.
- 2 CHOOSE A DIVISION**
 - Choose the weight loss, accumulated activity or total fitness division for a \$15 fee.
- 3 REGISTER YOUR TEAM**
 - Register online or print and mail in a registration form available at www.sportsinwisconsin.com/lightenup or www.lightenupwisconsin.com/index.php.

Preparing Your Employees for the Upcoming Flu Season

There is a free poster available from the CDC that you can print and post in your office to promote your company-wide flu shot session or just to share tips for the season. To print a copy, go to www.cdc.gov/flu/professionals/flugallery/index.htm.

Also, check out the flu-related information at unityhealth.com by clicking on *Health & Wellness*, then *Preventive Health* and then *Flu Prevention*. This includes a chart that helps to decide if it's a cold or the flu. Feel free to share the chart with your employees.

 Visit unityhealth.com for more info



Winter Team Activity

PLANNING TIMELINE

December

Visit the Lighten Up Wisconsin website (www.sportsinwisconsin.com/lightenup or www.lightenupwisconsin.com/index.php) to get more information.

Start promoting Lighten Up for Winter (Jan – April 2009) participation. Try to reach as many employees as possible. If you get people excited and talking about Lighten Up, they will then help you promote through word of mouth. Some ideas to help promote the program:

- Mention it at staff meetings
- Send corporate-wide emails
- Hang flyers or posters throughout the building
- Put information on your employee bulletin boards

January

- Continue to encourage registration of new teams.
- Consider offering a company incentive, such as certificates, t-shirts, prize drawings and/or parties.

January–April

- Promote the success of company teams.
- Encourage employees to host healthy events. See the website for ideas.
- Find ways to keep the Lighten Up discussions going on a weekly basis.

May

- Celebrate your participation and success.
- Share positive testimonials.
- Encourage employees to continue on their own with the challenge.

For more information or ideas to implement this activity at your workplace, contact Unity's Quality Care Coordinator for Worksite Wellness at 608-821-4802, toll-free 1-866-884-4601, Ext. 4802 or email preventivehealth@unityhealth.com and put Lighten Up WI in the subject line.

Encourage Employees to

There is such a thing as the “magic pill” for health! It just doesn't come in the form that is expected. It's called *ambulo* (Latin for walk) and each person needs 30 minutes of this each day. It's physical activity.

Physical activity assists in losing weight, decreasing blood pressure, increasing good cholesterol, decreasing bad cholesterol and improving overall health. The effects of physical activity include feeling better, sleeping better, unexpected euphoria, increased energy and decreased risk of diabetes, cancer and heart disease.

Small changes in the workplace can encourage more physical activity. Some suggestions that cost very little and require a minimal amount of time to organize include:

1. Encourage your employees to join

Unity's Fitness First program

Fitness First is an exercise reward program for Unity subscribers and their covered spouses to earn cash or prizes. For more information, visit unityhealth.com and click on *Health & Wellness* and then *Rewards*.

- Place a Unity Fitness First flyer on the company bulletin board
- Email a copy of the flyer with a personal note or testimonial from a fellow employee to all employees
- Set up a challenge with an incentive (i.e. celebrate Fitness First successes with a healthy luncheon)



Increase Physical Activity

2. **Ask nearby fitness centers to provide a membership discount for your employees**
 - Post these discounts on the company bulletin board
 - Email the announcement to all employees
3. **Promote community resources and events**
 - Register as a team for walks/runs and support a good cause. It also gets your organization's name out in your community
 - Map out a walking course near or around your worksite
 - Highlight nearby parks with hiking trails
 - On a monthly basis, spotlight a nearby state park and list all the possible recreation activities
4. **Hire a personal trainer or exercise instructor to teach a weekly exercise class**

Check out the *Worksite Wellness Resource Corner* to find internet links with more ideas and resources.



Visit unityhealth.com for more info

WORKSITE WELLNESS RESOURCE CORNER

Here are a few resources by topic to help you with your worksite wellness program.

Challenge programs to increase physical activity and improve eating habits

- www.lightenupwisconsin.com
- www.wisconsinchallenge.org

Encouraging physical activity at the worksite

- www.mapmyrun.com
- <http://www.eatsmartmovemorenc.com/Resources/wwtoolkit/movemore.html>
- http://www.arkansas.gov/ha/pdf/worksite_wellness.pdf
- <http://www.fitness.gov/50thanniversary/Physical%20Activity-The%20Magic%20Pill.pdf>

Tobacco Cessation

- <http://www.tobwis.org/employers/index.php>
- <http://www.ctri.wisc.edu/Employers/employers.htm>
- http://www.ctri.wisc.edu/Employers/employers_Tools_&_Resources.htm
- http://www.ctri.wisc.edu/Home/Quit_Line/Materials/QL_Order_Form.pdf
- <http://www.ctri.wisc.edu/Home/Quit.Line.Home.html>

Benefits of Physical Activity and options

Unityhealth.com: click on *Health Topics*, and type Physical Activity in the search box



FORMULARY UPDATE

The following drugs have changed formulary status. These changes were made between June and August 2008. 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 at unityhealth.com or by contacting Unity Customer Service at 1-800-362-3310 for a hard copy.

Formulary Additions, Non-Additions and Restriction Removals

ADDED TO FORMULARY	NOT ADDED TO FORMULARY (NON-FORMULARY)	PA/QL REQUIREMENT REMOVED OR MODIFIED
insulin pens (Novolog, Novolin, Lantus)	Lilly Insulin Pens (Humalog, Humulin, Apidra, Relion)	insulin pens – modified QL
ambrisentan (Letairis) – PA	lanreotide (Somatuline Depot) – PA	oxycodone ER – modified QL
fosinopril	mesalamine (Lialda)	fluoxymesterone – removed PA
fosinopril/HCTZ	amlodipine/olmesartan (Azor)	
quinapril	eprosartan (Teveten)	
quinapril/HCTZ	eprosartan HCTZ (Teveten HCT)	
balsalazide	irbesartan (Avapro)	
vorinostat (Zolinza) – PA	telmisartan (Micardis)	
polyethylene glycol packets (Golytely packets)	telmisartan HCTZ (Micardis HCT)	
	valsartan (Diovan)	
	methylnaltrexone (Reistor) – PA	
	polyethylene glycol (MoviPrep)	

Products Removed from Formulary or Newly Restricted

PRODUCT	EFFECTIVE DATE AND CHANGE	ALTERNATIVES
candesartan (Atacand) & candesartan HCTZ (Atacand HCT)	Effective August 18, 2008, Atacand and Atacand HCT are restricted to patients with a diagnosis of heart failure. Current users will be grandfathered to allow coverage to continue.	losartan (Cozaar), olmesartan (Benicar)

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

PRODUCT	FORMULARY STATUS / NOTES
acarbose (Precose)	formulary; covered at 1st tier
risperidone (Risperdal)	formulary; covered at 1st tier
lamotrigine (Lamictal)	formulary; covered at 1st tier
mercaptopurine (Purinethol)	formulary; covered at 1st tier

PA = prior authorization required, QL = quantity limit

Important contact information when you have questions

WHEN TO CONTACT	WHOM 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 unityhealth.com	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 Service	1-800-788-2949

Unity's Notice of Privacy Practices

Unity's Notice of Privacy Practices explains our privacy practices, legal duties and member rights concerning medical and financial information. Our Privacy Notice combines the requirements of the Health Insurance Portability and Accountability Act (HIPAA) privacy regulations, concerning the privacy of medical information, with the requirements of the Gramm-Leach-Bliley Act, concerning the privacy of financial information.

The HIPAA privacy regulations require Unity to inform our members of the availability of our Privacy Notice and how to obtain a copy. In the next issue of Unity's member newsletter, UnityNews, members will be notified that

Unity's Notice of Privacy Practices can be found at unityhealth.com by clicking on *Privacy Practices*. Members can also request a paper copy by contacting Unity's Privacy Official at 1-800-362-3308 or by emailing privacy.official@unityhealth.com.

Unity is committed to excellence in serving you and your employees. The Privacy Notice will keep your employees informed about Unity's practices regarding the privacy of their medical and financial information. If you have any questions or comments, please contact Unity's Privacy Official.

Mandatory Collection of Social Security Numbers

The Federal Government has enacted a Mandatory Insurer Reporting requirement as part of the Medicare, Medicaid and SCHIP Extension Act of 2007. This Act requires group health plans to collect social security numbers for all active covered individuals and their spouses. Because of this requirement, we may be contacting you in the near future if we do not have social security numbers for your employees and their spouses who have coverage under your Unity group policy. If you have any questions about this requirement, please contact Unity Customer Service at 1-800-362-3310. Unity does not use or disclose social security numbers, except as required by law.

National Health Observances

December 2008

Safe Toys and Gifts Month

Prevent Blindness America
211 West Wacker Drive
Suite 1700
Chicago, IL 60606
– (800) 331-2020
– (847) 843-8458 Fax
– info@preventblindness.org
– www.preventblindness.org
– Materials available
– Contact: PBA Consumer and Patient Hotline

December 7 - 13 National Handwashing Awareness Week

Henry the Hand Foundation
11714 U.S. Route 42
Cincinnati, OH 45241
– (513) 769-3660
– dr.will@henrythehand.com
– www.henrythehand.com
– Materials available
– Contact: Dr. Will Sawyer

January 2009

National Blood Donor Month

American Association of
Blood Banks (AABB)
8101 Glenbrook Road
Bethesda, MD 20814-2749
– (301) 907-6977
– www.aabb.org

Cervical Health Awareness Month

National Cervical Cancer
Coalition (NCCC)
6520 Platt Avenue, #693
West Hills, CA 91307
– (818) 909-3849
– (818) 780-8199 Fax
– rbiety@nccc-online.org
– www.nccc-online.org

National Birth Defects Prevention Month

March of Dimes
1275 Mamaroneck Avenue
White Plains, NY 10605
– (914) 997-4488
– (914) 997-4763 Fax
– askus@marchofdimes.com
– www.marchofdimes.com
– Materials available
– Contact: Pregnancy and Newborn Health Education Center

National Glaucoma Awareness Month

Prevent Blindness America
211 West Wacker Drive
Suite 1700
Chicago, IL 60606
– (800) 331-2020
– (847) 843-8458 Fax
– info@preventblindness.org
– www.preventblindness.org
– Materials available
– Contact: PBA Consumer and Patient Hotline

National Radon Action Month

U.S. Environmental
Protection Agency
Office of Radiation
and Indoor Air
1310 L Street, NW, 4th Floor
Indoor Environments Division
Washington, DC 20005
– (202) 343-9370
– (202) 343-2394 Fax
– www.epa.gov/radon
/rreactionmonth.html
– Materials available

Thyroid Awareness Month

American Association of
Clinical Endocrinologists
245 Riverside Avenue
Suite 200
Jacksonville, FL 32202
– (904) 353-7878 Ext. 147
– (904) 353-8185 Fax
– gwillis@aace.com
– www.thyroidawareness.com
– Materials available
– Contact: Greg Willis

Comments and suggestions
are welcome. Contact:

Marketing
840 Carolina Street
Sauk City, WI 53583
1-800-362-3308

lindsay.mayer@unityhealth.com

