

ISSUE 2, 2009

H1N1 and Your Employees

Unity wants to help keep you informed about H1N1 so you can help your employees stay healthy. We've provided information to help you identify the symptoms but also resources to help keep you aware of the latest news.

According to the Centers for Disease Control and Prevention (CDC), H1N1 Influenza is a type of virus that causes respiratory disease that is easily shared between people. The virus is spread from person to person mainly through coughing or sneezing or by touching something that is contaminated with the virus and then touching your eyes, nose or mouth.

Symptoms of H1N1 include:

- Fever
- Cough
- Sore throat
- Runny or stuffy nose
- Body aches
- Headache
- Chills
- Fatigue
- Diarrhea
- Vomiting

To help protect against getting H1N1, a vaccine is expected to be available soon. Medical experts strongly encourage getting the seasonal flu vaccine now, and the H1N1 vaccine can be given on the same day or whenever those supplies are available.

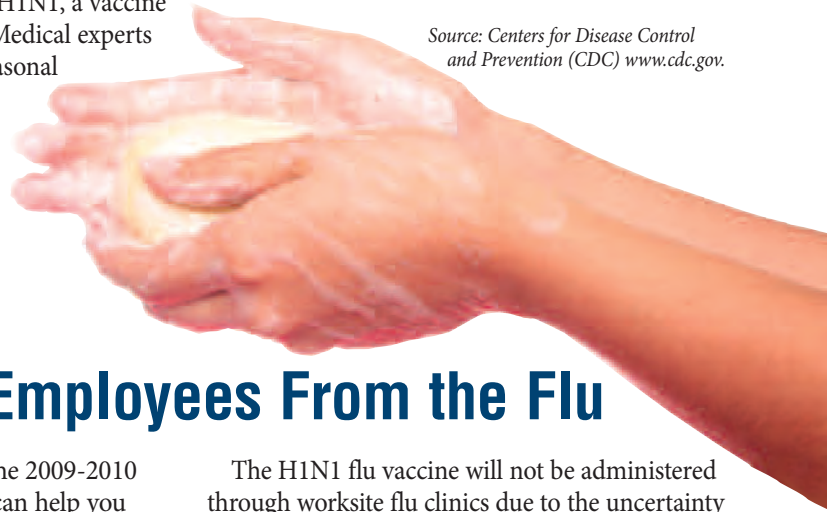
To help your employees stay healthy, please share the following:

- Cover your nose or mouth with a tissue when you cough or sneeze and throw away the tissue.
- Wash your hands often with soap and water especially after you cough or sneeze.
- Use alcohol-based hand cleaners often throughout the day.
- Avoid touching your eyes, nose and mouth.
- Avoid close contact with people who are sick.

Unity will help coordinate seasonal flu shot clinics at your worksite. Unity does not plan to provide for administration of worksite H1N1 vaccination clinics. The cost of administering the H1N1 vaccine will be a covered benefit to Unity members who receive the vaccine through their primary care physician or other approved locations.

For current updates and tips for your worksite and your employees, visit unityhealth.com.

Source: Centers for Disease Control and Prevention (CDC) www.cdc.gov.



Protect Your Employees From the Flu

Planning for administration of the 2009-2010 seasonal flu is underway. Unity can help you coordinate a seasonal flu clinic at your worksite to make it easier for your employees to receive a flu shot. If you would like to set up a worksite flu clinic, contact Unity's Health Services Department at 608-821-4134, 866-884-4601, Ext. 54134 or healthservices@unityhealth.com for information and requirements.

The H1N1 flu vaccine will not be administered through worksite flu clinics due to the uncertainty of delivery, supply and demand. If you or your employees would like more information about H1N1, please visit unityhealth.com.

Please note: flu shots are a covered benefit for all Unity members when received from a participating clinic or pharmacy. If you or your employees have a benefit or coverage question, please log into MyUnity at unityhealth.com or contact Unity Customer Service at 800-362-3310.



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

unityhealth.com

Communication—The Key to Positive Health Outcomes

Ask Me 3 is a free health literacy campaign that focuses on the issue of how reading ability affects health status more than age, income, employer status, educational level and racial or ethnic background. Those who understand their health care instructions take better care of themselves. Individuals with low health literacy have a difficult time reading and therefore understanding medical instructions. Because of this, they are less likely to adhere to prescribed treatments. This can lead to lengthier treatment programs and longer hospital stays.

Clear communication between a patient and his/her health care practitioner is critical. The *Ask Me 3* program promotes three questions

individuals should ask their health care practitioner. In addition to asking the questions, the program encourages individuals to understand the answers to these three questions:

- 1 **What is my main problem?**
- 2 **What do I need to do?**
- 3 **Why is it important for me to do this?**

The *Ask Me 3* program provides free materials that you can share with your employees in an effort to increase positive health outcomes. Materials such as posters, brochures, worksheets, fact sheets and Power-Point presentations are available at www.AskMe3.org. Post these items in the break room, stuff them in paychecks, enclose them in new employee orientation materials and have managers review this information at department meetings.

Ask Me 3 is a program developed by the Partnership for Clear Health Communication and is a coalition of many national organizations. A better informed patient is a healthier employee!



New Features Added to MyUnity

Unity recently made some changes to MyUnity including adding an enhanced online communication tool, the Message Center. This communication tool provides you and your employees with a convenient and secure way to communicate with us.

Have a question? Simply go to unityhealth.com and sign into MyUnity. Once you are signed in, click "Contact Us" then "Ask an Expert" to send us your question. Our experts will reply within one business day. You will even receive an email notification indicating you have new messages waiting for you. There's also a Frequently Asked Questions section to help you find an answer to your question.

In addition to the Message Center, we have made changes to the navigation toolbar at the top of the page to make it easier for you to find the tools you need.



You'll now see a link called "Tools" which offers a dropdown menu with links to enrollment information, benefits and premium invoices. Under "Resources" you will find forms as well as the order materials page. You will also find "Contact

Us" where you can access the "Ask an Expert" feature or check your messages within the Message Center.

Stay tuned for more exciting changes coming to MyUnity!

PATIENT SAFETY

Patient safety continues to be a growing concern as well as a health care challenge for the country. As part of the solution, physicians, nurses, hospitals and health plans continue to improve upon standards of care.

Improvement goals include reducing errors during surgery, decreasing inpatient mistakes, improving accuracy in prescriptions to make them clearer and clarifying treatment plans for patients. Patients are being encouraged to take an active role in staying safe while under medical care by asking questions and talking openly and honestly with their practitioners. All these can help patients and providers avoid dangerous mistakes.

Unity has encouraged its participating hospitals, both in urban and rural areas, to complete and submit information to The Leapfrog Group, an organization that gathers and reports information on hospital quality and patient safety efforts. Unity also encourages hospitals to submit survey information to the Wisconsin Hospital Association's CheckPoint program that gathers and reports information about safety and quality improvement programs from medical clinics and hospitals throughout the state. Results of these initiatives are available on Leapfrog Group's web site (www.leapfroggroup.org) and WHA's web site (www.wisconsinhealthreports.org) or by calling Unity Customer Service at 800-362-3310.

One of the most important ways to stay safe and healthy is to see your practitioner as a partner in your health care.

Patient safety begins with the patient. Standards designed by the health care industry and patient safety groups not only hold health care professionals accountable but should assist patients in being more active and informed members of their health care team.

A checklist to help you prepare for your next health care appointment is available at unityhealth.com by clicking *Members*, *Using Your Plan* and then *Smart Consumerism* or by calling Unity Customer Service at 800-362-3310.

Here are some tips to share with your employees to help keep them safe:

1. Ask questions and get explanations when you don't understand everything your practitioner discusses with you. Repeat what you understand the process or instructions to be.
2. Answer completely and honestly when your practitioner asks questions.
3. Keep a list of all your current medications. Know the dose and purpose of each medication.
4. Check your prescription when you leave your practitioner's office and when you pick it up from the pharmacy. Is it what you were told it was and at the dose you understood?
5. Know what tests are being done, why they are being done and the risks and results.
6. Ask and talk about your treatment options.
7. Talk to everyone who treats you in the hospital. Make sure they know why you are there.
8. When in the hospital, find out who is in charge of your care. Is it the practitioner at your clinic or the hospital practitioner or a specialist?
9. Make sure everyone who handles your care in the hospital checks your identification bracelet for information.
10. Learn about your condition.



Medical Self-Care Tips to Share With Your Employees

Teaching employees to make positive lifestyle and health care choices can be difficult. Many employers rely upon guidebooks and websites to assist in determining when symptoms are an emergency or urgently need care, when it can wait until tomorrow, or when to first try something at home. These types of skills are called medical self-care or demand management education.

The handbooks and guides are not meant to replace medical care. They are designed to help understand minor ailments and to determine when to take more immediate attention versus a wait and see approach. Medical self-care helps to reduce unnecessary visits and hospitalizations, to improve home self-care, to ensure the right treatment at the right time and to provide helpful wellness information. It increases members' sense of control over their health.

Here are some tips to share with your employees to help them determine when they need to receive care based on the situation.

- **Use Emergency Departments (ED) wisely.** For life-threatening situations, these services are vital; however EDs are not set up to care for routine illnesses. Use emergency departments for medical emergencies such as severe bleeding, head injuries, poisoning, shock or unconsciousness.
- **Select and get to know a Primary Care Physician (PCP) to establish your care.** This can avoid unnecessary and costly visits to a specialist. Having an established PCP helps improve quality of care when you have a practitioner who knows you.
- **Learn how to identify when an injury requires a visit to a health care practitioner.** Call the clinic's triage nurse, refer to a handbook or check credible online guides to determine the next steps for treatment. *Health Topics*, available at unityhealth.com, provides basic information about when health care may be

needed for certain conditions, symptoms and signs of illness. Use the Symptom Checker to pinpoint the area of the body experiencing symptoms and read questions and answers to help determine next steps.

- **Schedule a PCP-related checkup if it's been more than five years.** Also, follow the guidelines for recommended services for ongoing conditions. Adult health guidelines are available at unityhealth.com.
- **Review insurance coverage** provided for routine exams and for services such as immunizations and medication refill checks.
- **Know and use appropriate follow-up visits for chronic conditions** such as high blood pressure, asthma, diabetes or other ongoing conditions.

Interested in providing a medical self-care lunch and learn session for your employees or want information on where to obtain printed handbooks? Contact us at 866-884-4601 or email preventivehealth@unityhealth.com.

Healthwise® Handbook



Resource Corner

Ask Me 3 Information and Downloadable Materials

- www.AskMe3.org

Online Medical Self-Care Information

- unityhealth.com
Click *Health Topics* and type your topic in the search box
- Wellness Council of America
www.welcoa.org
- American Institute for Preventive Medicine
www.healthylife.com
- webmd.com

Medical Self-Care Programs

Over one-third of all minor medical conditions can be treated without a trip to a clinic, urgent care or hospital.* A significant portion of all health care visits are unnecessary.* Based on these statistics, employers are implementing self-care programs at the workplace in an effort to reduce health care costs and teach their employees how to make better health care decisions.

Medical self-care is what a person does to take care of him/herself and/or their family. It's taking charge of one's health and making good health care choices.

Medical self-care programs generally address a number of decision making skills which include:

1. Recognizing when a real medical emergency occurs
2. Understanding when to see or call a health care practitioner
3. Learning how to treat yourself at home
4. Knowing how to communicate with your primary care physician

The most important component of a self-care program is to provide a self-care guide for each employee. A paper guide may still be the best unless you offer web-based services to your staff for use at home.

To further encourage utilization, we would suggest a short quiz for your employees that many of the medical self-care providers have available. You can reward all employees who complete the quiz with a prize like a small container of band-aids or sanitizing hand wash.

A Harris online poll found that patients who use the Internet to look for health information are more likely to ask more specific and informed questions of their doctors and to comply with prescribed treatment plans.**

Check the resource corner in this newsletter to find places to explore and gather more information.

* Self Care Essentials, 2008, Wellness Councils of America.

** Harris Interactive, authors. The increasing impact of eHealth on consumer behavior. Health Care News. 2001 June 26: 1 (21): 1-9. Retrieved on July 14, 2009 from http://www.harrisinteractive.com/news/newsletters/healthnews/HI_HealthCareNews2001Vol1_iss21.pdf.

Complaints and Grievance Resolution

Unity is dedicated to providing quality service to our members. To continuously improve the care and service members receive, Unity looks to our members for comments and suggestions.

There may be a time when a member has a concern. Members have the right to voice a complaint or appeal a decision made by Unity and to receive a prompt and fair review.

Unity has developed a comprehensive process for handling member complaints. If a member has a complaint he/she would like Unity to address, he/she may contact Unity Customer Service at 800-362-3310. Unity's customer service representatives are dedicated to resolving member complaints in a timely fashion. If Unity Customer Service is unable to resolve a member's complaint, the member advocate will assist.

Unity's grievance process includes a comprehensive review of a member's grievance by the member advocate as well as review by qualified medical personnel and/or the Reconsideration Committee when needed.

The Reconsideration Committee was established to assure members receive all the benefits permitted or allowed by their contract as well as a fair and impartial hearing of their grievance. This Committee also provides members the opportunity to share information concerning their grievance in person.

In some cases, a member may have the right to have his/her grievance reviewed by an Independent Review Organization (IRO). If a member is notified that his/her case qualifies for an IRO, the member must send his/her request to Unity within four months of the date Unity denied the grievance, and inform us of the IRO he/she wishes to use.

For more information about certified IROs, please contact the State of Wisconsin Office of the Commissioner of Insurance or visit their web site at www.oci.wi.gov/iros-cert.htm.

Unity is dedicated to providing quality customer service and access to quality health care. Problems can be solved only when they have been identified. We thank you in advance for your cooperation.

For more information about Unity's appeal process, please visit unityhealth.com and click on *Members*, *Using Your Plan*, *Claims Process* and then *Appeals*.

Convenient Services Available From UW Health Pharmacies

UW Health pharmacies make receiving prescription medications easier for your employees. They offer convenient services plus expert pharmacists work closely with your employees' health care practitioners to make sure they receive the care that's right for them.

There are 14 locations throughout the Madison area located within UW Health clinics to provide convenient access for your employees who receive care at a UW Health clinic. When they see their practitioner, they can have their prescription sent to the pharmacy located in the clinic and it's ready to pick up on their way out.

When your employees need to refill a prescription they originally had filled with a UW Health pharmacy, all they need to do is call the pharmacy to request a refill or visit uwhealth.org and click Prescription Refill under Online Services.

They can choose to pick up the prescription, have it delivered to their home or have it mailed to them.

Another reason your employees may be interested in using a UW Health pharmacy is their free home delivery and free mail service. Employees who are interested in either of these services can stop by a UW Health pharmacy or call 866-894-3784 to enroll. Free home delivery is available in Madison, Middleton, Monona and Fitchburg for four or more prescriptions. A \$5 charge applies for three or fewer medications for home delivery or mail service.

These are just some of the reasons to choose a UW Health pharmacy. Encourage your employees to contact or visit a UW Health pharmacy to find out about the convenient care and quality service they can receive from expert pharmacists.



UW Health Pharmacy Locations

Any customer may visit the following UW Health pharmacies:

- UW Health-
1 S. Park Pharmacy
608-287-2400
- UW Health-
20 S. Park Pharmacy
608-287-2410
- UW Health-
Monona Pharmacy
5001 Monona Dr.
608-221-6240
- UW Health-
East Towne Pharmacy
4122 East Towne Rd.
608-242-6862
- UW Health-
West Towne Pharmacy
7102 Mineral Point Rd.
608-828-7688
- UW Health-
Odana Atrium Pharmacy
5618 Odana Rd.
608-278-4730
- UW Health-
Pharmacy Services
Hilldale Shopping Center
702 N. Midvale Blvd.
608-263-6900
- Northeast Family
Practice Pharmacy
3209 Dryden Dr.
608-241-9638

UW Hospital and Clinics patients may also be served by the following pharmacies:

- UW Health-
Outpatient Pharmacy
UW Hospital and Clinics
600 Highland Ave., E5/230
608-263-1280
- UW Health-
Oncology Pharmacy
UW Paul P. Carbone
Comprehensive
Cancer Center
600 Highland Ave.
K4/213
608-263-7025
- UW Health-
Children's Pharmacy
American Family
Children's Hospital
1675 Highland Ave.
608-890-7899
- University Station Pharmacy
2880 University Ave.
608-263-9393
- UW Health-East Pharmacy
5249 E. Terrace Dr.
608-265-1650
- UW Health-West Pharmacy
451 Junction Rd.
608-265-7070

FORMULARY UPDATE

The following drugs have changed formulary status. These changes were made between January and May 2009. 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 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
budesonide/formoterol inhaled (Symbicort)	ethinyl estradiol/levonorgestrel (LoSeasonique)	sumatriptan/naproxen (Treximet)--QL modified
atomoxetine (Strattera) – PA	fenofibric acid (Trilipix) – ST	frovatriptan (Frova) – QL modified
One Touch Test Strips – PA	dexlansoprazole (Kapidex) – PA	eletriptan (Relpax) – QL modified
darunavir (Prezista)	everolimus (Afinitor) – PA	zolmitriptan (Zomig) – QL modified
etravirine (Intelece)	armodafinil (Nuvigil) – PA	almotriptan (Axert) – QL modified
atazanavir (Reyataz)	milnacipran (Savella) – PA	
fosampenavir (Lexiva)	golimumab (Simponi) – PA	
	insulin glulisine (Apidra Solostar) – PA	

Products Removed from Formulary or Newly Restricted

PRODUCT	CHANGE AND EFFECTIVE DATE	ALTERNATIVES
somatropin (Humatrope)	Removed from formulary, remains restricted, effective 6/15/09	Genotrope, Tev-Tropin

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

PRODUCT	FORMULARY STATUS / NOTES
carbamazepine XR (Tegretol XR)	Formulary; covered at 1st tier; NTI list – brand remains at 2nd tier
mycophenolate (CellCept)	Formulary; covered at 1st tier
prednisolone eye drops (PredForte)	Formulary; covered at 1st tier; NTI list – brand remains at 2nd tier
amphetamine/dextroamphetamine (Adderall XR)	Formulary; covered at 1st tier
topiramate (Topamax)	Formulary; covered at 1st tier
sumatriptan injections, nasal, and tablets (Imitrex)	Formulary; covered at 1st tier; QL injections 9ml (18 vials), 18 tablets, or 12 nasal doses per 30 days
oxybutynin ER (Ditropan XL)	Formulary; covered at 1st tier; QL 1 tablet per day

PA = prior authorization required, QL = quantity limit, ST = step therapy, NTI = narrow therapeutic index drug

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	800-362-3310
To obtain a copy of Unity's Prescription Drug Formulary	Unity Customer Service or unityhealth.com	800-362-3310
To appeal a Prior Authorization denial	Unity Customer Service	800-362-3310
To speak to a clinical pharmacist about why a Prior Authorization Request was denied	Unity Clinical Pharmacy Program	888-450-4884
For information regarding the Half-Tab Program	Unity Customer Service	800-362-3310
For criteria for coverage of a medication	Unity Clinical Pharmacy Program	888-450-4884
Early refills, vacation supplies, emergency supplies, new member supply, reimbursement of medications purchased out-of-pocket	Unity Pharmacy Service	800-788-2949

Women's Health and Cancer Rights Act

The "Women's Health and Cancer Rights Act of 1998" requires all health plans offering mastectomy coverage to also provide benefits for the following services:

- Reconstruction of the breast on which the mastectomy was performed
- Surgery and reconstruction of the other breast to produce a symmetrical appearance
- Prostheses and treatment of physical complications at all stages of the mastectomy, including lymphedema

Unity provides breast reconstruction benefits in accordance with this law. Coverage for these services is subject to the same limitations, exclusions and cost-sharing provisions that apply to other services provided under your health insurance plan. The copayment and deductible amounts that apply to your plan's surgical benefit also apply to the mastectomy and breast reconstruction benefits. Please consult your Certificate of Coverage and Schedule of Benefits for specific information.

Questions about your benefits can be directed to Unity Customer Service at 800-362-3310 or unityhealth.com by logging into MyUnity.

NATIONAL HEALTH OBSERVANCES

OCT.

Eye Injury Prevention Month

American Academy of Ophthalmology
P.O. Box 7424
San Francisco, CA 94120-7424
– (415) 447-0213
– (415) 561-8533 Fax
– eyemd@aoo.org
– www.aao.org/aaoesite/eyemd/injury.cfm
– Materials Available
– Contact: Georgia Alward

Healthy Lung Month

American Lung Association
61 Broadway, 6th Floor
New York, NY 10006
– (800) LUNG-USA (586-4872)
– (212) 315-8700
– info@lungusa.org
– www.lungusa.org
– Materials Available

National Breast Cancer Awareness Month

National Breast Cancer Awareness
Month Board of Sponsors
C1C-315
1800 Concord Pike
Wilmington, DE 19850-5437
– nbcamquestions@yahoo.com
– www.nbcam.org

National Celiac Disease Awareness Month

Celiac Sprue Association
P.O. Box 31700
Omaha, NE 68131-0700
– (877) 272-4272
– (402) 643-4108 Fax
– celiacs@csaceliacs.org
– www.csaceliacs.org
– Materials Available
– Contact: Mary Schluckeb

National Domestic Violence Awareness Month

Domestic Violence Awareness Project
National Resource Center
on Domestic Violence
6400 Flank Drive, Suite 1300
Harrisburg, PA 17112-2791
– (800) 537-2238
– (717) 545-9456 Fax
– dvm.vawnet.org
– Materials Available

October 19–25

National Drug-Free Work Week

Working Partners for an
Alcohol-and Drug-Free Workplace
U.S. Department of Labor
200 Constitution Avenue NW
Room S-2312
Washington, DC 20210
– (202) 693-5917
– (202) 693-5960 Fax
– webwp@dol.gov
– www.dol.gov/drugfreeworkweek
– Materials Available
– Contact: Renee Tajudeen

NOV.

American Diabetes Month

American Diabetes Association
1701 North Beauregard Street
Alexandria, VA 22311
– (800) DIABETES
– askada@diabetes.org
– www.diabetes.org
– Materials Available
– Contact: Local Chapters

November 19

Great American Smokeout

American Cancer Society
250 Williams Street NW
Atlanta, GA 30303
– (800) ACS-2345
– http://acsf2f.com/gaso
– Materials Available
– Contact: National Office

Comments and suggestions
are welcome. Contact:

Marketing
840 Carolina Street
Sauk City, WI 53583
1-800-362-3308
lindsay.mayer@unityhealth.com

