

Wellness

For members of Medical Associates Health Plans



Disease Management

Summary of Services

- Newsletters containing updates to the program, current medical information about diabetes and hypertension, tips for healthy living.
- Educational material to help you manage and control symptoms.
- Courtesy letters to remind you of important exams.
- Blood glucose meters and training on testing blood glucose.
- Free blood pressure testing.
- Supportive phone calls from our Disease Management Nurse when changes in your condition require additional information or assistance. ☎

Helping Members Feel their Best

Disease Management Services—a free benefit to you

For Pat Hanten of Dubuque, feeling fit is an essential part of the active lifestyle she enjoys.

“I’ve always kept busy with one thing or another,” stated Pat, “but retirement has given me time to do even more.”

A year ago, Pat wondered if her lifestyle would be hampered when routine lab tests indicated she had elevated blood sugar. Her blood pressure had also been rising, and further testing confirmed diabetes and hypertension.

During the course of her medical treatment, Pat received a phone call from Kara Wessel, Disease Management Nurse at Medical Associates Health Plans. She provided tips on meal planning and glucose monitoring.

“Kara helped reinforce all the new information my doctor had discussed with me,” explained Pat.

Many people have been served by our Disease Management program, which is offered free to members with diabetes and hypertension. There is no additional cost or time commitment required, and all medical information is kept confidential.

The program is conducted by Kara who, in conjunction with the member’s doctor, provides answers to questions and gives



Pat Hanten (left) receives glucometer instruction from Kara Wessel, R.N., B.S.N.

advice on managing these diseases.

At Medical Associates, we make a continuous effort to improve the services we provide. One of the ways we strive to accomplish this is through Disease Management. Being proactive in your care and alert to warning signs are effective ways we can help you reduce complications and increase quality of life.

For information, call Kara at 563-584-4754 or 800-747-8900, ext 354. ☎

Vitamin C: Your Best Defense

Vitamin C is a water-soluble vitamin necessary for normal growth and development.

It helps our bodies form bone, teeth, muscle and skin, maintain healthy blood vessels and gums, resist infection, heal wounds, and absorb iron. It is believed to protect us against heart disease and certain cancers.

The body does not manufacture vitamin C, nor does it store it. Therefore, it is important to include several sources of vitamin C in your daily diet.

Foods highest in vitamin C include:

- green and red peppers
- citrus fruits, juices
- tomatoes
- leafy greens

- potatoes
- papaya
- mango
- melon
- brussel sprouts
- broccoli
- cauliflower
- cabbage
- winter squash
- strawberries
- raspberries
- blueberries
- cranberries
- pineapples

Too little vitamin C can lead to signs and symptoms of deficiency including dry skin and hair, swollen or bleeding gums, slow wound healing, easy bruising, nosebleeds, weakened tooth enamel, swollen painful joints, anemia, and a decreased ability to fight infection.



Vitamin C toxicity (excess intake) is rare because the body does not store it. However, amounts greater than 2,000 mg/day are not recommended as it can lead to intestinal upset. The best way to get sufficient vitamin C is to

eat a balanced diet that contains a wide variety of foods. Talk to your doctor if you have questions about healthy diet and vitamin intake.

Sources: www.ars.usda.gov
www.nlm.nih.gov

Did You Know...

Quality Improvement Medical Associates Health Plans makes copies of its Quality Improvement (QI) Plan, Quarterly QI Reports, and Preventive Health Guidelines available to providers and members. To obtain a copy, please contact our QI staff at 563-556-8070 or 1-800-747-8900.

Our Preventive Health Guidelines are also online at mahealthcare.com/prac_guide.htm

Utilization Management Utilization Management (UM) decision making is based only upon appropriateness of care and service, and existence of coverage. Medical Associates does not reward practitioners

or others conducting utilization review for issuing denials of coverage or service care. Financial incentives for UM decision makers do not encourage decisions resulting in underutilization.

Your Health Plan File At Medical Associates Health Plans, members may view the contents of

their Health Plan file at any time. Members who wish to view their file are asked to call ahead and make an appointment to visit the office at which time a consent form is signed. A Health Plan staff member will obtain the file and remain present during the review. ☺

Scores Reflect Quality

We have completed our annual HEDIS® reporting for the year 2007. HEDIS® performance measures demonstrate how well a health plan is delivering care, particularly wellness and preventive care.

Much of the data collection for HEDIS scoring is derived from random medical record reviews. Below is a summary of results for 2007. Medical Associates Health Plans scored consistently in the 90th percentile for most of these measures, and exceeds the current national average scores!

We are deeply committed to delivering excellent care to our members. These scores are reflective of our ongoing pursuit of excellence in medicine.

Measure	Natl Avg	MAHP	Wellmark	United	Dean	Coventry
Rating of Health Plan	62%	67%	63%	68%	69%	61%
Rating of Claims Processing	86%	89%	91%	95%	92%	82%
How Well Drs Communicate	93%	96%	96%	96%	94%	91%
Getting Care Quickly	87%	89%	89%	86%	89%	80%
Getting Needed Care	85%	89%	88%	91%	85%	81%
Timeliness of Prenatal Care	92%	97%	92%	93%	79%	93%
Timeliness of Postnatal Care	81%	91%	87%	89%	77%	82%
Controlling Hypertension	59%	66%	68%	55%	65%	60%
Diabetes, HbA1c	87%	93%	92%	90%	95%	91%
Diabetes, Eye Exams	54%	77%	71%	50%	64%	66%
Diabetes, Cholesterol Testing	83%	88%	85%	83%	87%	87%
Diabetes, Cholesterol Control	43%	49%	44%	39%	50%	47%
Diabetes, Neuropathy Testing	79%	89%	81%	79%	84%	81%

The source for data contained in this publication is Quality Compass® 2007 and is used with the permission of the National Committee for Quality Assurance (NCQA). Any analysis, interpretation, or conclusion based on these data is solely that of the authors, and NCQA specifically disclaims responsibility for any such analysis, interpretation, or conclusion. Quality Compass® is a registered trademark of NCQA. HEDIS® is a registered trademark of NCQA. CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).

Zyrtec® Over-the-Counter

Cetirizine/pseudoephedrine is a prescription medicine introduced in 2001 for the treatment of hayfever and other upper respiratory allergies such as runny nose, sneezing, itchy and watery eyes, nasal congestion, and hives.

Commonly known as Zyrtec®, the drug has also been effective for treating indoor allergy symptoms caused by

dust mites, pet dander, and mold.

As with many other antihistamine drugs, the Food and Drug Administration (FDA) has now approved Zyrtec® for *non-prescription* use in adults and children 12 years of age and older.

The FDA decision means greater convenience for patients, who now find the entire Zyrtec line available over-the-counter

(a Johnson & Johnson product).

Effective February 1, Medical Associates Health Plans will no longer provide coverage for Zyrtec® and Zyrtec D® since they are now available without a prescription (“OTC” (over-the-counter).

If you have questions, please contact our Health Care Services pharmacy

staff at 563-584-4859 or toll free 800-325-7442.



You may also email the staff at healthcare.services@mahealthcare.com. ☎

Physician & Provider Network Update

Medical Associates Health Plans welcomes new participating providers! Benefits are based upon individual subscriber contracts. Questions may be directed to our Member Services staff at 563-584-4885 or 1-866-821-1365.

Bouska, Richelle LMHC
Backbone Area Counseling
Manchester, IA

DeWitt, Anna ARNP
Acute Care Department
Medical Associates East Campus

Gerst, Timothy MD
Manchester Family Medical Associates
Manchester, IA

Gross, Judy LISW
Backbone Area Counseling
Manchester, IA

Lombardi, Nathan PA-C
Musculoskeletal Department
Medical Associates West Campus

Pruckler, Dennis ARNP
Backbone Area Counseling
Manchester, IA

Quick, Brian PA-C
Lancaster Family Medical Center
Lancaster, WI

Ramabadran, R.S. MD
Cardiology Department
Medical Associates East Campus

Scott, Karen MD
Pediatrics Department
Medical Associates East Campus

Townsend, Heidi MD
Family Medicine Department
Medical Associates East Campus

Providers sometimes move from the area or retire. No longer participating are:

Dehner, Michael MD
Boscobel, WI

Fichtinger, Ann MA
Platteville, WI

Gill-Mast, Valerie MSW
Platteville, WI

Johnson, Clayton MS
Dubuque, IA

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