

TODAY'S MESSAGE

New and Existing Medicare Advantage Members Encouraged Visiting their Primary Care Physician

Attention: Primary Care Physician Practices

Highmark is sending a letter to both existing and new Medicare Advantage members, encouraging them to schedule an appointment with their Primary Care Physician. New Medicare Advantage members are encouraged to schedule a Welcome to Medicare visit. Existing members are encouraged to schedule their Annual Wellness Visit. The purpose of the preventive visit is to help members build a rapport with their physician while addressing annual health care needs and detect potential health issues early.

As an incentive, we include in the letter a confirmation card for the member to send back to us after their office visit to receive a Healthy Reward.

The letter includes Frequently Asked Questions for members — you may hear these same questions in the office. To view the letter about the Annual Wellness 2014 Campaign, visit the Provider Resource Center, and click on *Administrative Reference Materials*, then **2014 Medicare Advantage Incentive Program**.

The letter is also posted on the new Quality Blue User Interface within *Program News*. For questions about the Annual Wellness and the Welcome to Medicare visits, contact your Highmark Provider Representative or Clinical Transformation Consultant.