

TODAY'S MESSAGE

Medicare Advantage Members are receiving their Personal Care Plan

Attention: Primary Care Physician Practices

Highmark is continually looking for ways to help our Medicare Advantage members lead healthier lives. We encourage our members to take control of their health by having preventive exams and screenings as well as discussions with their doctor. As part of this effort, we are sending our members their own **Personal Care Plan**.

Each member's *Personal Care Plan* has been designed with recommendations based on their age, gender, current health status, risk factors as well as any known gaps in care. The actions outlined in the plan help screen for certain diseases, help manage medical conditions they may already have and help them keep on track with preventive services.

What We're Asking You to Do

- Alert staff members about the *Personal Care Plan* mailing so they're prepared to handle increased calls from Highmark Medicare Advantage members.
- Many of the recommendations on the care plan are preventive screenings and tests. Please provide your patients with the appropriate physician's order or script.
- If your patient hasn't scheduled their Annual Wellness Visit, we ask that you proactively encourage them to do so.

To view a sample of the *Personal Care Plan*, visit the Provider Resource Center, and click on Administrative Reference materials, then *Medicare Advantage Incentive Program*. Look for **Provider News** to view the letter about the **Annual Wellness Visits Encouraged** and the **Personal Care Plan**.

For questions about the Highmark Medicare Advantage *Personal Care Plan*, contact your Highmark Provider Representative or Clinical Transformation Consultant.