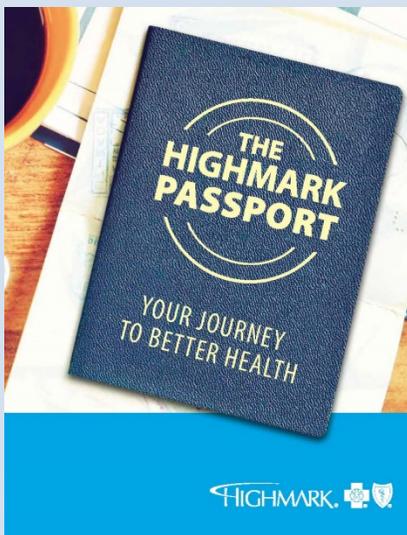




HELPING MEDICARE ADVANTAGE MEMBERS MAKE THE MOST OF THEIR BENEFITS

HIGHMARK PASSPORT ENCOURAGES USE OF ALL HEALTH OPTIONS, INCLUDING AWW

Highmark's Medicare Advantage plans provide a number of benefits that help our members stay healthy. And to help them get the most out of their plan we have introduced the *Highmark Passport*. The *Highmark Passport* is a custom-designed three-ring binder with valuable information to help members plan for 2015 and beyond as well as keep track of what benefits they've used. Members began receiving their passports last week.



The *Highmark Passport* is divided into five sections:

- **Plan Basics**
- **Save Time & Money**
- **Health & Well-Being**
- **Prescription Drugs**
- **Help On Your Journey**

Members will be mailed information – specific to their individual needs – throughout the year and will be encouraged to add these materials to their passport binder. The passport will be a valuable “living document” that can be used year after year. We are also encouraging members to share their passport with their caregivers, family members, and providers.

PREPARING FOR PATIENT INTERACTION

The *Highmark Passport* stresses the critical role that you play in helping our members stay well and manage their health conditions. We are suggesting that members bring the *Highmark Passport* to their provider visits to assist them in keeping prescription records up-to-date, keeping notes of your instructions and recommendations and more. Please encourage this behavior and we hope you find value in this new resource.

While the *Highmark Passport* requires no direct action on your part, please take a few minutes to [review an electronic version](#) to become familiar with the content and key messages.

We are also launching *Passport Rewards* – a new program that rewards our members for taking the right steps toward better health and well-being. Their first opportunity to receive a *Passport Reward* is for completing their AWW, so you will likely be receiving AWW scheduling requests in the coming weeks. We are encouraging members to schedule before June 30, 2015, to align with the provider incentive timeline (see below for more information).

ADDITIONAL AWW REIMBURSEMENT AVAILABLE

Providers are reminded that there is additional incentive reimbursement of \$25 available for completing either an initial (HCPCS Code G0438) or subsequent (HCPCS Code G0439) AWW before June 30, 2015. This incentive also applies to the Initial Preventive Physical Examination (IPPE) also known as the “Welcome to Medicare Preventive Visit” (HCPCS Code G0402). To ensure that you receive the additional incentive – and that our members qualify for the *Passport Rewards* program – it is important to utilize one of these three codes.

The AWW can be completed at any time during a calendar year. You are not required to wait 12 months before completing another AWW. So, even if you did an AWW for a patient after June 30 last year, you can do another between now and June 30 if the patient requests it.

As always, thank you for your support of Highmark's Medicare Advantage products and for the quality care you provide for our members.