

TODAY'S MESSAGE

2016 HOUSE CALL PROGRAM LAUNCHES PROGRAM COMPLEMENTS MEDICARE ADVANTAGE MEMBERS' RELATIONSHIPS WITH THEIR PCPS

Highmark Blue Shield has launched the 2016 House Call program. This program, which is offered at no cost to Medicare Advantage members, provides an in-home visit by a Highmark representative to conduct a general health assessment. The program helps members who have chronic conditions or are frail and often at-risk for further health complications to better understand their conditions and how they can access the resources they need. Last year, more than 56,000 Medicare Advantage members received house call visits. The program has been in place for a portion of Highmark's Medicare Advantage members since 2011.

HOW THE PROGRAM WORKS

Using claims data, Highmark identifies members with chronic conditions and those who may be disengaged from their normal care routines. Highmark has contracted with two vendors, Matrix Medical Network and CenseoHealth, to administer the program. Their representatives visit eligible Highmark members in their homes and perform the free health assessments.

Each visit lasts approximately one hour and focuses on four primary areas:

- Checking the member's current health status
- Reviewing the member's current medications
- Answering any health-related questions
- Helping to ensure that the member's medical history is accurate and up-to-date with complete documentation

Because the assessment is conducted in the member's home, it can bring to light issues that may be difficult to detect in a clinical setting, such as fall risk, home safety, medication adherence, and dietary and nutrition concerns. The setting also benefits members who feel more comfortable discussing health issues or concerns at their homes.

Recommendations from the visit are provided to the member, and a summary of the visit is mailed to his/her primary care physician (PCP) or a provider specified by the member. After the assessment, the member is strongly encouraged to follow up with the PCP/provider to discuss the findings.

Important note: The House Call program **does not** replace or bypass the member's relationship with his or her PCP. Rather, the program is intended to complement the PCP – member relationship and to reinforce the importance of regular preventive care. Additionally, Matrix Medical Network and CenseoHealth **do not** perform or bill for routine physicals or annual wellness visits (AWVs).

For more information about the House Call program, contact Provider Relations.