

TODAY'S MESSAGE

HOUSE CALL PROGRAM TO LAUNCH IN JUNE

PROGRAM WILL COMPLEMENT MEMBERS' RELATIONSHIPS WITH THEIR PCPS

In June, Highmark Blue Cross Blue Shield West Virginia will launch the 2015 House Call Program for all Medicare Advantage members. This free program, which asks members to invite Highmark West Virginia representatives into their homes to conduct a general health assessment, is aimed at helping members who have chronic conditions or who are frail and are at-risk of further health complications to better understand their conditions and how they can access the resources they need.

The House Call program has been in place for a portion of our Medicare Advantage members since 2011. Additionally, the program will be offered starting in July to select commercial (ACA) product members who have individual coverage or coverage through one of our small group customer accounts.

HOW THE PROGRAM WORKS

Using claims data, Highmark West Virginia identifies members with chronic conditions and those who may be disengaged from their normal care routines. With this information, we're able to reach out to them through the House Call program, to evaluate the situation and to ensure members' complete health needs are being met.

Highmark West Virginia has contracted with three vendors — Matrix Medical Network, CenseoHealth and ComplexCare Solutions — to administer the House Call program. Members are contacted and asked if they would invite a licensed health professional into their homes to perform a free health assessment that lasts approximately one hour.

The visit focuses on four primary areas:

- assessing the member's current health status
- reviewing the member's current medications
- answering any health-related questions the member may have
- ensuring the member's medical history is accurate and up to date with complete documentation

Since the assessments are conducted in members' homes, they may feel comfortable discussing additional health issues or concerns. The in-home setting also 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. Recommendations from the visit are provided to the member, and a summary of the visit is mailed to the PCP or provider indicated by the member. And at the conclusion of the assessments, members are strongly encouraged to follow up with their PCPs to discuss the findings.

Important note: The House Call program **doesn't** replace or bypass the member's relationship with his or her PCP. Rather, the program is intended to complement the PCP-member relationship to spotlight any health issues that may arise between office visits or any concerns the member hasn't yet discussed with his or her PCP and to reinforce the importance of regular preventive care. Additionally, Matrix Medical Network, CenseoHealth and ComplexCare Solutions **do not** perform or bill for routine physicals — or annual wellness visits (AWVs), in the case of Medicare Advantage members.

An awareness campaign, including direct mail, email and telephone outreach, is underway to educate members who will be eligible for the House Call program. So you may receive questions from your eligible Highmark West Virginia patients about this program. For more information about the House Call program, you may contact your Provider Relations Representative.

