



# HealthyView

Fall 2013

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HEALTH INSURANCE



HEALTH INSURANCE CARRIER  
OF THE GREEN BAY PACKERS

## arise health plan 2013 performance data

protect your sporty child  
from concussion

how diabetes strikes men  
and women differently





## the biggest secret for better health: your doctor

**Y**ou wouldn't dream of changing hair-stylists, and you get your morning joe from the same café every day. But do you have the same loyalty to your most important service provider—your doctor?

### Primary Care Doctors Coordinate Your Care

Having a regular primary care physician (PCP) or family doctor can improve your health and your medical care experience. You're likely to see this doctor first when you need a checkup or have minor symptoms or complaints. However, he or she does more than ease your sniffles and take your blood pressure. A PCP's responsibility is to:

- Help you make health care decisions
- Treat minor problems before they become more serious
- Provide preventive care to help keep you well
- Refer you when you need to see a specialist
- Manage chronic conditions
- Keep track of your medical records and health history

### Electronic Amusements, Unplugged

Most pediatricians believe that too much screen time—time spent watching TV and playing video and computer games—can harm a child's academic performance. School-age kids shouldn't get more than one to two hours of screen time a day.


To help pull your child away from the screen, offer some options. Crafts, hobbies, and books are all worthy distractions. Another hint: Keep TVs out of your kids' bedrooms, and keep the tube off during homework time.

### Reap the Benefits of Regular Visits Role Models

Your PCP may not give you a frequent shopper card for stopping by. However, studies show that patients who see the same primary doctor regularly get the following perks:

- Higher satisfaction with their health care
- More coordinated care
- A stronger doctor-patient relationship
- Lower costs

You'll also have better health in the long run. Your family or primary care doctor is trained to care for you through all the phases of life. Even if you see specialists for certain conditions, you should still have a PCP for your general health care needs. He or she will help you get the tests you need for your age and risk profile.

For example, your PCP will check your cholesterol and weight regularly. He or she will perform or order the right cancer screenings for you. You also may get guidance on healthy living, including eating right, exercising, and managing stress. 

## health care reform: what's next?

Many of the Affordable Care Act's key changes are in place. In 2014, everyone must have health insurance, with tax credits easing the cost for middle- and low-income families. Health insurance exchanges will make it simpler for individuals and small businesses to find coverage.

All that happens next year—but dozens of reforms are already in effect. Among them are provisions that:

- Let young adults stay on their parents' health insurance policies until age 26
- Extend health care insurance coverage to millions of Americans
- Provide grants to small businesses to start wellness programs
- Help shrink the “doughnut hole” in Medicare Part D prescription drug coverage
- Make insurers give customers rebates if they spend too little on health care and quality improvement. Health care reform has dozens of moving parts. To learn more, visit the health care reform website run by the U.S. Department of Health and Human Services: [www.healthcare.gov](http://www.healthcare.gov).

# helping control your high blood pressure

Even if you don't have high blood pressure, or hypertension, it's a good idea to get your blood pressure checked once a year. That's because high blood pressure generally does not produce symptoms that you can see or feel. If you do have high blood pressure, it's important to know that untreated hypertension can result in serious illnesses, such as coronary artery disease, stroke, and kidney failure.

However, the good news is that you can take charge of your condition. By taking these steps, you will feel better and live longer.

## Lifestyle Adjustments

Consult your health care provider about making lifestyle adjustments to keep your blood pressure in check:

- Maintain a healthy weight. Losing weight often causes your blood pressure to drop. Some people may lower their blood pressure enough to stop taking medication for the condition.
- Get regular exercise. Regular aerobic exercise tones your heart, blood vessels and muscles and keeps your blood pressure low. Talk to your provider before beginning an exercise program.
- Learn how to deal with stress. Meditate, listen to stress-management tips or do relaxation exercises daily.
- Don't smoke. If you smoke, quit. Smoking increases your risk for heart attack and stroke. (See page 6 for help with quitting.)
- Drink only in moderation. Heavy, regular consumption of alcohol can increase blood pressure dramatically.
- Take your blood pressure medicine as prescribed.


## Make Diet Changes

A diet too high in sodium causes the body to retain water, which increases the volume of blood in circulation. This increases the pressure in the arteries.



The average adult needs 2,200 mg of sodium per day, but many Americans consume 10 times that amount. To reduce your sodium intake:

- Avoid high-salt foods such as soy sauce, potato or corn chips, chicken broth, pickles, canned soups, bacon, ham and many convenience and frozen foods.
- Purchase no- or low-salt products whenever possible.
- Avoid adding salt at the table.
- Increase your intake of potassium, which helps flush sodium from the body. Good sources of potassium include cantaloupe, cooked tomatoes, bananas, baked potatoes, strawberries and summer squash.

In addition, make sure you eat plenty of fruits, vegetables and low-fat dairy products. Limit the amount of total fat and saturated fat in your diet. 

## first and goal slaw

Get ready, sports fans—tailgating season is here, and the food is plentiful and tasty.

Make it safe, too. As an important part of your tailgate party, draw up a game plan to keep hot foods hot and cold foods cold between your home and the party location.

This First and Goal Slaw makes a healthy addition to any tailgate party. It's made with nutrient-rich broccoli, carrots, and red cabbage.

1 tbsp. light mayonnaise	2 cups shredded red cabbage	¼ cup sliced almonds
1 tbsp. apple cider vinegar	1 cup shredded carrot	
1 cup shredded broccoli stalks	½ cup dried cranberries	

Mix mayonnaise and vinegar in a bowl. Slice broccoli stalks in half lengthwise and shred from the heart out—discard the tough outer layer. Add to shredded cabbage and carrot and stir well. Mix in cranberries and almonds. Refrigerate until ready to serve. Makes six servings.

Per serving: calories—83, fat—3 g, calories from fat—33%, cholesterol—1 mg, sodium—41 mg, carbohydrates—14 g



# the **new** battle of the sexes: diabetes strikes men and women differently



In some ways, diabetes does not discriminate. Men and women are equally likely to develop the disease. Both must work closely with their doctors to manage it.

But in other important aspects, diabetes isn't an equal-opportunity offender. Women often—but not always—bear the greater burden. Understanding the unique ways the condition affects each gender is important. Discussing them with your doctor can help you take control of your health.

## Women Can Get Gestational Diabetes

As many as one in 10 women who didn't have diabetes before will develop it during pregnancy. Often, your blood glucose

returns to normal soon after the baby is born. However, your risk for type 2 diabetes remains higher for 10 to 20 years afterward.

## More Men Undergo Amputation


A combination of poor blood flow and nerve damage contributes to foot infections in people with diabetes. As a result, they're about 20 times more likely to lose a limb than the general population. Researchers recently reported that amputations are more frequent among men. However, more women die from complications related to the surgery.

## Women With Diabetes Are More Prone to Depression

In general, depression strikes women twice

as often as men. All too often, mood problems go hand in hand with diabetes, each fueling the other. A study in the *Archives of General Psychiatry* found the combination of diabetes and depression may be deadly: having both may significantly shorten women's lives.

## Diabetes Has Bigger Effect On Women's Heart Risks

Overall, women have lower odds of getting heart disease than men. But diabetes turns the tables. Women with diabetes have almost the same risk for heart disease as men without diabetes. Even more concerning, if a woman with diabetes develops heart disease, she has a higher risk of death than a man in that situation would. 

## getting regular checkups

Routine medical tests are part of every diabetes-related doctor visit. If a health problem arises, testing can often pick it up early, before it becomes severe. Then you can take steps to make sure a minor problem stays minor.

How Often	What	Why
Every doctor visit	Blood pressure check	To detect high blood pressure
	Quick foot exam	To check for foot sores
Every three months	A1c blood test	To measure average blood glucose level over the past few months
At least twice a year	Dental checkup	To detect gum and mouth disease
At least once a year	Blood lipids test	To measure cholesterol and triglyceride levels
	Complete foot exam	To check for problems with foot circulation and nerves
	Dilated eye exam	To detect eye disease
	Kidney function test (blood and urine)	To detect kidney disease, such as nephropathy

# Arise health plan 2013 performance data

**A**rise Health Plan (AHP) is dedicated to maintaining an active quality improvement program that includes both clinical and service quality initiatives.

To evaluate program effectiveness, AHP uses Healthcare Effectiveness Data & Information Set (HEDIS®)<sup>1</sup> and Consumer Assessment of Healthcare Providers and Systems (CAHPS®)<sup>2</sup>. HEDIS® is developed and maintained by the NCQA, a non-profit health care quality organization. Our goal is to exceed the 90th percentile nationally based on NCQA's Quality Compass®<sup>3</sup>. Many HEDIS® and CAHPS® measures exceeded the national average. The following is a snapshot of performance and survey results.

We are proud of our progress and strive for continuous improvement. For more information about our Quality Improvement Program and performance results, visit us at [WeCareForWisconsin.com/quality](http://WeCareForWisconsin.com/quality).

## 2013 HEDIS® Performance Data

### Asthma

**91% of members with asthma** were given appropriate medications for long-term care of their asthma.

### Diabetes

**91% of members with diabetes** had an HBA1c test performed and 62% had a diabetic retinal eye exam.

### Cardiac Care

**84% of members with heart disease** had an LDL cholesterol test and **65% of those screened** had a level less than 100, which is the goal.

### Cancer Screening

**77% of age appropriate women** received a mammogram.

**75% of women** received a Pap test.

**71% of members** over the age of 50 received a colorectal cancer screening.

### Immunizations

**82% of children** received recommended immunizations.

**61% of adolescents** received recommended immunizations.

### Prenatal and Postpartum Care

**89% of pregnant mothers** received prenatal care.

**90% of members** who gave birth had a postpartum visit.



## 2013 CAHPS® Member Satisfaction Survey Results

### Personal Doctor

**86% of members** are satisfied with their primary doctor.

### Specialist

**84% of members** are satisfied with their specialist.

### Customer Service

**93% of members** responded that they usually or always received needed information from Member Services and that they were treated with courtesy and respect.

### Claims Processing

**90% of members** responded that their claims are handled quickly and correctly. ☺

<sup>1</sup>HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).

<sup>2</sup>CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).

<sup>3</sup>The source for data contacted in this publication is Quality Compass® 2013 and is used with the permission of the National Committee for Quality Assurance (NCQA). Any analysis, interpretation, or conclusion based on these data is solely that of the authors, and NCQA specifically disclaims responsibility for any such analysis, interpretation, or conclusion. Quality Compass® is a registered trademark of NCQA.



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## we want to hear from you!

We value your feedback and suggestions. How can we improve Arise Health Plan's services, the *Healthy View* newsletter, or our website? If you have questions, comments, or suggestions, please e-mail Michelle Asplund, R.N., B.S.N., Quality Improvement Specialist: [michelle.asplund@arisehealthplan.com](mailto:michelle.asplund@arisehealthplan.com).

## adult asthma: quitting smoking



Smoking can worsen your asthma symptoms. It also increases your risk of needing to visit the doctor or emergency room. You can reduce asthma problems by kicking the smoking habit.

Research shows that these five strategies can help you stop smoking. Your chance of quitting for good is best if you use them together:

- **Pick a date to quit.** When the day arrives, get rid of all your cigarettes and ashtrays.
- **Enlist others' support.** Tell family and friends about quitting. Ask them not to smoke around you or offer you cigarettes.
- **Be ready to change.** When you first quit, switch up habits you associate with smoking. For example, if you always have a cigarette with your cup of coffee, switch to tea. Plan healthy ways to manage sudden, strong urges to smoke. For example, you could take a short walk or sip from a water bottle.
- **Consider medication.** Options include nicotine products (such as gum or patches) and prescription medicines. Talk with your doctor about the best option for you. Using one of these medications can double your chance of success.

### seek expert advice

A trained quit-smoking coach can offer more suggestions. Ask your doctor about quit-smoking programs in your area. Call your state quitline at **800-QUIT-NOW** for free counseling by phone.

## get asthma under control

If you're one of the 20 million Americans affected by asthma, learning to manage and control the condition can help you limit its impact on your life and activities.

Since asthma is a chronic illness, management is an ongoing process. Proper medication use and other steps can help prevent asthma attacks and control symptoms.

### Know Your Triggers

Learning what triggers your asthma symptoms and avoiding these triggers is an essential part of controlling asthma. Common triggers include:

- **Respiratory infections**—colds and sinus infections
- **Allergens**—pollen, mold, dust, dust mites, and dander from animals with fur or feathers
- **Irritants**—perfumes, cleaning fluids, tobacco smoke, and air pollution
- **Exercise**—a result of breathing fast
- **Strong emotions**—stress, fear, and anger

Your health care provider can help you learn your triggers. Then the two of you can make a plan to reduce your exposure.


### Take Your Medications

Adequate asthma control requires two kinds of prescription medications:

- **Quick-relief or rescue medications** that provide fast-acting relief of symptoms
- **Long-term control medications** that are taken on a daily basis to control and treat symptoms

### Follow Your Plan

Working with your health care provider to create an asthma action plan is an important part of treatment.

The plan will help you know what steps to take to manage your condition on a daily basis. You'll also receive guidelines for when to call your doctor and when to go to the emergency room. 



# protect your sporty child from concussion

Every year, doctors diagnose more than a million concussion cases in the U.S. Those most likely to suffer such a brain injury include adolescents ages 15 to 19. Many of those injuries result from sports activities.

No matter what sport your child plays, you can help protect him or her from serious brain injury. Recognize the signs of a concussion early and take steps to prevent one in the first place.

## Brain Injury Basics

A concussion is a type of brain injury caused by a blow to the head, which can result in a temporary loss of normal brain function. A person who experiences a concussion may not necessarily lose consciousness.

If your child suffers a blow to the head, watch for the following symptoms, which can appear immediately, or days or weeks later:

- Headache
- Vision problems
- Dizziness or loss of balance
- Nausea or vomiting
- Confusion, memory loss, or difficulty concentrating
- Sensitivity to light or noise

In younger children, you may notice irritability, sleepiness, or crankiness. Your child may also exhibit changes in eating, sleeping, and school performance, or lose interest in favorite activities.



## A Brain-Saving Game Plan

If you suspect your child may have suffered a concussion, talk with your child's doctor right away. A thorough medical exam can determine if your young athlete has a brain injury. The primary treatment for a concussion is rest, so don't let your child be overly active until his or her doctor says it's OK. Your child may need several days, weeks, or even months to completely recover. Experts including the American Academy of Neurology also recommend that an athlete not participate in sports after a concussion with-

out a doctor's permission. Why? While recovering, a person is more susceptible to another concussion, which may lead to permanent brain damage.

Prevention is the best concussion game plan. In addition to knowing the signs of a concussion, always make sure your child wears a helmet and other protective equipment if the sport activity requires it. The gear should be in good shape and fit well. It's also important to encourage your child to follow the rules of the game, particularly those promoting sportsmanship and safety. Ⓞ

## medical management: we're here for you

The Medical Management staff is available during our normal business hours, Monday through Friday, 8 a.m. to 4:30 p.m. To obtain information from our Medical Management department related to a pre-service authorization or to discuss Utilization Management decisions, please see below:

- **Faxing:** Please send to **920-490-6943**, attention Medical Management
- **Calling during business hours:** Please call **920-490-6901** or **1-888-711-1444 extension 6901**. Language assistance is available, if needed.
- **Leaving a voicemail outside of business hours:** Please clearly state your first and last name, your member number, the reason you are calling and a contact number and time we can reach you. A member of the Medical Management department will return your call within one business day.
- **For members who are hearing or speech impaired, TDD/TTY contact number: 1-888-332-0144.**

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## safe trick-or-treating

**W**ith Halloween just around the corner, make plans to ensure your little ghosts and goblins have a safe and happy time as they visit their haunts. Following these suggestions can make it happen.

### Walking Safe

Vehicles kill twice as many American children on Halloween as any other day. Make sure your children walk safely while trick-or-treating:

- Have children carry flashlights to increase their visibility.
- Walk with your children if they're younger than age 12.
- Make or buy costumes that are light and bright.
- Add reflective materials to costumes to increase visibility.
- Stick to sidewalks or paths. If you must walk on the street, face traffic and stay to the left.
- Cross streets at intersections. Stay in crosswalks and obey traffic signals. Look left, right, then left again before crossing.
- Watch for vehicles that are backing up or turning, especially on neighborhood streets.


If you drive on Halloween, take these precautions:

- Drive slowly on residential streets. Keep an eye out for trick-or-treaters who may not see your vehicle.
- Turn your headlights on early.

### Eating Safe

Protect your kids from unsafe treats with these tips:

- Insist that your kids not eat any candy until you check it out. Feed them before they head out so they'll be less likely to sneak a snack.
- Inspect all treats for wrapper tears, pinholes, or anything unusual. Toss homemade treats or any purchased candy that looks suspicious.
- Remove any items that could choke young children. That includes gum, nuts, hard candies, and small toys.

Reviewing these tips with your children before they head out can help ensure that the scary parts of Halloween are strictly make-believe. 

Have questions  
about your health plan?  
Call 888-711-1444 or visit  
[www.WeCareForWisconsin.com](http://www.WeCareForWisconsin.com).  
Member services is available  
8 a.m. to 4:30 p.m. Monday  
through Friday, Central  
Standard Time.