

touchpoints

Connecting you to the Heritage Provider Network

Issue 2 | Sept/Oct 2011



The pursuit of **vitality**

The Heritage Difference

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The Medicare Annual Election Period is October 15 through December 7 this year.

Heritage can connect members and providers to resources that can help them understand the benefit options. *Continued...P6*

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I founded Heritage Provider Network at the urging of a health plan that saw a need for a medical group in an underserved area. Our comprehensive approach to care management allowed

us to provide cost-effective, quality healthcare to our members. Over the years, we've built on that success, becoming one of the largest healthcare delivery networks in California. We have never lost sight, however, of the commitment we first made more than 30 years ago – to provide innovative healthcare solutions to keep our patients healthy and to achieve the highest standards of patient care.

Nowhere is this more evident than in our comprehensive care management programs, which offer specialized care for members with chronic conditions. In this edition of TouchPoints, we will introduce you to the various care management programs employed by each of our medical groups.

These care management programs are designed to deliver focused, proactive healthcare through a variety of resources. The goal is to improve our patients' health and quality of life. In addition, our providers benefit by receiving additional resources to improve clinical outcomes and quality of services. It is my hope this issue of TouchPoints will underscore our commitment to the continued development of patient care tools, provide insight into our programs and open the door to improving your healthcare experience.

Richard Merkin, M.D.,
President and CEO of HPN



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The pursuit of vitality

Experience the Heritage difference

The vitality story

vi-tal-i-ty (*vahy-tal-i-tee*) – *Capacity for survival or for the continuation of a meaningful or purposeful existence. The power to live or grow. A vital force or principle.*

When you think of living with vitality, do you see people in the prime of life bursting with energy? Vitality doesn't only mean having good health or boundless energy and vigor. Vitality goes beyond health, empowering each of us to live with as much meaning and purpose as we're able.

To create vitality for everyone takes unleashing the power of wellness and quality of life through emphasizing prevention over medical intervention. It takes recognizing 'whole health' and providing the education, value added programs, support and inspiration that our members, partners and communities need to actively create wellness in body, mind and spirit. Vitality is the gift of quality, innovative and involved healthcare, and the success of Heritage Provider Network (HPN) is measured by the power of your life.

How Heritage Provider Network brings value to healthcare delivery

When a family or individual is setting up their health insurance coverage, they have a lot of choices to consider. Which health plan will they choose for their coverage? What coverage program or insurance product will they choose under that health plan? HMO or PPO? Who should they choose as a Primary Care Physician (PCP)? Which Medical Group/Independent Physician Association (IPA) should they choose to manage their care?

Why even choose a Medical Group/IPA?

Because making the right choice impacts the quality of care and value a family or individual will get from their HMO insurance coverage.

With a network spanning more than 25,000 square miles and tens of thousands of healthcare providers, HPN is one of Southern California's largest managed health networks. That size works to our members and providers advantage, allowing us to be there to coordinate and manage the delivery of healthcare, when and where our members' and providers' need us. In spite of our size, we remain rooted in close community and operate upon the simple, traditional principles of knowing our customers, and providing respectful, personal quality care.

Coordination and cooperation for greater value

At HPN we know that navigating the healthcare system can be complicated for members and for providers. We also believe that when a member visits their doctor the focus should be on health and wellness. The discussion should be focused on things like prevention, diagnosis, treatment and healing, not coverage, networks, claims, regulations and billing. That's where Heritage is able to serve both members and providers, by managing the business of managed care so our members and providers don't have to.

HPN works together with the healthcare plan and the provider to keep things running smoothly. We collaborate with our

physicians to provide quality care, while focusing on minimizing the out-of-pocket expenses for members. One way that we keep overall healthcare costs low is by emphasizing preventative care in order to keep members healthy.

HPN also acts to help our providers coordinate member care when they must refer them to a specialist, or hospital for diagnosis and treatment. We start by contracting with many of the best hospitals, facilities and specialists in the communities we serve. We then take things a step further by coordinating our member's care across all aspects of our provider network, ensuring they receive the best service and outcome for their unique medical needs.

Experience the difference: Our equation for excellence

Heritage Provider Network +
Health Plan Coverage =
Access to...

A better model for care:

HPN combines the personal care and attention of a traditional private practice physician with the stability and resources of one of the largest managed care organizations in Southern California, bringing our members more quality choices for intimate and involved healthcare.

Value and peace of mind:

By combining the superior guidance and resources required to successfully manage our members' healthcare needs, we deliver exceptional added value at no additional cost to them. Members can rest easy knowing their healthcare is in qualified, capable and compassionate hands.

Care when and where our members need it:

We ensure that members have access to care when and where they need it, no matter where they work or live. Whether they are looking for a primary care physician, specialty physicians, or urgent care centers with walk-in same day and weekend access, our network has Southern California covered.

Innovative wellness resources:

We keep our members healthy and well by emphasizing preventative care through our life-changing health education classes and online interactive health resources including coaching, assessment and tracking tools.

Personalized care, for each individual:

Built around individual lifestyles, our award-winning programs and services are designed to bring our members the best care, customized to fit their unique needs. We bring together many innovative coordinated care options, providing a single source, whole health solution available exclusively to our members.

Personalized care created just for you

HPN's dedicated healthcare programs and facilities

Bakersfield Family Medical Center (BFMC) / Heritage Physician Network Priority Care Program

The BFMC Priority Care program is a valuable resource for providers seeking to improve quality of life for their patients through clinical and psychosocial support. Priority Care supplements the services of the primary care physician during periods of acute illness or post hospital discharge. The program includes intensive case management by a registered nurse, ensuring frequent communication between the patient and the medical team, and diligent monitoring of the patient's condition, which may include home visits.

After enrollment into the Priority Care program, the patient is assigned to an RN case manager and examined by a Priority Care specialty physician. Together, these professionals assess the patient's condition, review medications and special needs and develop a personalized treatment plan.

The case manager will determine if the patient requires same-day examination by a Priority Care physician, a change in medication or provide direct access to x-ray, lab services, wound care and infusion services.

The Priority Care team also provides patients and their families with education about their diagnosis and disease management. Priority Care provides home health services, respite care, social services and an interface with other community resources and agencies. With 24-hour access to the case manager and appropriate support services, patients are able to maintain the greatest possible independence.

Members and providers can access more information about this program by contacting Bakersfield Family Medical Center.

Bakersfield Family Medical Center

4580 California Avenue, Bakersfield, CA 93309
Phone 661.327.4411 or 800.734.2571 | www.bfmc.com

Desert Oasis Health Care (DOHC) Compassionate and Comprehensive Medical Care

Our Mission is to provide and facilitate the highest quality medical care to the residents of the desert communities. We do this with the help of our expert team of healthcare professionals who all have one goal: The delivery of timely, compassionate and comprehensive medical care. Nothing exemplifies this commitment more than our Priority Home Care Program and Priority Care Clinic.

Priority Home Care Program: Recognizing that many seniors are unable to visit their own doctor, the Priority Home Care teams of doctors, nurse practitioners and physician assistants work together to care for seniors in their own homes. Specializing in making house calls, all Priority Home Care Program providers provide highest-quality, thoughtful and conscientious care based upon the individual needs of each senior they visit and emphasize wellness and the management of chronic diseases. By providing acute and chronic care in the comfort and safety of a senior's home, the program helps each member maintain both health and independence. Pre-authorization is required to join the program.

Priority Care Clinic: The Priority Care Clinic (PCC) has a two-fold mission and vision, incorporated into your discharge process when leaving the hospital or skilled nursing facility and returning home. This next day post discharge appointment with a physician led interdisciplinary team (IDT), is designed to address any social needs, medication reconciliation, and advance care planning activities. This team attempts to maximize health to prevent the need for additional hospitalizations.

Desert Oasis Health Care

275 N. Cielo Road, Palm Springs, CA 92262
Phone 760.320. 5134 or 800.500.5215 | www.mydohc.com



High Desert Medical Group (HDMG) HDMG Senior Wellness Center



High Desert Medical Group is pleased to announce the opening of our brand new Senior Wellness Center located on the same block as our clinic.

Our Wellness Center embraces our mission to Lead, Inspire, Foster and Educate our members, helping them achieve optimal health and wellness for LIFE. The facility is designed to provide the best wellness programs and services in a caring and nurturing environment free of charge and exclusively for HDMG members who are Medicare Advantage members and Medicare beneficiaries. This includes a one hour wellness examination and assessment by appointment only, free health screenings and a variety of healthy lifestyle workshops.

For fitness fun seniors can improve balance, strength and flexibility through Tai Chi, participate in Wii tournaments, and get a complete workout through dance and yoga classes. Numerous activities encourage interaction and skills building such as flower arranging, art and pet therapy.

We are proud to provide our seniors with a wellness center developed just for them. Ultimately we can help improve the overall health of our senior population.

High Desert Medical Group Senior Wellness Center

43779 N. 15th Street W. Lancaster, CA 93534
Phone 661.951.3050 | www.hdmg.net
Open daily from 8am to 5pm

Regal, Lakeside and Affiliates (RLA) & Affiliated Doctors of Orange County (ADOC) Vital Care Program

RLA & ADOC's Vital Care program provides comprehensive coordinated medical management for high-risk members who need more intensive treatment and follow-up – care they can receive in the comfort of their own home. The goal of this program is to improve our members' health, satisfaction and quality of life while expanding our providers' ability to care for all their patients, providing quality, cost-effective healthcare.

The program is tailored to the patients' individual needs with an emphasis on proactive, preventive care. The Vital Care team works with the patients and their families to provide the support, education and resources needed to address their specific conditions and situations. The dedicated support team is comprised of home visiting physicians, case managers, coordinators and social workers, who work not only with the patient, but also their families, to ensure complete care.

The Vital Care program is a supplement to the provider's care and offers additional resources to improve clinical outcomes and quality of services. It also offers patients a multitude of benefits, including avoiding the long waiting time in the emergency room or unwanted hospitalizations, and allowing them receive treatment in the comfort of their own home. The ultimate goal of Vital Care is to empower each member to live with as much meaning and purpose as possible.

Members and providers can access more information about this program by calling 888.787.1712.

Regal, Lakeside and Affiliates

8510 Balboa Boulevard, Suite 150, Northridge, CA 91325
Phone 866.654.3471 | www.regalmed.com

Affiliated Doctors of Orange County

12966 Euclid Street, Suite 340, Garden Grove, CA 92840
Phone 800.747.2362 | www.adoc.us

Heritage Victor Valley Medical Group Care Coordination Department

At Heritage Victor Valley Medical Group (HVVMG), the Care Coordination department plays an instrumental part in providing its members with more thorough and proactive health care.

The Care Coordination team is clinically-based, assisting with health issues using internal and community-based resources. The team, which is made up of an RN Care Coordinator Manager, two LVN Care Coordinators and a part-time Assistant is available to answer member questions and concerns 24 hours a day, seven days a week.

There are multiple programs that this department manages. The **Care Coordination** program serves any member identified through referrals needing assistance in navigating their health care or help with social services. In **Palliative Care**, HVVMG partners with the Visiting Nurse Association (VNA) to manage members with chronic medical issues.

Congestive Heart Failure (CHF) patients are monitored daily at home by the **Cardio Com** program. The **Social Services** program offers member visits at home, in the hospital, at Urgent Care or in skilled nursing facilities for crisis interventions. The Care Coordination department also works with a nurse practitioner to make visits with bed-bound members at home or in a hospital or skilled nursing facility.

For the many seniors in the High Desert area who have limited incomes and few social interactions with others, HVVMG also schedules free monthly events that not only provide health education, but also opportunities for seniors to enjoy some social time. These events, which include *Doctor Talks* and *Support Groups*, focus on a variety of health topics and offer support to those living with Cancer, Alzheimer's Disease, Diabetes, Depression and other conditions.

"Our main priority is to meet the specific health care needs of our members," said Dr. Mohinder Ahluwalia, Medical Director of HVVMG. *"We understand that good health goes deeper than just addressing medical issues. In Care Coordination, we look at both the medical and psychosocial components of a member's health."*

Heritage Victor Valley Medical Group
12370 Hesperia Road, Suite 6, Victorville, CA 92395
Phone 760.245.4747 | www.hvvmg.com

Sierra Medical Group Priority Care

Sierra Medical Group's Priority Care is a full-service, specialized care-management program integrating all assistance and care components required to effectively address chronic health conditions.

Each patient in Priority Care is assigned a dedicated case manager who will serve to coordinate all aspects of the patient's care and treatment. Once assigned, the case manager promptly establishes contact with the patient and all members of the care and recovery team, including the primary care physician, specialty physicians, staff Priority Care physicians and staff pharmacists. This expert team will evaluate the patient's condition, medications, and any special circumstances or concerns in order to develop a highly customized treatment plan to ensure the best possible outcome.

The dedicated case manager will remain in constant contact with the patient, enabling them assess the patient's needs and immediately arrange for assistance or intervention as required. Eligible Priority Care members are also granted preferred access to dedicated treatment resources, which may include drug therapy and monitoring through the Coumadin clinic or any number of other services provided by a dedicated Priority Care clinic. During treatment, the case manager regularly updates the patient's primary care physician on patient status and current treatments.

Priority Care case managers also collaborate with Sierra Medical Group's Health Education department and local service agencies to help meet the non-medical social and support needs of patients, their families and caregivers. Working together, Priority Care's medical, social and educational components focus on giving patients and caregivers the tools and support needed to enable Priority Care members to enjoy the best possible degree of independence and recovery in their own homes.

Members and providers can access more information about this program by contacting Sierra Medical Group.

Sierra Medical Group
44469 N. 10th Street W. Lancaster, CA 93534
Phone 611.945.9411 | www.sierramedicalgroup.com

Do you have questions about Medicare or Health Plan coverage ?

We can refer members and providers to resources that can help them understand the benefit options.

For questions about Medicare or Health Plan coverage, or to make a change, contact the affiliated group in your area to be referred to a qualified benefit specialist in your area.

- ▶ **Regal, Lakeside and Affiliates Patient and Provider Assistance Line (PAL)**
888.787.1712
- ▶ **Affiliated Doctors of Orange County**
888.268.1912
- ▶ **Bakersfield Family Medical Center (BFMC) and Coastal Communities Physician Network (CCPN)**
661.846.4662
- ▶ **High Desert Medical Group (HDMG)**
661.951.3046
- ▶ **Sierra Medical Group**
661.273.7346
- ▶ **Heritage Victor Valley Medical Group**
760.261.1496
- ▶ **Desert Oasis Health Care**
800.500.5215



The Medicare Advantage Annual Election Period is October 15 through December 7 this year. This is the period of time when members may be allowed to make certain changes and/or additions to their Medicare health plan coverage.

Upcoming events in the communities we serve



Senior Expo 2011 – *Once Upon a Time...*

Presented by High Desert Medical Group

The Senior Expo features over 125 vendor booths, Bingo, health screenings, giveaways, free flu shots, the naming of the Senior of the Year, and a special guest appearance by a top box office celebrity. We will be presenting the theme “Once Upon a Time” with a special emphasis on fairy tales. Through the collaborative efforts of many HDMG employees, this event has become one of the highlights of the year in the Antelope Valley.

Antelope Valley Fairgrounds – 2551 West Avenue H, Lancaster, 93536
Thursday, October 6th from 9am to 3pm



Medicare Kick-Off Events

Presented by Heritage Victor Valley Medical Group

Seniors will have the opportunity to have their health questions answered by a panel of Heritage physicians during scheduled Doctor Talks. Representatives from the health plans, Social Security Administration, Department of Aging, local pharmacists and Hospice Organizations will be on site to answer questions. Free glucose screens, flu shots, pulse oximetry, cholesterol and blood pressure screenings will be available.

High Desert Church – 14545 Hook Boulevard, Victorville, 92394
Wednesday, October 19th from 9am

Barstow Senior Center – 555 Melissa Avenue, Barstow, 92311
Thursday, Oct 27 from 1pm



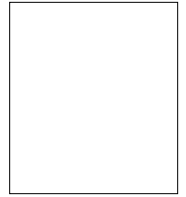
San Gabriel Health & Wellness Expo – Commemorating Hispanic Heritage month

Presented by Regal, Lakeside and Affiliates (RLA)

RLA announces the first annual San Gabriel Health & Wellness Expo. Come join us for live music from KLUV radio station, free health screens, raffle prizes and giveaways, vendor booths, snacks and refreshments and a special guest appearance from world renowned fitness and life coach Fernando Sartorius.

Lakeside Community Healthcare Urgent Care Center

1500 W. Covina Parkway, West Covina, 91790
Saturday, October 22nd from 11am to 3pm



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The pursuit of **vitality**

The Heritage Difference

IN THIS ISSUE: Learn more about Heritage Provider Network's commitment to the continued development of patient care tools and value-added programs that better the healthcare experience for members and providers in all the communities we serve.

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