Chapter 8. Disease Management

8.1 Introduction ................................................................. 3
8.2 Blues On CallSM ......................................................... 3
  8.2.1 Program Overview .......................................................... 3
  8.2.2 Chronic Condition Support .................................................. 4
  8.2.3 Treatment Decision Support ............................................... 5
  8.2.4 Health Information and Support ......................................... 6
8.3 HealthMedia ................................................................. 7
  8.3.1 Smoking Cessation Program ............................................... 7
  8.3.2 Nutrition Program ............................................................. 7
  8.3.3 Weight Management Program ............................................. 7
  8.3.4 Stress Management Program ............................................. 7
  8.3.5 Self Management Program ............................................... 8
8.4 Dean Ornish Program for Reversing Heart Disease ............... 8
  8.4.1 Program Overview .......................................................... 9
8.5 Ornish Advantage .......................................................... 12
  8.5.1 Program Overview .......................................................... 12
8.6 Medication Therapy Management Program ......................... 13
  8.6.1 Program Overview .......................................................... 13
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8.1 Introduction

Highmark West Virginia is dedicated to providing disease management and preventive health programs to improve the healthcare quality of our members and to help reduce rapidly rising medical costs. We achieve this by delivering services that encourage individuals to actively participate in managing their health, which includes having meaningful collaborative discussions with their physicians. Individuals with access to these types of services develop the confidence, motivation and skills necessary to manage their health, participate in treatment decisions, and navigate the complex and fragmented healthcare system. Our online programs give members web-enabled behavior modification interventions concerning critical health issues such as weight loss, physical fitness, healthy eating, stress reduction and smoking cessation.

8.2 Blues On CallSM

Highmark West Virginia has an integrated program, Blues On CallSM, that attempts to address the total healthcare needs of the patient rather than focusing on one specific condition. Highmark West Virginia members may contact Blues On CallSM 24 hours a day, every day of the year. The Blues On CallSM team includes health coaches (specially trained healthcare professionals such as nurses, dietitians, respiratory therapists, and other health professionals) who provide support over the telephone to discuss health information, assist with health decisions, and offer educational material including audio and videotapes. Blues On CallSM health coaches can provide information on a variety of health and wellness topics. They also work closely with other Highmark West Virginia resources for members.

8.2.1 Program Overview

a. Eligibility
Most Highmark West Virginia members will automatically be eligible to make use of Blues On CallSM services. No registration is required, and the service is free.

b. When to Refer a Patient
Refer a patient to Blues On CallSM any time he or she needs more information or assistance about a healthcare topic or if support by a Blues On CallSM health
coach would benefit the patient. You can refer your patients to Blues On Call℠ through the Blues On Call℠ phone line: 1-888-258-3428 (1-888-BLUE-428).

c. Program Components
The program has three integrated components:
- Chronic Condition Support;
- Treatment Decision Support; and
- Health Information & Support.

d. Healthwise Knowledgebase®
The Healthwise Knowledgebase® is a comprehensive, online source of medical information the health coaches use to provide accurate, up-to-date information to members. The Knowledgebase has over 5,500 topics that cover a continuum of health issues facing members, as well as detailed information with guidance on what they should consider in order to make the best decision for their personal situation at that particular moment in their care. Healthwise Knowledgebase® topics are developed by the Healthwise health information and medical teams, who use a comprehensive research and review process.

8.2.2 Chronic Condition Support
Blues On Call℠ focuses on helping members manage their chronic illnesses, placing special emphasis on the importance of dealing with the co-morbidities that face most seriously ill individuals. Since most chronically ill members have more than one chronic condition, the Blues On Call℠ “whole patient” approach is a significant improvement over “silo-structured” disease management programs. The program content is objective and evidence-based. Information and materials are from national sources such as the American Diabetes Association, and all content is reviewed by the Foundation for Informed Medical Decision Making. The scope of chronic condition support through Blues On Call℠ includes:

- Medication compliance;
- Tobacco cessation education;
- Specific activities related to medical condition monitoring (weight monitoring, blood sugar monitoring);
- Regular physician visits;
- Flu and pneumonia vaccines;
- Condition-specific standards of care related to Asthma, Congestive Heart Failure (“CHF”), Chronic Obstructive Pulmonary Disease (“COPD”), Coronary Artery Disease (“CAD”), and Diabetes; and
- Pregnancy – Even though it is not a chronic condition, a health coach can help to better manage pregnancy and provide support for those facing any complications.
Blues On CallSM uses actual claims data to identify members who might benefit from additional information and support for their chronic conditions. In addition, a health coach may call to see how the member is doing, answer any questions, help the patient understand the importance of following a treatment plan, or just help them stay motivated. Any member may personally contact a Blues On CallSM health coach to request support for his or her chronic health condition.

8.2.3 Treatment Decision Support

Clinical information content is reviewed by members of the Foundation for Informed Medical Decision Making (“the Foundation”) staff and Medical Editors, who are actively practicing physicians and clinicians. The Foundation and Blues On CallSM are committed to ensuring that Shared Decision-Making® content and condition support materials are:

- accurate;
- consistent with current clinical literature; and
- balanced in representing clinical data, patient perspectives, and current clinical practice.

Using the Shared Decision-Making® information and materials developed by the Foundation, Blues On CallSM health coaches educate and support those facing significant medical decisions related to conditions such as:

- Back pain (spinal stenosis, herniated disc and chronic low back pain);
- Breast cancer (adjuvant therapy, choosing your surgery, choosing your treatment);
- Benign uterine problems;
- End-of-life care;
- Prostate issues (benign prostatic hyperplasia, PSA decision);
- Knee osteoarthritis; and
- Coronary artery disease.

Health coaches provide objective, evidence-based information to help individuals understand their situation, including the potential benefits and potential harms of treatment choices. Health coaches help members gain insights into their choices and provide a framework to think through the decision. Most importantly, members can incorporate their personal values and preferences into the decision and communicate more effectively with their provider.

Any Highmark West Virginia member who needs to make a treatment decision is invited to call and talk to a health coach. Based on the member’s specific situation, he or she may receive a variety of educational tools. These may include a videotape that explains the member’s specific diagnosis and options for
treatment. The videotapes are moderated by a physician who provides an unbiased perspective on the risks and benefits of the various treatment options. In addition, the member can listen to other members’ experiences based on the treatment options he or she selected.

The health coach will call the member back after he or she has viewed the material and help him or her prepare for physician visits, so that he or she is able to ask the questions that are most important. Together, the member and physician can determine the treatment that is right for the member in the particular situation.

8.2.4 Health Information and Support

This portion of the Blues On CallSM program provides 24-hour access to a health coach who may be a registered nurse and who can offer help and support with the information members need to participate in their healthcare and to make health decisions. Health coaches can help by answering general health questions, including information on medical tests and medications. They can also provide educational materials and direct members to other informational resources. Using the Healthwise Knowledgebase® symptom algorithms, Blues On CallSM health coaches provide support over the telephone to help members interpret and act on symptoms. Coaches are available 24 hours a day, every day of the year. Health coaches use the Shared Decision-Making® approach to symptom management support. This approach uses algorithms to educate and support members to help them make informed decisions about their current situation, and when similar situations arise in the future.

Typical reasons people call a Blues On CallSM health coach for general health information and support include:

<table>
<thead>
<tr>
<th>Abdominal Pain</th>
<th>Ear ache</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ear/Nose/Throat Symptoms</td>
<td>Back Pain</td>
</tr>
<tr>
<td>Joint Pain</td>
<td>Rash or other skin problems</td>
</tr>
<tr>
<td>Headache/Migraines</td>
<td>Diarrhea/Constipation</td>
</tr>
<tr>
<td>Insect Bites</td>
<td>Vomiting</td>
</tr>
<tr>
<td>Injury/Sprain/Fracture</td>
<td>Laceration/Wound</td>
</tr>
<tr>
<td>Cancer</td>
<td>Newborn Care</td>
</tr>
<tr>
<td>Pregnancy</td>
<td></td>
</tr>
</tbody>
</table>

Highmark West Virginia members may call 1-888-BLUE-428 (1-888-258-3428) anytime day or night with a question. The service and any educational materials are free of charge for members.
8.3 HealthMedia

To help Highmark West Virginia members live longer, healthier lives, Highmark West Virginia offers five personalized online lifestyle improvement programs by HealthMedia. Whether members want to manage their weight, decrease stress in their life, quit smoking, improve eating habits, or make healthier lifestyle choices in general, these programs can help meet wellness goals.

8.3.1 Smoking Cessation Program

“Breathe” provides a customized, four-part action plan with a program length based on the participant’s chosen quit date. After answering a detailed questionnaire, participants receive a tailored action plan and three follow-up tailored action plans that are delivered at critical relapse times after the quit date.

8.3.2 Nutrition Program

“Nourish” is an 8-week program including a 16-page action plan and three follow-up tailored action plans delivered at two, four and eight weeks into the program. It includes personalized techniques for making healthy food choices when dining out, shopping and preparing meals.

8.3.3 Weight Management Program

“Balance” is a 6-week weight management and physical activity program that offers a personally tailored action plan providing techniques and strategies for making healthy food choices, increasing physical activity, and avoiding the emotional triggers that lead to overeating. Three follow-up tailored action plans reinforce changes and provide additional support.

8.3.4 Stress Management Program

“Relax” helps adults effectively cope with stress resulting from school, family, work, health, relationships, and finances. It helps participants improve their stress
coping skills, reduce stress levels and manage the physical and psychological consequences of chronic stress. It is a five-week program that includes a tailored action plan and three follow-up tailored plans.

8.3.5 Self Management Program

“Care for Your Health” is designed to help individuals take charge of their chronic conditions, such as diabetes, asthma, migraines, high blood pressure and high cholesterol. Through a personalized plan, “Care for Your Health” provides assistance with medication compliance, emotional issues such as stress and depression, symptom management and lifestyle behaviors that may have an impact on health.

It only takes a few minutes to get started. Here’s how:

2. Complete the login process by entering your username and password.
3. Scroll to the bottom of the page where it lists “Lifestyle Improvement Programs.”
4. Choose the program in which you wish to enroll.
5. Complete the program questionnaire to receive your customized guide for improving your health.

8.4 Dean Ornish Program for Reversing Heart Disease

The Dean Ornish Program for Reversing Heart Disease (“Ornish Program”) is offered as an adjunct to conventional medical services. Patients remain under the direct supervision of their own personal physicians. A team of physician and nonphysician specialists provide expert consultation, guidance, and administration of effective strategies for changing diet and lifestyle. This physician-supervised interdisciplinary team consists of a physician medical director, program director, registered dietitian, registered nurse/case manager, exercise physiologist, trained stress management practitioner, and licensed and/or certified mental health professional (clinical psychologist, psychiatrist, or clinical social worker).
8.4.1 Program Overview

a. Eligibility

Any Highmark West Virginia member with diagnosed Coronary Artery Disease (“CAD”) based on non-invasive testing such as exercise testing, nuclear imaging, echocardiogram or other testing that clearly demonstrates ischemia, cardiac catheterization demonstrating CAD, eligibility for bypass surgery/PTCA or seeking a clinical alternative, status post coronary bypass surgery, status post PTCA/stent, status post myocardial infarction, Type I/II Diabetes, or is calculated as being high risk using the Framingham Risk Score, is eligible.

All members should check their benefits to confirm coverage of this program.

b. When to Refer a Patient

You may refer patients to the Ornish Program through one of the five Dean Ornish network providers in West Virginia:

- Charleston Area Medical Center (Charleston): 304-388-9411
- St. Mary’s Medical Center (Huntington): 304-526-1253
- West Virginia University Hospitals (Morgantown): 304-293-2520
- United Hospital Center (Clarksburg): 304-624-2935
- City Hospital (Martinsburg): 304-264-1000 (ext.1814)

c. Program Components

The program has four integrated components:

- Nutritional counseling;
- Moderate exercise;
- Stress management; and
- Group support.

The 12-month, three-stage program consists of four components evidenced to affect the development and progression of CHD: (1) physical activity, (2) nutrition, (3) stress management, and (4) social support, all of which are implemented under the direct supervision of the physician and the interdisciplinary team. The program components include:

1. **Nutritional counseling – Educating and assisting patients to adopt and follow a very low-fat, whole foods diet.** This includes food preparation classes, improved nutrition knowledge, adaptation of eating behaviors, and
information on shopping as well as at least one individual counseling session with a registered dietitian. It is expected that the case manager will determine a patient’s need for additional individual nutritional counseling to ensure dietary adherence and safety.

2. **Moderate exercise – Educating patients to exercise regularly.** An exercise physiologist prescribes a condition-appropriate aerobic and strength training exercise routine to patients. The exercise physiologist educates patients on how to continue this regimen on their own for a minimum of 3 hours per week. This includes conducting onsite exercise sessions that provide an experiential basis for the increase in physical activity. Onsite exercise sessions are conducted according to ACSM/AACVPR/AHA guidelines. A physician must be on the premises to provide supervision and to respond to potential emergencies. In order to ensure both the safety of the beneficiary and the quality of the program, class size and staffing follow national cardiac rehabilitation guidelines of the ACSM/AACVPR/AHA.

3. **Stress management techniques – Educating patients to practice stress management techniques each day.** These include gentle stretching exercises, breathing techniques, progressive relaxation, imagery, and meditation. A trained stress management practitioner conducts onsite sessions.

4. **Group Support – Providing support groups to enhance adherence and improve social support, led by a certified mental health professional.**

### d. Stages of the Lifestyle Management Program

The physician-supervised 12-month program is divided into three stages, and each stage builds upon the previous stage in informational content. The stages of the lifestyle modification program are described as follows:

1. **Stage I – Intensive Phase – First 12 weeks of the program.** During this period, each network site shall provide the beneficiary with at least one individual appointment with the dietitian, and weekly case management check-ins by the case manager and all of the modality specialists to monitor and assist the patient with making appropriate lifestyle choices. The physician plays an active role in monitoring the case/care management by attending team meetings and periodic attendance at program sessions as well as interfacing with the referring physician on an as needed basis. At a minimum, the site will provide the core elements per the following schedule which provides for a minimum of 104 program session hours:
- **Week 1 intensive**: three days, four hours/day, to introduce the participants to all of the program components and to outline program expectations. Each session shall consist of a mix of each of the hour-long core services (e.g., aerobic exercise, stress management, group support, and a meal with lecture).

- **Weeks 2 through 11**: two days/week, four-hour sessions/day, to build upon the information provided in week one with advancing techniques to reinforce the information learned in preceding weeks. As in week one, each session shall consist of a mix of each of the hour-long core services (e.g., aerobic exercise, stress management, group support, and a meal with lecture).

- **Week 12**: three days, four hours/day, to prepare the participant for the second stage of the program, which meets less frequently (i.e., the risk stratification portion that builds on the skills of the intensive portion) and places more responsibility on the individual.

2. **Stage II – Risk Stratification Phase**. The site’s team will refer participants to the appropriate level for this portion of the program after completion of Stage I (the 12-week intensive). This referral will be based on an evaluation of the medical risk level of the individual and his/her degree of adherence to lifestyle change guidelines as observed and documented by the program staff in Stage I. The levels of stratification and the minimum services to be provided under each one are as follows:

- **Stage IIA (Low Risk - 24 session hours)**: 12 weeks of two-hour, weekly sessions consisting of stress management and group support (one hour of each),

- **Stage IIB (Moderate Risk - 48 session hours)**: 24 weeks of two-hour, weekly sessions consisting of one hour each of stress management and group support, or

- **Stage IIC (High Risk - 80 session hours)**: 40 weeks of two-hour, weekly sessions consisting of one hour each of stress management and group support.

During all weeks of onsite Stage II participation, the participant will receive weekly check-ins by the case manager and with the modality specialists as necessary to assist the patient with maintaining program adherence. Physician supervision, as delivered in Stage I, is continued at diminished intervals unless medically necessary. If the participant is stratified to Stage IIA or IIB, they will receive monthly telephonic case management sessions provided by the case manager for the remainder of the program year. At the completion of Stage II, the participant will be
discharged to enter Stage III. At the completion of the year, the participant will receive a final onsite evaluation from the registered nurse/case manager.

3. **Stage III – Transition to Self-Reliance.** During this final stage, participants will receive assistance from their program site in finding or establishing an ongoing support group to foster their lifestyle changes. When patients complete the supervised year-long program, they will receive training in how to maintain adherence to the lifestyle modification program without physician directed support. Depending on the level of risk stratification, the participant should be assigned to this level any time from the 25\textsuperscript{th} week to the end of the year-long program. The case manager will provide the participant with the information necessary to locate program and community resources to continue the lifestyle modification program in the participant’s community.

8.5 **Ornish Advantage**

The Ornish Advantage program is a six-week educational program using the tenets of the Ornish Program for people who want to prevent heart disease, reduce risks for developing a chronic disease, or learn lifestyle changes that can help manage diabetes, hypertension, and heart disease.

8.5.1 **Program Overview**

**a. Eligibility**

Highmark West Virginia members will be eligible for the Ornish Advantage Program if they do not meet all the criteria for the Ornish Program, but have selected risk factors for heart disease or diabetes. Also, if a member qualifies for the Ornish Program but cannot participate due to special circumstances, participation in Ornish Advantage may be permitted based on the recommendation by the provider site and pre-approval by Highmark West Virginia.

**b. Program Components**

This program provides education and training for these basic components:

- **Nutrition:** a low fat, vegetarian, whole foods approach to eating is emphasized. Participants will take part in a grocery store tour and potluck meal celebration, and will be exposed to foods that maximize health, wellness and chronic disease prevention.
• **Stress Management**: daily stress management practices are emphasized. Stress and its effects on chronic disease will be discussed. Participants will be introduced to breathing exercises, meditation techniques, progressive relaxation, and gentle yoga poses. Participants will receive their own stress management CD to build their practice at home.

• **Exercise**: regular aerobic and strength training exercise is emphasized. Participant will be introduced to the health benefits of exercise as well as exercise safety. Strength training will be demonstrated and participants will receive exercise bands to integrate strength training at home.

• **Group Support**: social support and connectedness are emphasized. Participants will learn how social isolation, hostility, and depression contribute to the overall disease process. Participants will take part in a listening and community building exercise, led by a group support facilitator.

Each two-hour session includes lectures, a modified experiential segment, and home based skill-developing activities. The home activity program is designed to deepen commitment to Ornish Advantage Program guidelines. A minimum of one staff member is needed to deliver the educational and experiential segments of each session.

### 8.6 Medication Therapy Management Program

Members eligible for the Medication Therapy Management Program (“MTMP”) will be invited to contact a Medco pharmacist, Highmark West Virginia’s Pharmacy Benefit Manager, for patient counseling. Medco pharmacists are specially trained in patient counseling. Counseling and education services provided will include medication compliance, drug education, health and safety issues and cost savings opportunities (where appropriate).

#### 8.6.1 Program Overview

a. **Eligibility**

Highmark West Virginia will utilize pharmacy claims data to identify potential beneficiaries for the MTMP via an automated screening program. The computer software will identify those members who have pharmacy claims that indicate the beneficiary has:

- Five or more chronic conditions, with at least two of the following: asthma, congestive heart failure, diabetes, hyperlipidemia, and/or hypertension. These
conditions will be determined by the presence of surrogate drug markers for those specific diseases;

- Claims for six or more unique covered Part D medications (both chronic and acute medications are considered in this evaluation process); or
- Have an expected annual drug expenditure of at least $4,000 in drug costs for covered Part D medications (annual costs will be projected based on previous months’ claim data).

b. **Program Components**

After beneficiaries are identified as explained above, targeted letters will be sent, inviting them to participate in Highmark West Virginia’s MTMP. These letters will explain the details of the MTMP and will encourage beneficiaries to participate. Interested beneficiaries will contact Medco at the toll free number provided in the letter and be registered as a participant in the MTMP program.

Those beneficiaries accepting the invitation for MTMP services and registering will have access to Medco pharmacists that are specially trained in patient counseling. Counseling and education services provided will include medication compliance, drug education, health and safety issues and cost savings opportunities (where appropriate).

In addition to serving as the initial contact point for this program, Medco will provide Highmark West Virginia with a listing of all members who have accepted the invitation for MTMP, and this information will be reviewed to make referrals to other established Highmark West Virginia care management programs such as case management, condition management, shared decision making, and Blues on CallSM. These programs will allow Highmark West Virginia to work proactively with the beneficiary and his or her physician(s) in an effort to tailor the level of care being provided to each beneficiary’s specific needs.

Highmark West Virginia will also provide MTMP participants with the opportunity to participate in a “Brown Bag Initiative” by sending a prescription bag to each participant along with educational material encouraging the member to take all of his or her prescription and non-prescription medications with them to his or her next scheduled appointment with his or her primary physician.