



# INSIDE HNE

VOL I  
ISSUE II  
August 2002

A R E S O U R C E F O R D E C I S I O N M A K E R S

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*Inside HNE is published  
by Health New England.  
For questions and/or  
comments please contact  
Health New England's  
Sales Department at  
413-787-4000 or  
800-842-4464.*

## Working for You

We felt a sense of satisfaction after we published the first issue of *Inside HNE*. But we felt even better when we heard from our readers.

"I thought the newsletter was great - nice job and nice mix of topics," one reader said. "It was nice to read about our 'local' company," said another.

Those were just a couple of responses to our reader survey. Most respondents viewed *Inside HNE* as informative, useful, interesting and easy to read. They also rated a number of topics as "very important," including network updates, regulatory issues, product information, and benefit changes (particularly pharmacy). Industry information and "Strength of HNE" were rated "somewhat important".

### What's in it for you?

The survey confirmed that the newsletter should focus on what matters most to you—keeping you informed on industry

trends and issues, explaining the products and services we offer, and providing a vehicle to tell us what you think.

We also received a number of suggestions for future topics:

- More detail about HNE's "Living Well" and disease management programs.
- Reinsurance.
- Services members can expect when they undergo an annual physical.

Look for more information in future issues—and keep the suggestions coming! The more feedback we get, the more information we can provide and the better equipped you will be to manage your benefits.

Enjoy our second issue. We look forward to continuing to serve you and your employees.

Juan Campbell  
Sales Manager

## Industry Highlights & Market Trends

- According to a recent study of major healthcare providers by AON, companies will continue to face double-digit increases in healthcare costs.

- AON's findings conclude that the costs of HMO plans with prescription coverage are expected to rise, on average, 16.2 percent for 2003 renewals. PPO plans with prescription coverage are expected to rise, on average, 16 percent for 2003 renewals.

*Source: a survey conducted on June 25, 2002 by AON*

## Elder Care Assistance

In our continuing effort to address the work/life needs of our members, Health New England will introduce an elder care assistance program for all members effective August 1.

Through this program, members, their parents and grandparents can get discounts on elder care services from Seniorlink, one of America's leading providers of in-home services for aging adults. The program offers:

- 50 percent off Seniorlink's care management assessment, regularly \$395.
- A comprehensive, in-home assessment that identifies potential risks to a senior's safety and quality of life and provides initial recommendations for care.
- 25 percent off all Seniorlink care management services, regularly \$125/hour.
- A Seniorlink care manager who works with the family to develop an appropriate plan of care. Seniorlink coordinates and monitors services designed to help seniors maintain their independence.
- Free installation of Lifeline Systems personal emergency response system and a free two-month trial. Lifeline Systems provides reassurance and peace of mind to people who live alone, fear isolation or have the potential need for emergency response.

Seniorlink manages a nationwide network of credentialed elder care experts, called "geriatric care managers." The geriatric care managers arrange a full spectrum of services that help aging adults live right where they want to live—in their homes. Seniorlink takes care of everything, from home care and medical needs to lawn maintenance and meals preparation.

For more information, call **800-430-7364** or visit [www.seniorlink.com](http://www.seniorlink.com).

**Q** Are generic drugs the same as the brand drug?

**A** *Yes! The active chemical ingredient is exactly the same, but the inactive ingredients such as fillers or dyes may be different.*

**Q** Are generic drugs as good as the brand name drugs?

**A** *Yes! The Food and Drug Administration (FDA) must approve all drugs prescribed in the United States – both brand and generic. A generic drug will only obtain approval if it:*

- *contains the same active chemical ingredient as the brand drug.*
- *contains the same amount of the active chemical ingredient.*
- *is administered the same way (ex. topical or oral).*
- *is the same formulation (ex. liquid or tablet).*
- *is used for the same conditions.*
- *is manufactured to the same standards of quality as the brand drug.*
- *the company submits data that the generic drug is "bioequivalent" of the brand drug*

**Q** What is 'bioequivalent'?

**A** *The generic drug companies perform blood tests to compare the brand name drug with the generic version. If the level of the generic drug measured in the blood is as much and as high as the brand drug, the FDA will approve the generic for prescription use. The generic product is then designated "bioequivalent" to the brand product.*

**Q** Why do the generic products sometimes look different than the brand product?

**A** *When the brand company patents the brand drug, it often will patent the appearance of the drug. This patent does not always expire at the same time as the patent on the brand drug. This prohibits the generic company from manufacturing the generic drug to look the same. This difference in appearance does not impact the action of the drug, which is designated bioequivalent.*

# PHARMACY UPDATE

## Managing the Pharmacy Benefit: Cost Sharing

Rising prescription drug costs dominate the news media coverage nationwide. Recently, the Centers for Medicare and Medicaid Services (CMS) reported that cost increases for prescription drugs were up 17.3 percent - exceeding all other health services.

Several factors have contributed to this high rate:

### Drug price inflation

- On average, wholesale prices of most common existing therapies increased 8 percent in 2001.

### Increase in utilization

- Utilization continues to increase for both existing drugs and new drugs introduced in 2001.
- There was a shift toward newer, more costly therapies, rather than older, less expensive therapies, to treat several diseases.
- The number of prescriptions per utilizer and the number of members obtaining prescriptions both increased.

### New, more costly, drugs

- The Food and Drug Administration (FDA) approved 24 new drugs and eight new biologics in 2001.

### Cost sharing percentage decreases

- Cost sharing refers to the percentage of the drug cost borne by the member.
- Cost sharing increases have not kept up with the rate of drug cost increases. Since 1995, the average

brand copayment has increased 32.8 percent.

During this time drug costs are estimated to have increased by almost 80 percent.

Health plans and pharmacy benefit managers continue to explore cost containment strategies while maintaining a high quality health care coverage. Member cost sharing is one avenue that has gained attention in recent months.

Health New England now offers a wide range of prescription benefit copayment options. All options are based on a three-tier copayment system.

Tier	Coverage	Copayment Range
1	Generic drugs	\$7-\$10
2	Formulary/brand	\$15-\$20
3	Nonformulary/brand	\$30-\$50

For more information, please call Member Services at **413-310-2835** or **800-842-4464**, Monday-Friday, 8 a.m.-5 p.m.

## IMPORTANT NOTICE

### Only Rheumatologists May Prescribe Enbrel

Effective Oct. 1, prescriptions for Enbrel, an injectable medication for treatment of rheumatoid arthritis, will be covered only when written by a rheumatologist.

For more information, please call Member Services at **413-310-2835** or **800-842-4464**, Monday-Friday, 8 a.m.-5 p.m.

# PROVIDER SATISFACTION SURVEY RESULTS

We recently compiled results of the Provider Satisfaction Survey, measuring provider satisfaction with various aspects of Health New England. The survey, conducted by an independent firm, covered a variety of topics:

- general satisfaction.
- processes and systems.
- communication.
- claims processing.
- credentialing and recredentialing.
- health management programs.
- provider use of the Internet and satisfaction with [www.healthnewengland.com](http://www.healthnewengland.com).

## Survey Results

### General Satisfaction:

Relative to other managed care plans, providers are moderately satisfied with HNE. Specifically, 45 percent of those surveyed are very satisfied with the plan; 44 percent are very likely to recommend HNE to other practitioners; and 83 percent are very likely to continue to participate in the HNE network.



### Processes and Systems:

Providers surveyed also expressed moderate levels of satisfaction with HNE's processes and systems.

Providers ranked none of the survey categories as either highly satisfactory or in need of improvement.

Providers rated:

- timely notification of policy changes.
- ease of using HNE's specialist referral system.
- ease of obtaining pre-authorization.
- ease of verifying patient eligibility.
- ease of hospital admission process.
- the case management process.
- ease of the continued stay review.

### Communication:

Overall, providers are highly satisfied with their communication with HNE, particularly in staff professionalism, courtesy and helpfulness, and readability of printed materials. While 52 percent surveyed indicated that they are very satisfied, only 4 percent said they are dissatisfied.

Providers surveyed rated:

- staff professionalism and courtesy.
- helpfulness and readability of printed materials regarding policies and procedures.
- timely responses to phone calls.
- completeness and accuracy of information provided by staff.



### Claims:

Relatively lower satisfaction levels indicated opportunities to strengthen certain areas. Providers rated:

- ease of getting information on claims status.
- accuracy of processing claims.
- prompt payment of claims.

In the past year, HNE has introduced two key programs that will continue to significantly enhance service and performance in this area. Since July 2001, HNE has increased its electronic claims processing from 24.5 percent to 51.3 percent of claims, thus decreasing average claims lag from 27 to 19 days for the same period. In November 2001, HNE introduced its web-based claims and eligibility inquiry program, HNE Direct, which will continue to enhance service capabilities for obtaining claims information.

### Credentialing and Recredentialing:

Providers surveyed who have undergone credentialing or recredentialing are satisfied with the process. Nearly 70 percent of providers who have undergone recredentialing rated it excellent or very good.

*(continued on page 12)*

# PROVIDER DIRECTORY ADDENDUM

## Connecticut River Internists

*The following CRI physicians are located at:*

**8 Burnham St  
Turners Falls, MA 01376  
413-774-5554**

BLACKSIN, ADAM, M.D.  
GAVRYK, WAYNE, M.D.  
GREEN, WESLEY, M.D.  
KLEIN, LAURENCE, M.D.  
VIADERO, JOSEPH, M.D.

## RiverBend Medical Group

*The following RiverBend physicians are located at:*

**444 Montgomery St,  
Chicopee MA  
413-594-3111**

### *Endocrinology*

GARTMAN, THOMAS, M.D.

### *Gastroenterology*

HIRSCHKORN, MARK A. M.D.

### *General Surgery*

BEIN, NORMAN M.D.  
MUJALLI, SAMIR J., M.D.

### *Internal Medicine*

ANWAR, NADEEM, M.D.  
BURSTEIN, ALAN S., M.D.  
DESANTIS, FRANCO M.D.  
GARTMAN, THOMAS, M.D.  
LEE, WEN YEE, M.D.  
SHAIN, ANNE B., M.D.  
SHUMAN, RICHARD A., M.D.  
SUSARLA, KRISHNA, M.D.  
SZUMOWSKI, ANDREW B., M.D.  
TRUMP, ROBERT E., M.D.  
YU, ZHONGMO, M.D.

### *OB/Gynecology*

RENCUS, ODED, M.D.  
TOOLE, BRIAN H., M.D.

### *Oncology*

BISHOP, David R. M.D.

### *Pediatrics*

BLIER, PETER R., M.D.  
MEHTA, NARESH C., M.D.  
MULLAN, SARA H., M.D.  
SARRO, LYDIA J., M.D.

### *Pediatric Rheumatology*

BLIER, PETER R., M.D.

### *Pulmonology*

MUSPRATT, JAMES A., M.D.

### *Psychiatry*

DAVIDOFF, RONALD J., M.D.  
HONEYMAN, DAVID, M.D.  
MOSHIRI, ALI, M.D.  
REUBEN, SUSAN, M.D.  
UYEHARA, LISA A., M.D.  
ZIMMERMAN, ERIK, M.D.

### *Rheumatology*

SCHUMACHER, JAMES R. M.D.

*The following RiverBend physicians are located at:*

**230 Main Street  
Agawam, MA  
413-789-6800**

### *Internal Medicine*

KANE, MATTHEW J., M.D.  
KELLY, JOSEPH P., M.D.  
SHOUSHTARI, NILOUFAR H., M.D.  
WESTON, C. SCOTT, M.D.

### *OB/Gynecology*

MACMILLAN, SHARON A., M.D.

### *Pediatrics*

LEOPOLD, TALYA, M.D.  
VIAMARI, KATHLEEN, M.D.  
WESTON, C. SCOTT, M.D.

*The following RiverBend physicians are located at:*

**305 Bicentennial Highway  
Springfield, MA  
413-733-4101**

### *Gastroenterology*

SAMUELS, STEVEN M., M.D.

### *General Surgery*

JORDAN, MARSHALL C., M.D.

### *Internal Medicine*

ARMSTRONG, KELLY L., M.D.  
LOUNSBURY, ROBERT L., M.D.  
PIEL, ALFRED C., M.D.  
THAU, WARREN L., M.D.

### *OB/Gynecology*

SINGER, HOWARD L., M.D.  
TALATI, JEAN R., M.D.

### *Pediatrics*

KODALI, KIRTI R., M.D.  
SCOTTO-DI CARLO, JOSEPHINE, M.D.  
SELIM, WILLIAM D, M.D.  
WONDRISKA, ALISON, M.D.

*The following RiverBend physicians are located at:*

**Route 202  
Westfield, MA  
413-533-2900**

### *Internal Medicine*

KASSIS, MARK, M.D.  
ROSENSTEIN, REBECCA, M.D.

### *Pediatrics*

FRANCZYK, CHESTER F., M.D.  
KASSIS, MARK, M.D.  
ROSENSTEIN, REBECCA, M.D.

*The following RiverBend physicians are located at:*

**300 Stafford Street  
Springfield MA  
(Cardiology only)**

### *Cardiology*

PETER-FAHERTY, A. RITA, M.D.  
PETERMAN, J. MARK, M.D.  
WHITTREDGE, PETER, M.D.  
ZIMMERMAN, JOHN F., M.D.

# HEALTH PROGRAMS

## Diabetes Care Day

HNE's Second Annual Diabetes Care Day is scheduled for Saturday, Nov. 9, at the Best Western Sovereign Hotel & Conference Center in West Springfield.

Diabetes Care Day is a free program open to all HNE members, 18 years of age and older, who have been diagnosed with diabetes. The program offers:

Free health screenings-all under one roof!

- Cholesterol.
- Blood Glucose.
- A1c.
- Foot Exam.
- Blood Pressure.
- Body Composition Analysis, and more!

Free stuff!

- Educational information.
- Receive a new glucometer and instruction on how to use it.

In addition, the first 100 people to arrive will receive a gift.

Expert guest speakers will discuss diabetes nutrition management and cardiovascular health and lifestyle changes to help members reduce their risk for heart disease.

If you would like more information, please contact Lynn Ostrowski at **413-787-4000** or **800-842-4464, ext. 3383**.



## Spirit of Women

Introducing the **free** Spirit of Women membership program.

As a member of Spirit of Women, you have access to a range of benefits.

- Free subscription to the Spirit of Women quarterly newsletter, "Catch the Spirit."
- Free subscription to the BHS quarterly "About Health" magazine.
- Subscription to "E-Spirit!" monthly electronic newsletter.
- A selection of discounted travel packages through Collette Tours.
- Discounts and special offers from a variety of area merchants.
- Free or discounted admission to all Spirit of Women-sponsored events and health screenings.

This program is open to all women in the Pioneer Valley. Go to [www.baystatehealth.com](http://www.baystatehealth.com) and click on "Spirit of Women" for more information.

## Pediatric Asthma Program

The Health New England Pediatric Asthma Program, launched in Fall 2000, helps our young members with asthma learn to manage their condition. The program uses attractive, age-appropriate educational materials to help members identify triggers, use medication appropriately and use a peak flow meter.

We encourage both parents and children to manage asthma symptoms to minimize the impact on the daily life of the child and the family. We also encourage participants to send copies of diaries regarding their symptoms, enter "challenge contests," and attend asthma classes for important information as well as a chance to win an annual grand prize raffle. Through regular surveys of parents, we obtain information regarding their child's asthma care and symptoms, assess the program, and tailor enhancements to meet the members' need. Pediatricians receive a copy of their patients' surveys. Doctors also have a master set of reproducible asthma educational materials.

# HEALTH PROGRAMS

## INTRODUCING

### The Ace & Furlis Storybook!

Health New England is pleased to announce an addition to our pediatric asthma program – “How ACE Became an Asthma Control Expert,” a storybook for children ages 5-12. Created by Health New England Associates over the past two years, this storybook takes children on an adventure with their old pal, ACE, helping readers learn to identify causes of asthma attacks and use medicine to help control and prevent future attacks. The book is accompanied by a sticker



sheet, which we believe will help children identify their medications more clearly. Each sticker represents different medications and tools that children use every day to control their asthma.

Late this summer, we will mail this storybook to all pediatric asthma members between the ages of 5 and 12.

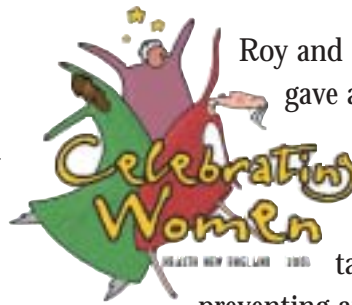
Local pediatric offices and health care clinics will also have a supply of books to deliver to children (including non-HNE members) who are newly diagnosed with asthma.

## Women's Health Program

The Women's Health Program provides the latest women's health information in a comfortable, lively setting. The program is designed to increase your knowledge of women's health issues and provide the information you need to make the best health decisions.

### Celebrating Women *Continues*

Several hundred attendees learned about osteoporosis prevention and treatment at the first Celebrating Women event April 25. Featured speakers Dr. Mary Pat



Roy and Nurse Practitioner Jessica Tropp gave a dynamic presentation. On May 1, another full house greeted cardiologist Dr. Reed Shnider, who talked about the importance of lifestyle changes in preventing and managing heart disease.

### Next Seminar

#### MENOPAUSE TOWN MEETING EVERYTHING YOU NEED TO KNOW

Carol Landau, Ph.D., Michele G. Cyr, M.D. & Anne W. Moulton, M.D.  
**Wednesday Sept. 25**  
**from 6:30-8:30pm**

Conducted by nationally known speakers and authors of the number one rated book, "The Complete Book of Menopause: Every Woman's Guide to Good Health."

### Grand Finale

#### WOMEN'S NIGHT OUT! HEALTH FAIR

**Wednesday, Oct. 16 from 5-9pm**

Here's a sample of the Women's Night Out agenda:

- Guest Speakers and demonstrations
- Menopause and Heart Disease: Dispelling the Myths
- Top five Nutrients for Women - Learn what they are from a nutritionist and how to get more in your meal plan.
- Learn exercises from a physical therapist to promote balance and strength and prevent osteoporosis.
- Yoga and Reiki demonstrations
- Health screenings such as bone density, body mass index, cholesterol, skin analysis, blood pressure, to name a few.

If you would like more information please contact Alres Dinnall at **413-787-4000** or **800-842-4464, ext. 3553**.

# HNE IN THE COMMUNITY



*HNE Associates at the 2001 Rays of Hope Walkathon*

## Community Support

As a part of our community support, we are involved with various organizations to assist them in raising money to support charities or programs within our communities. In each edition of *Inside HNE*, we will list the upcoming events and how you can become involved.

During the past several months, Health New England participated in several local community events. We sponsored the Children's Miracle Network Golf Tournament and took part in the first Children's Miracle Network RadioThon. The events were a part of the annual Children's Miracle Network Telethon, which raised more than \$509,000.

In June, HNE was one of the sponsors for the Bright Nights Golf Tournament at The Ranch in Southwick. Proceeds will be used to continue Bright Nights at Forest Park.

HNE also sponsored events held by the Leukemia Association and Berkshire County ARC.

And there's more...

### Step Out for Hospice

HNE sponsored the Step Out For Hospice Walk on June 8. Proceeds will help Hospice staff "walk the extra mile" for patients and families and help fill the growing gap between real costs and insurance reimbursements.

Hospice adds life to days when days can no longer be added to life. Here's how:

- Hospice cares for terminally ill patients and their families.
- Nurses focus on pain management and symptom relief, helping patients live each day to the fullest.
- Hospice provides medication and equipment to maximize comfort and pain relief.
- Spiritual Care and Social Work services help patients and families cope with and prepare for loss.
- Home health aides help with personal care such as bathing, and volunteers provide support and companionship.
- Bereavement counselors support families for a year after their loss.

### Spirit of Champions

HNE also sponsored the third Annual Spirit of Champions Run/Walk to benefit Baystate Medical Center's Children's Cancer Programs. The event is unique in that kids are running for other kids.

Paul O'Reilly, a high school teacher and basketball coach, created this walk/run as a way for children in the Pioneer Valley to rally together to help local children who are battling Burkitt's Lymphoma, a type of cancer typically found in children. Paul died from Burkitt's Lymphoma in 2000.

To date, children throughout our community have raised over \$30,000 (in nickels, dimes, dollars and pennies). Fund raising is secondary to what this race is all about. The goal is for children to build a sense of compassion and responsibility in helping others.

Proceeds from the Paul O'Reilly Spirit of Champions Run/Walk fund projects and activities that support the pediatric oncology unit at Baystate Medical Center. This may include medical equipment, items for the waiting room, fun activities for children in treatment, or any other needs that may benefit the children.

# UPCOMING EVENTS

## 2nd Annual Pioneer Valley Girl Scout Golf Tournament

The second edition of the golf tournament will be held Sept. 23 at Crestview Country Club in Agawam. It is a scramble event with great prizes, food, golf, and more. Last year, the event netted over \$25,000 for the Girl Scouts.

For sponsorship or playing information, please call the Girl Scouts at **413-525-4124**.



## Pioneer Valley Memory Walk

HNE will be corporate sponsor of the Pioneer Valley Memory Walk to benefit the Alzheimer's Association. The walk will take place Sept. 29 at Stanley Park in Westfield. For more information, please call the Association's office at **413-787-1113**.

## Rays of Hope Walk

The Rays of Hope Walk, scheduled for October 20, supports the Comprehensive Breast Center and celebrates lives and memories. Health New England has been the proud sponsor of this event for the past several years. Each year the number of walkers grows, and we celebrate more survivors of breast cancer as well as the lives of women who have been taken from our midst by breast cancer.

Thousands walk each year and hundreds of thousands of dollars are raised.

If your company has not participated in the Rays of Hope, consider putting together a team and joining us! For more information, contact Baystate Medical Center's Rays of Hope Office at **413-794-0000**.

## Calendar of HNE-Sponsored Events

### August:

**Kare Bear Invitational** Aug. 7  
*Egremont Country Club*

### September

**Berkshire Cty. Big Brothers/Big Sisters** Sept. 4  
*Wahconah Country Club, Dalton*

**Cooley Dickinson Hospital Tournament** Sept. 9  
*Hickory Ridge*

**Franklin Medical Center Tournament** Sept. 13  
*Greenfield Country Club*

**Fairview Hospital Tournament** Sept. 19  
*Stockbridge Golf Club*

**Pioneer Valley Girl Scouts Tournament** Sept. 23  
*Crestview Country Club*

**Pioneer Valley Memory Walk** Sept. 29  
*Stanley Park, Westfield*

### October

**Rays of Hope Walk** Oct. 20



## WIN!!!

### A 1977 ROLLS ROYCE CORNICHE & SUPPORT THE ARTS!

The Business Friends of the Arts (BFA) is conducting a raffle of a Rolls Royce Corniche, *donated by Peter Picknelly, Sr.* to benefit the four arts groups in downtown Springfield:  
**Springfield Symphony Orchestra · CityStage/Symphony Hall  
Springfield Library & Museums · WGBY Public Television.**

**TICKET COST:** \$100 EACH

**AVAILABLE AT:** SHERATON SPRINGFIELD MONARCH HOTEL

**DRAWING DATE:** OCT. 21, 2002

*Only 1000 tickets will be sold. You do not have to be present to win. Winner is responsible for registration, license, inspection and all details. See contest rules.*

# THE STRENGTH OF HNE

## Marketing & Advertising Department

When I tell people I work in the Marketing & Advertising Department at Health New England, generally I am met with enthusiasm and envy. Consider this standard reaction: “You’re so lucky! You must have fun all day!” One person responded, “Do you get to play with toys and crayons?”

I admit that I have toys at my desk, though my crayons are electronic, thanks to a Macintosh computer. And yes, I feel very lucky to be working for such a great company. But Marketing & Advertising is more than just a “good time.”

Behind all the “glitter” is a busy, hard-working, multi-dimensional, award-winning, in-house agency. M&A, as we like to call it, consists of four individuals who churn out over 500 projects a year, primarily for Sales and Health Programs. We also serve all other departments at any given time.

The projects range from designing a simple form to, designing animated productions, to producing our own print, TV and radio campaigns and providing design services to local organizations like the Springfield Symphony Orchestra. For more than five years, HNE has provided support to local organizations to increase agency awareness, promote the organizations’ goals, activities and events, and raise funds.

### Meet the team



**Kerri Besancon**, designer, designs and produces HNE’s quarterly provider newsletter, *HealthScript*. Through M&A, Kerri also shares her talent with local organizations such as the

Rays of Hope, Girl Scouts of Pioneer Valley, and the Leukemia Society. She also designs all of the Springfield Symphony Orchestra’s collateral materials.

**Patrick McColley**, our senior multi-media designer, produces and maintains our award-winning website, [www.healthnewengland.com](http://www.healthnewengland.com), and creates internal and external multi-media presentations. Patrick just finished illustrating a long-awaited storybook for our pediatric asthma program (see page 7) and is currently working on our annual report.



**Flora Masciadrelli**, our marketing/proposal coordinator, spends most of her time answering the numerous requests for proposals, information and renewals that come through Sales and outside consulting firms. She also coordinates HNE-sponsored events, maintains our project report, manages the budget, and works with local media to negotiate airtime and place ads throughout the year.

I am the proud manager of this great team and also happen to be a senior designer. I design a variety of materials, including concepts and development for our Spring and Fall campaigns. This year, I have been fortunate to design for the Business Friends of the Arts and the Spirit of Springfield.

So, are we having fun yet? Yes, we are; when we find the time!

A handwritten signature in cursive script that reads "L Bercume".

Leslie Bercume  
Manager of Marketing & Advertising



# TELL US WHAT YOU THINK

Please fax back to 413-736-1850

We want to continue to provide you with tools and information to keep you informed and make it easy to do business with us. To do that, we need your help. Please take a minute to answer a few simple questions below, then tear it out and fax it to our Sales Department at 413-736-1850. Thank you!

**1. How would you rate Inside HNE? Overall, did you find the newsletter (please check one for each):**

Informative?  Yes  No    Useful?  Yes  No    Interesting?  Yes  No    Easy to read?  Yes  No

**2. What would you like to see from Inside HNE?**

*Please indicate the importance of each topic to helping you do your job. (Check one box in each row).*

TOPIC	DESCRIPTION	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL
<b>Network Updates</b>	Changes in participating doctors and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Regulatory Updates</b>	Changes in state and federal laws affecting health care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Product Updates</b>	New HNE products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Benefit Updates</b>	Changes in benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Health Programs</b>	Info on "Living Well," "Celebrating Women 2002" and other activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Pharmacy Changes</b>	Changes in formulary, prior approvals, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Industry Information</b>	Trends /developments in health care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Strength of HNE</b>	Features on HNE Departments: What they do, how they serve you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3. What future topics would you suggest? (please print)**

Please give us your ideas for future articles or regular features.

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**4. Any other comments? (please print)**

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**5. Please tell us about yourself. (Optional; please print)**

Name \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_ E-mail \_\_\_\_\_



## PROVIDER SATISFACTION SURVEY RESULTS

(CONTINUED FROM PAGE 4)

### Health Management Programs:

Provider awareness of programs or referrals to a health management program appeared to depend largely on the provider's specialty. HNE offers the following health management programs:

- Asthma (adult and pediatric)
- Brighter Infant Beginnings (BIB)
- Diabetes
- Living Well with Chronic Conditions  
Self Management

For additional information about our health management programs, please contact our Health Promotions Department at **413-787-4000, ext. 3553**.

### Internet Use:

Approximately 67 percent of provider offices surveyed indicated they currently have Internet access.

Of these, 64 percent reported that both physicians and staff have Internet access. Of those offices who do not have access, 40 percent reported that they plan to obtain access within the year.

