

**HNE Makes National Top 10 List for Clinical Performance**

See page 6 for more information about the results of our annual satisfaction survey and HEDIS® (the Health Plan Employer Data and Information Set\*) scores for 2003. A copy of HNE's HEDIS results for the 2003 performance year is on the HNE Web site. Go to [www.hne.com](http://www.hne.com) and click on "Commitment to Our Members." You also may get a copy by calling our Member Services Department at 800.310.2835.

HEDIS is a set of standardized performance measures developed and maintained by the NCQA. HEDIS can be thought of as a report card for health plans. It is designed to help purchasers and consumers easily compare the performance of different health plans. \*

\* Hedis is a registered trademark of the National Committee for Quality Assurance (NCQA).

# MEMBER MATTERS

PROVIDING HEALTH RELATED NEWS FOR HEALTH NEW ENGLAND MEMBERS

## Reaching Out to Our Community *2004 in Review*



Flora Masciadrelli, HNE's Community Relations Coordinator at the 2004 Memory Walk.

At HNE, our mission includes a commitment to promote health and to be a good corporate citizen. We believe this commitment extends not only to our members, but also to the cities and towns within our service area.

We are sometimes asked, "Why do you support community activities? Couldn't you spend that money on other health programs or to reduce premiums?" In fact, the amounts we spend on community activities are small in comparison to the millions of dollars we spend on health care services, but we believe that our efforts help to strengthen and improve the health of our communities.

This past year has been an exciting and busy time for HNE's charitable and civic efforts, includ-

ing participation in events and fund-raisers that promoted childhood and family health and the arts. This article includes only a partial list of the activities we have supported.

### Children's Miracle Network Radiothon

HNE is always proud to support the *Children's Miracle Network Radiothon*. This annual event benefits the Children's Hospital at the Baystate Medical Center. We provide financial support for the *Radiothon*, and many HNE associates participate directly in the event by working the phone banks.

### Kindervision

Another children's event we are proud to have cosponsored is the nationally acclaimed *Kindervision* program. Through this event, families with children receive a free child safety information kit and also may choose to create a videotaped child identification package at no cost. This program is designed to teach children in a gentle and informative way how to avoid the danger of child abduction.

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DECEMBER 2004





## Ask the Fitness Expert!

featuring Mike Gauvin, HNE's Health Programs Coordinator

### Walking in a Winter Wonderland

Winter is a challenge to people who are trying to stay in shape. Even the most dedicated outdoor athletes have to contend with winter hazards like less daylight, extremely cold temperatures, and messy roads. However, with the proper precautions and a little creativity, walking outside in the winter is not only possible, but even can be fun.

#### Where You Walk

- \* Start your walk facing into the wind so you will finish with the wind at your back.
- \* Choose parks or roads that provide shelter from the wind.
- \* Select routes that are cleared of snow or ice, and do not have standing puddles or mud slicks.
- \* Use caution when walking on roads.
- \* Use local tracks as an alternative to sidewalks or streets in poor weather.
- \* Find places along the way where you can duck in to warm up (e.g., a store or public restroom).

#### Dressing in Layers

- \* **NEXT TO THE SKIN:** Your base layer should wick sweat away from your body to keep your skin dry. Choose fabrics such as Coolmax®, polypropylene, Thermax®, Thinsulate®, or silk.
- \* **INSULATING LAYER:** This layer will keep you warm and can be shed once you warm up. Wool, fleece, or down jackets, shirts, and vests are some examples.
- \* **OUTER LAYER:** To protect you from the elements, wear a loose-fitting, windproof and water resistant jacket with reflective material on it.

- \* **PANTS:** If the weather is frigid, long underwear bottoms or running tights made of synthetic materials that wick moisture will keep you warm and more comfortable in rain and snow. Avoid cotton fabrics, which hold moisture.
- \* **A CHANGE OF CLOTHES:** If your walking route is away from home, bring along a set of warm, dry clothes to slip into immediately after walking to avoid getting chilled by wet walking clothes.

#### Accessories

- \* **HATS:** A hat is essential for keeping your body heat from escaping. Your hat should be made of warm materials that wick moisture away from your head without sacrificing warmth.
- \* **GLOVES OR MITTENS:** Mittens will keep your hands the warmest as the fingers work together to build up warmth. Look for windproof mittens.
- \* **WATER BOTTLE:** You need water in winter as much as in summer. Bring water along to stay hydrated.
- \* **SCARF, SKI MASK:** Having a scarf or similar item along to wrap around your neck when the wind turns brutal can be very important.
- \* **SUNSCREEN AND LIP PROTECTOR.**

#### Footwear

- \* **WATERPROOF SHOES OR BOOTS:** There are many lightweight styles to keep you dry. Coating shoes with water repellent treatments is another option.
- \* **TRACTION:** If the conditions are difficult, try to wear shoes with great traction to avoid slipping.
- \* **SOCKS:** Switch to heavier socks or wear two pairs for more insulation. Test your socks with your chosen shoes to make sure there still is room for your toes to wiggle. \*

## Reaching Out

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### Healthy Families Educational Programs

As part of our ongoing Healthy Families series, HNE presented a series of health information programs on topics including osteoporosis, weight management, menopause and children's nutrition. As the finale of the series, over 300 people enjoyed the informative, interactive, and fun exhibits presented at our popular *Women's Night Out* program.

### Charity Fund-Raising Walks

HNE also participates in and supports a number of charity fund-raising walks and similar events. In 2004, HNE associates gathered, along with family and friends, to form teams and walk for the American Heart Association Heart Walk; the Alzheimer's Association Memory Walk; and the Rays of Hope walk for breast cancer, the largest charitable walk event in western Massachusetts. HNE also is proud to have sponsored the *Spirit of Champions* in June as our signature event. This exciting run/walk for children helps kids build a

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sense of compassion and responsibility by helping others. Proceeds fund projects and activities of the Pediatric Oncology unit at the Damour Cancer Center.

## Arts Events

HNE also recognizes the importance of the arts in our community. This year, we partnered with the Springfield Community Music School to host a fund-raising event at their school to ensure the success of this very important organization. Look for the 2005 Springfield Community Music School fund-raising event in April 2005. We also continue to support the Springfield Symphony Orchestra and the Pioneer Valley Symphony, as well as local cultural events such as *Bright Nights*.

It has been a great year, and it is always so nice to meet our members at the different events in which we participate. Thank you to all of you who have stopped by to share the many positive stories and experiences you have had with HNE. In 2005, we will continue to work with and support various local charities as we look for opportunities to help our community. \*

## Provider Update

### Primary Care Physicians (PCPs) joining HNE:

#### FAMILY PRACTICE

**Kathleen E. Kerr, M.D.**  
Community Health Center of Franklin County  
338 Montague City Road  
Turners Falls, MA 01376  
413.772.3748

**James C. Wilson, M.D.**  
West Brookfield Family Practice  
46 N. Main Street  
West Brookfield, MA 01585  
508.867.8977

#### INTERNAL MEDICINE

**Ari S. Berman, M.D.**  
Hampden County Physician Associates  
46 Daggett Drive  
West Springfield, MA 01089  
413.739.9001

**Charles E. Glass, M.D.**  
Williamstown Medical Associates  
197 Adams Road  
Williamstown, MA 01267  
413.458.8182

**Wayne Hioe, M.D.**  
Community Health Center of Franklin County  
338 Montague City Road  
Turners Falls, MA 01376  
413.772.3748

**Angela Martagon Villamil, M.D.**  
Franklin Medical Group  
48 Sanderson Street  
Greenfield, MA 01301  
413.773.4931

**Roy I. Sittig, M.D.**  
140 High Street  
Springfield, MA 01199  
413.794.2511

**Daniel W. Weiswasser, M.D.**  
230 Main Street  
Agawam, MA 01001  
413.789.6800

#### PEDIATRICS

**James J. Burns, M.D.**  
140 High Street  
Springfield, MA 01199  
413.794.2515

**Mew K. Chan-House, M.D.**  
Riverbend Medical Group  
444 Montgomery Street  
Chicopee, MA 01020  
413.594.3111

**Jennifer S. Degrenier, D.O.**  
77 Hospital Avenue  
North Adams, MA 01247  
413.663.8365

**Wayne Hioe, M.D.**  
Community Health Center of Franklin County  
338 Montague City Road  
Turners Falls, MA 01376  
413.772.3748

**Dena A. Hoberman, M.D.**  
Pioneer Valley Pediatrics  
123 Dwight Road  
Longmeadow, MA 01106  
413.567.1031  
and  
Pioneer Valley Pediatrics  
115 Elm Street  
Enfield, CT 06082  
860.745.3336

**Sandra A. Rolston, M.D.**  
140 High Street  
Springfield, MA 01199  
413.94.2515

**Karen L. Shore, M.D.**  
Meadows Pediatrics  
734 Bliss Road  
Longmeadow, MA 01106  
413.567.4500

### PCPs leaving HNE:

**Monica Ansani, M.D.**

**Joel I. Bessoff, M.D.**

**William Lafleur, M.D.**

**Todd R. LePine, M.D.**

**Jodee L. Mosher, M.D.**

**Bruce D. Nash, M.D.**

**Lisa L. Norris, M.D.**

**Joseph R. Scaramozza, Jr., M.D.**

**Carolyn M. Shannon, M.D.**

**Michael F. Sussman, M.D.**

**Robert E. Trump, M.D.**

**Lisa S. Visscher, M.D.**

**Martha Webb, M.D.**

**Brad A. Whateley, M.D.**

**Elizabeth A. Whateley, M.D.**

### Address changes:

**Mark H. Allen, M.D.**  
Valley Medical Group  
Greenfield Health Center  
329 Conway Street  
Greenfield, MA 01301  
413.774.6301

**Ari S. Berman, M.D.**  
Hampden County Physician Associates  
900 Memorial Avenue  
West Springfield, MA 01089  
413.739.9001

**Karen M. Boudreau, M.D.**  
Valley Medical Group  
Greenfield Health Center  
329 Conway Street  
Greenfield, MA 01301  
413.774.6301

**Tracey J. Browning, M.D.**  
Pediatric Associates of Hampden County  
477 Southwick Road  
Westfield, MA 01085  
413.562.5256

**Greer A. Clarke, M.D.**  
Redwood Pediatrics & Adolescent Medicine  
15 Vreeland Avenue  
East Longmeadow, MA 01028  
413.787.2555

**Joseph O. Cooney, M.D.**  
Stockbridge Family Medicine  
1 Maple Street  
Stockbridge, MA 01262  
413.298.3700

**John C. Dallenbach, M.D.**  
426 East Street  
Pittsfield, MA 01201  
413.442.8267

**Sarah K. Lynaugh, M.D.**  
Boston Road Medical Associates  
2377 Boston Road  
Wilbraham, MA 01095  
413.596.5550

**Jeffrey P. Palmer, M.D.**  
Valley Medical Group  
Greenfield Health Center  
329 Conway Street  
Greenfield, MA 01301  
413.774.6301

**Bruce H. Renfrew, M.D.**  
510 North Street  
Pittsfield, MA 01201  
413.499.0326

**C. Frazer Shipman, M.D.**  
Valley Medical Group  
Greenfield Health Center  
329 Conway Street  
Greenfield, MA 01301  
413.774.6301

**Gregg C. Wolff, M.D.**  
Deerfield Medical Associates  
Mt. Sugarloaf Shoppes  
424 State Road  
Whately, MA 01093  
413.665.8517

### Telephone number changes:

**Jorge P. Freiman, M.D.**

**Harvey M. Lederman, M.D.**

**Robert E. Rechtschaffen, MD**

**Marci Yoss, M.D.**

Pioneer Valley Family Practice  
118 Conz Street  
Northampton, MA 01060  
413.387.4100

### No longer practicing as PCPs:

**Greta Boynton, M.D.**

**Gregory G. Decandia, M.D.**

**Franco Desantis, M.D.**

**Robert L. Lounsbury, M.D.**

**Carol J. Richardson, M.D.**

*For additional changes to provider addresses, phone numbers, and other changes, please see the Provider Directory on our Web site, [www.hne.com](http://www.hne.com)*



## Wellness Coach

Marc Michaelson

Marc Michaelson is an author and a consultant, trainer, and executive coach with the Glowan Consulting Group, Inc. in San Jose, CA. He specializes in human resource development and organizational effectiveness.

## Living on Purpose

A good way to understand your own values more clearly and manage your life more effectively is to create a personal mission statement—a concise expression of your philosophy and beliefs that sets your guidelines for life.

### Why write a personal mission statement?

Writing a personal mission statement is really an adventure in self-discovery. It can be a way to clarify things you otherwise might not recognize in yourself—your talents, interests, and deepest desires for life. By referring to your mission statement and internalizing it, you will make choices that serve your true values, and you'll reject the things that do not reflect them.

A mission statement will:

- \* Encourage you to think deeply about your life, clarify the purpose of your life, and identify what is really important to you.
- \* Force you to clarify and express precisely your deepest values and hopes.
- \* Imprint your values and purposes firmly in your mind to become a part of you—not just something you thought about once.

### How do I begin?

To create your own mission statement, begin by answering questions like these:

- \* What do I want from life?
- \* What do I value?

- \* What are my talents?
- \* At the end of my life, what do I want to have accomplished?
- \* What do I believe in?
- \* What are my past successes?
- \* How do I make a difference in the world?
- \* What are my life goals?

### Annual checkup

Remember, your mission statement was not meant to be written once and then etched in stone. Every year, review your career, job, goals, and mission statement. Then consider any significant changes in your life circumstances such as a partner change, death of a loved one, birth, job change, loss of your support system, or change in your health. Change can be stressful and sometimes we respond to it by simply reacting to the crisis, or “putting out fires.” However, with an up-to-date personal mission statement, you'll have a roadmap for navigating your life's ups and downs from a wider, long-term perspective. Think of your personal mission statement as a tool kit you can open when you have to deal with life's inevitable choices, challenges, and changes. \*

## What Do You Value?

Everyone has certain responsibilities at work and at home that are unavoidable. But you may not be at your best physically and emotionally if you're continually trying to deal with things that really don't mean that much to you in the first place.

Think for a moment about your priorities: Spending your energy on things you don't care about or on things you think you “should” do can leave you feeling bored, irritable, and exhausted.

On the other hand, spending your time totally immersed in something you love holds your interest and leaves you feeling energized.

Strive to sort out those things that seem to sap your energy and create more stress. Then identify the things you value the most in your work and home life—try to involve yourself as much as possible with those priorities.

Even if you are extremely busy, you'll find it is more personally satisfying and less stressful to invest your time and energy in the things and people you truly care about. \*



## Accentuate the Positive

It's that time of year again! Are you making a stack of New Year's resolutions that you're bound to break? Experts reason that we can't keep even our most sensible resolutions because we try to change too many things at once, our goals aren't specific enough, or we end up feeling deprived.

This year, try choosing just one area of your life in which a change will make the most difference; then focus your resolution on one or two specific elements.

Create a positive resolution: something you *will* do, rather than something you *won't* do. For example, if your resolution is to improve your diet, try focusing on eating *more* nutritious foods rather than eating *less* of something, such as giving up refined sweets and fat-laden snacks.

Here's how it would work: If your resolution is to improve your diet, pick one element of a healthful diet such as fruit, vegetables, or water. Then make a resolution to eat (or drink) more of those, every day, all year long. Here are some tips for keeping this resolution on track for the long run:

- ▲ Learn how a nutritious diet will improve your health and well-being.
- ▲ Identify good sources of nutritious foods.
- ▲ Keep a diary of your intake of those foods to see how much of them you are eating presently. Add more servings as necessary.
- ▲ Experiment with new recipes or take a cooking class.

Rather than feeling deprived, you will know you are making a positive move toward good health. \*

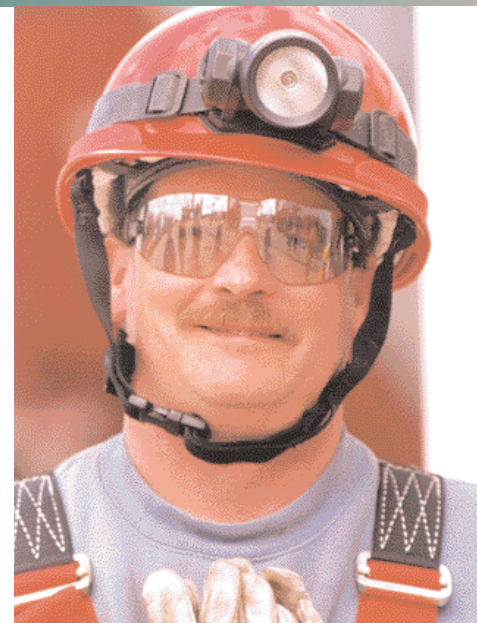
Resource: American Dietetic Association, [www.eatright.org](http://www.eatright.org)

## The Industrial Athlete?

A professional football player wouldn't think of heading out on the field without having memorized the playbook (training), wearing the proper padding and helmet (protective equipment), and being physically fit enough to take the blows and physical strain of the game (conditioning). The risk of injury is simply too high to play the game without these safeguards. Time off the field with an injury is expensive—both to the athlete and the team.

In the same way, many jobs require the “industrial athlete” to take similar precautions. The best way to avoid being injured at work is to understand your job and your responsibilities, wear all recommended personal protective equipment (PPE), and take steps to stay physically fit, on and off the job.

Because employees are “in the game” all year round, any job that involves repetitive movements, reaching, straining, lifting, pushing, or standing can put excessive demands on joints, muscles and connective tissue.



You are a valuable member of your work team, so it's critical to be in good physical condition. This involves:

- ❖ Doing aerobic, stretching, and strength activities a minimum of three days a week so you are in good physical condition. Aim for 30 minutes of moderate exercise every day.
- ❖ Stretching your shoulders and back before doing manual work (e.g., loading, lifting).
- ❖ Getting up—if you sit at a desk—and stretching every hour or two.
- ❖ Attending to injuries promptly—don't work through pain.
- ❖ Enjoying a balanced diet.
- ❖ Moderating your use of alcohol.
- ❖ Quitting smoking.
- ❖ Managing health problems such as diabetes, depression, and asthma.

Losing time because of injury or working with pain will take you out of the game and off the team, which would be expensive for you and your employer. \*

Resource: *Fitting In Fitness by the American Heart Association*. Clarkson Potter, NY, 1997.

## Clinical Performance: HNE Is Among the Top 10 Plans in the Country, and the Top 5 Regionally

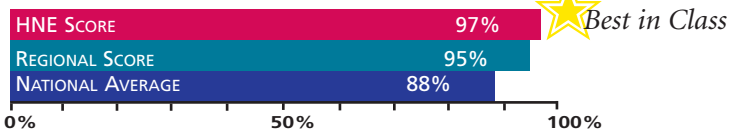
The National Committee for Quality Assurance (NCQA) has recognized Health New England as one of the best health plans for clinical performance locally and nationally. The announcement comes as NCQA releases its *State of Managed Care Quality* report. The report ranks HNE as one of the top 10 plans in the country and one of the top five plans in the Northeast region for clinical performance. The Northeast region, which includes Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont, is the highest performing region in the country. Results are based on NCQA's annual review of the Plan's HEDIS scores.

"We are pleased to have been named by NCQA to these prestigious lists. Being recognized in this way for clinical effectiveness of care shows the commitment of Health New England and the physicians in our network to maintaining high standards," says Pat Scheer, Quality Operations Manager at HNE. "This is one way for Health New England members to know that they are receiving high-quality health care."

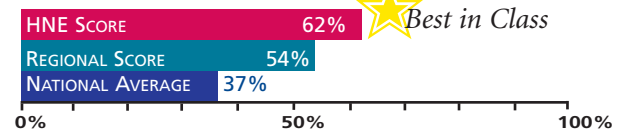
In creating these rankings, NCQA evaluated the performance of 563 health plans on numerous HEDIS measures. These effectiveness of care ratings indicate the extent to which members receive recommended preventive care procedures and get care for management of chronic illnesses like diabetes, asthma, and heart disease. In addition, HNE received "Best in Class" designation in six areas of HEDIS. "Best in Class" designation identifies "health plan performance that NCQA believes represents a benchmark for other health plans." \*

### CHILDREN'S AND ADOLESCENTS' ACCESS TO PRIMARY CARE PHYSICIANS

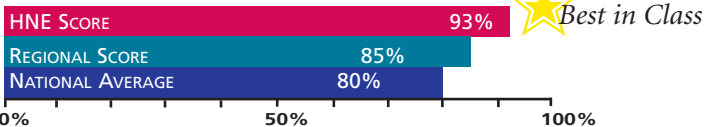
#### Children's Access



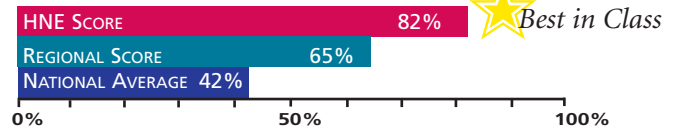
#### Adolescents' Access



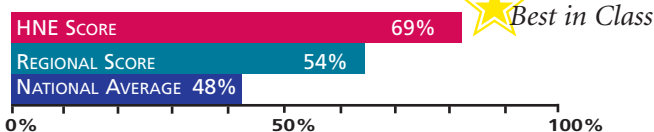
### CHOLESTEROL MANAGEMENT AFTER ACUTE CARDIOVASCULAR CARE



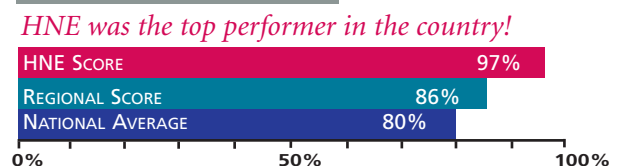
### ADOLESCENT IMMUNIZATION STATUS



### MONITORING DIABETIC NEPHROPATHY



### POSTPARTUM CARE VISITS



A copy of HNE's HEDIS results for the 2003 performance year is on the HNE Web site. Just go to [www.hne.com](http://www.hne.com) and click on "Commitment to Our Members." You also may get a copy by calling our Member Services Department at 800.310.2835. NCQA is a private, non-profit organization dedicated to improving health care quality.

NCQA accredits and certifies a wide range of health care organizations, recognizes physicians and physician groups in key clinical areas, and manages the evolution of HEDIS, the tool the nation's health plans use to measure and report on their performance.

NCQA is committed to providing health care quality information through the Web, media and data licensing agreements in order to help consumers, employers and others make more informed health care choices. For more information about NCQA's *State of Health Care Quality* report, please visit <http://www.ncqa.org/communications/SOMC/SOHC2004.pdf> \*

# Health Education Classes

**H**NE wants to keep you healthy! Find what interests you and take advantage of our educational and self-help programs. Preregistration is required for most classes. For more information, visit [www.hne.com](http://www.hne.com) and click on "Healthy Directions."

**Adult Asthma Education.** Offered to members who have been diagnosed with asthma. Learn how to manage your asthma, measure peak flow, and develop an asthma action plan. For more information or to register, call 413.787.4000 or 800.842.4464, ext. 3553. Classes are held from 6:00–8:30 p.m. at the Best Western Sovereign Hotel, West Springfield.

**NEW!! COMING SOON!! HNE's Virtual Asthma Class.** HNE is pleased to present an informative virtual asthma class that will help you learn how to manage your asthma, measure peak flow, and develop an asthma action plan. The more you know, the better you will be able to control your asthma and take charge of your health. We created this virtual tour because we are committed to helping you live a healthy life. For more information or to order a copy, call 413.787.4000 or 800.842.4464, ext. 3391. Please specify your choice of either CD-ROM, DVD, or VHS format.

**Diabetes Education and Meal Planning.** A nurse/diabetes educator and a dietician/nutritionist teach this exciting new workshop for HNE members who have been diagnosed with diabetes. Learn about important tests for people with diabetes, as well as daily diabetes management to prevent complications such as high and low blood sugar. Learn ways to make better food choices and still enjoy your meal plan. Free to HNE members who have been diagnosed with diabetes; you may bring a guest. To register, call HNE at 413.787.4000 or 800.842.4464 ext. 3391 or 3381. Classes are held from 6:00–8:30 p.m. at the Best Western Sovereign Hotel, West Springfield.

**NEW!! COMING SOON!! HNE's Virtual Diabetes Class.** HNE is pleased to present an informative virtual diabetes class. Learn about important tests for people with diabetes, as well as daily diabetes management to prevent complications such as high and low blood sugar. Learn ways to make better food choices and still enjoy your meal plan in the comfort of your own home. The more you know, the better you will be able to control your diabetes and take charge of your health. We created this virtual tour because we are committed to helping you live a healthy life. For more information or to order a copy, call 413.787.4000 or 800.842.4464, ext. 3391. Please specify your choice of either CD-ROM, DVD, or VHS format.

**Living Well Grocery Store Tours.** An exciting new offer for HNE members who have diabetes, high cholesterol, or coronary heart disease. Walk through the grocery store with a registered dietician and learn how to read food labels, count carbohydrates, determine portion sizes and fat and cholesterol content, and much more! Space is limited! For more information or to register, call 413.787.4000 or 800.842.4464, ext. 3031.

**HNE's Virtual Grocery Store Tour.** HNE is delighted to present the Virtual Grocery Store Tour, an informative guide to help you to read food labels, count carbohydrates, determine portion sizes, fat, sodium, cholesterol content, and much more! We created this virtual tour because we are committed to helping you live a healthy life. The more you know, the better you will be able to make better choices and take charge of your health. For more information or to order a copy, call 413.787.4000 or 800.842.4464, ext. 3031. Please specify your choice of either CD-ROM (for your computer), DVD, or VHS format.

**Living Well Program.** A 6-week program teaching self-management techniques that help relieve symptoms and control chronic illness. Meets weekly; fee is \$35 for materials. To register or for more information, call 413.787.4000 or 800.842.4464, ext. 3030.

**Smoking Cessation.** Reimbursement up to \$50 to attend a smoking cessation program. For HNE members who have asthma, diabetes, cardiovascular diseases, and/or who are pregnant. For more information, call 413.787.4000 or 800.842.4464, ext. 3553.

**AREA HOSPITALS** also offer instruction and education on a wide range of topics. For more information, please call the individual hospitals directly.

## CPR CERTIFICATION

**BAYSTATE MEDICAL CENTER**  
413.794.9441

Community Heartsaver CPR  
CPR-Healthcare Provider

**BERKSHIRE MEDICAL CENTER**  
800.377.4325

CPR Certification Program

**FAIRVIEW HOSPITAL** 413.229.0010

CPR Certification Program  
CPR Renewal

**NOBLE HOSPITAL**  
413.572.5172

CPR Classes

## DIABETES

**BERKSHIRE MEDICAL CENTER**  
413.447.2000

Free Diabetes Clinic

**COOLEY DICKINSON HOSPITAL**  
413.582.2400

Managing Your Diabetes  
Families of Children with Diabetes

**HOLYOKE MEDICAL CENTER**  
413.534.2789

Diabetes Self-Management

**MARY LANE HOSPITAL**  
413.967.6211

Blood Glucose Screenings

**MERCY MEDICAL CENTER**  
413.748.7000

Diabetes Basics

## GENERAL HEALTH

**BAYSTATE MEDICAL CENTER**  
413.794.2255 OR  
800.377.HEALTH

Cholesterol Screenings

**FAIRVIEW HOSPITAL WELLNESS CENTER**  
413.528.0790

Blood Pressure Screenings

**FRANKLIN MEDICAL CENTER**  
800.377.HEALTH

Basic First Aid

**HOLYOKE MEDICAL CENTER**  
413.534.2789

Blood Pressure Screenings

**MARY LANE HOSPITAL**  
413.967.6211

Health Screenings

## HOSPITAL

**Baystate Med. Cntr.**

**Berkshire Med. Cntr.**

**Cooley Dickinson Hosp.**

**Fairview Hosp.**

**Franklin Med. Cntr.**

**Holyoke Med. Cntr.**

**Mary Lane Hosp.**

**Mercy Med. Cntr.**

**Noble Hosp.**

**North Adams Reg. Hosp.**

## PRE/POSTNATAL

**BAYSTATE MEDICAL CENTER**  
800.377.HEALTH

Preparation for Childbirth  
Vaginal Birth after Cesarean

**COOLEY DICKINSON HOSPITAL**  
413.582.2736

Becoming a Family  
Breastfeeding Clinic

**FAIRVIEW HOSPITAL**  
413.528.0790

Breastfeeding Clinic (Postpartum)  
Prepared Childbirth (Basic)

**HOLYOKE MEDICAL CENTER**  
413.534.2700

Breastfeeding Classes  
Childbirth Classes  
Pre- and Postnatal Exercise Classes

**MARY LANE HOSPITAL**  
413.967.6211

Childbirth Classes

**MERCY MEDICAL CENTER**  
413.748.7295

Prenatal Exercise Class  
Childbirth Classes  
New Mother & Baby Fun Fitness

**NOBLE HOSPITAL** 413.562.3522

Exercise and Pregnancy

## PARENTING

**COOLEY DICKINSON HOSPITAL**  
413.582.2736

Beyond Birth: Parenting Your  
Newborn

Gentle Baby Touch - Infant Massage

**FRANKLIN MEDICAL CENTER**  
413.774.4444

Parenting Teenagers Effectively

**MERCY MEDICAL CENTER**  
413.748.7295

Sibling Class  
Infant Massage  
Adoption Education Workshops &  
Informational Meetings

## SMOKING CESSATION

**COOLEY DICKINSON HOSPITAL**  
413.582.2400

Quit Now/Tobacco Treatment  
Program

**FAIRVIEW HOSPITAL**  
413.528.8600 EXT. 3136

Better Breathers Pulmonary Rehab  
Program

**MASSACHUSETTS SMOKERS QUIT LINE: 800.879.8678**

**800.833.5256 (SPANISH AND PORTUGUESE)**

**800.833.1477 (VIA TTY FOR HEARING IMPAIRED)**

OR [WWW.TRYTOSTOP.ORG/IWANT/QUITLINE.ASP](http://WWW.TRYTOSTOP.ORG/IWANT/QUITLINE.ASP)

## SUPPORT GROUPS

**BAYSTATE MEDICAL CENTER**  
800.377.HEALTH

Better Breathers Support Group  
Menopause Support Group  
Osteoporosis Support Group

**BERKSHIRE MEDICAL CENTER**  
413.447.2000

Diabetes Support Group

**COOLEY DICKINSON HOSPITAL**  
413.582.2000

Breast Cancer Support Group  
413.582.2028  
Chronic Illness Support Group  
Prostate Cancer Support Group

**FAIRVIEW HOSPITAL**  
413.528.0790

Chronic Mental Illness Support  
Group  
Diabetes Support Group

**FRANKLIN MEDICAL CENTER**  
413.773.2570

Breast Cancer Support Group  
Breastfeeding Support Group  
Cancer Support Group

**HOLYOKE MEDICAL CENTER**  
413.534.2789

Breast Cancer Support Group

**MARY LANE HOSPITAL**  
413.967.9077

Bereavement Support Group  
Cancer Support Group  
Caregiver Support Group

**MERCY MEDICAL CENTER**  
413.748.7295

Cancer Support Group  
Pulmonary Support Group  
Chronic Pain Support Group  
Traumatic Brain Injury Support  
Group

**NOBLE HOSPITAL**  
413.568.2811

Caregivers Support Group  
Diabetes Support Group  
Stroke Support Group

## WEIGHT MANAGEMENT

**FAIRVIEW HOSPITAL**  
413.528.8600 EXT. 3061

Weight Management

## WEB SITE

**baystatehealth.com**

**berkshirehealthsystems.com**

**cooley-dickinson.org**

**berkshirehealthsystems.com**

**baystatehealth.com**

**holyokeyhealth.com**

**baystatehealth.com**

**mercycares.com**

**noblehospital.org**

**nbhealth.org**

## How We Protect Your Privacy

**H**NE is committed to protecting your privacy at all times and in all settings. We keep members' protected health information (PHI) confidential according to our policies and state and federal law, including the Health Insurance Portability and Accountability Act (HIPAA). HNE's Notice of Privacy Practices contains more detailed information about HNE's policies and practices regarding the collection, use, and disclosure of your protected health information, and sets forth your rights with respect to your information. A complete copy of HNE's Notice of Privacy Practices is available to you upon request.

### How does HNE protect my personal health information?

HNE has a detailed policy on confidentiality that applies to all oral, written, and electronic information that we have about you. All HNE employees are required to protect the confidentiality of your PHI. An employee may only access, use, or disclose your information when he or she has an appropriate reason to do so. Each employee or temporary employee must sign a statement that he or she has read and understands the policy. On an annual basis, HNE will send a notice to employees to remind them of this policy. Any employee who violates the policy is subject to discipline, up to and including dismissal. If you would like a copy of HNE's Privacy Policy, you may request a copy from HNE Member Services. In addition, HNE includes confidentiality provisions in all of its contracts with Plan Providers. HNE also maintains physical, electronic, and procedural safeguards to protect your information.

### How does HNE use and disclose my protected health information?

HIPAA and other laws allow or require us to use or disclose your PHI for many different reasons. HNE uses and discloses your information in a number of different ways in connection with your treatment, the payment for your health care, and our health care operations, including our quality and utilization management activities. We also can disclose your information to providers and other health plans that have a relationship with you for their treatment, payment, and some limited health care operations. In addition to treatment, payment, and health care operations, federal law allows or requires us to use or disclose your protected health information for several other purposes, such as for public health activities, or when we are required by law to disclose the information. We do not need your authorization for these purposes.

For other uses and disclosures of your information, we must obtain your written authorization. Among other things, a written authorization request will specify the purpose of the requested disclosure, the persons or class of persons to whom the information may be given, and an expiration date for the authorization. If you do provide a written authorization, you generally have the right to revoke it.

### Will HNE disclose my personal health information to anyone outside of HNE?

HNE may share your protected health information with affiliates and third party "business associates" (such as consultants and auditors) that perform various activities for us or on our behalf. Whenever such an arrangement involves the use or disclosure of your protected health information, we will have a written contract that contains terms designed to protect the privacy of your protected health information.

### Will HNE disclose my personal health information to my employer?

In general, HNE will release to your employer only enrollment and disenrollment information, information that has been de-identified so that your employer can not identify you, or summary health information. If your employer would like more specific PHI about you to perform plan administration functions, we will either get your written authorization or we will ask your employer to certify that they have established procedures in their group health plan for protecting your PHI.

### Can I get a copy of my medical records?

HNE does not provide medical care. Members receive care and treatment from providers based in their own facilities. Under Massachusetts law, you have a right to obtain a copy of your medical records. To obtain a copy, contact your health care provider directly.

You also have the right to see and get a copy of some of the records that HNE maintains, such as your enrollment, payment, claims, case or medical management records, and any other records that HNE uses to make decisions about you. Requests for access to copies of these records must be in writing and sent to the attention of the HNE Legal Department. Please provide us with the specific information we need to fulfill your request. We reserve the right to charge a reasonable fee for the cost of producing and mailing the copies. ✨

## Give ADHD the Attention It Deserves

**A**ttention-Deficit/Hyperactivity Disorder, or ADHD, is a health condition that can impact many aspects of life. To help you learn more about ADHD, we are providing you with a valuable Web site tool. The site provides many tools and resources to help you learn about ADHD in children and adults. It also has tips to help you or others cope with ADHD. This Web site is written in English and Spanish. It is updated monthly to help you stay current with new information about ADHD.

To get to the site, type <http://www.adhdparenting.com/english/MCO-HEA0136/> in your Internet browser program. Once you go to the site, you also will need Adobe® Acrobat Reader®. The Web site is written with you in mind. You can learn new ways for you, your family members, or friends to live with ADHD. \*

## HNE Location and Service Hours

### FOR CUSTOMER SERVICE

- ➔ Call HNE Member Services. We're here to help!  
413.787.4004 or 800.310.2835  
Monday–Friday, 8 a.m.–5 p.m.
- ➔ Or, visit us in person at:  
One Monarch Place, Springfield, MA.  
Our office hours are Monday–Friday,  
9 a.m.–5 p.m.

### FOR MEDICAL CARE

- ➔ Contact your PCP's office at the number listed in the HNE Provider Directory. HNE requires all PCPs to provide coverage 24 hours a day, 7 days a week.
- ➔ Please talk to your PCP's staff to find out their office hours and how they handle care after normal business hours.

### FOR EMERGENCY CARE

- ➔ Go to the nearest emergency room or dial 911.

### FOR CARE COORDINATION

- ➔ Call HNE Health Services  
413.233.5027, Monday–Friday, 8 a.m.–5 p.m.
- ➔ Our clinical case managers work directly with your providers to coordinate the care you need. \*



## Women's Health & Cancer Rights Act of 1998 Annual Notice of Rights

**I**f your plan covers mastectomies, and if you are receiving benefits under the plan in connection with a mastectomy, you have the right to receive coverage of:

- ◆ Reconstruction of the breast on which the mastectomy was performed.
- ◆ Surgery and reconstruction of the other breast to produce a symmetrical appearance.
- ◆ Prostheses and treatment of physical complications at all stages of the mastectomy, including lymphedemas.

HNE provides coverage based on what you and your attending physician determine to be appropriate for you. If your plan requires deductibles, coinsurance, or copayments for other benefits under the plan, these requirements may apply to the above procedures to the same extent that they apply to other benefits. \*

**I**t is HNE's policy to encourage open clinical dialogue between HNE providers and our members. HNE providers always have been, and continue to be, free to communicate with members regarding the treatment options available to them, including medication treatment options, regardless of benefit coverage limitations. Decisions regarding patient care are made based upon the appropriateness of care and the services rendered. This process reflects the need to avoid underutilization of necessary services. In the event that a service is denied, the decision is based upon the appropriateness of the service within the scope of covered benefits. HNE does not offer incentives to encourage denials, nor is compensation tied to denials. \*

## What About Generic Drugs?

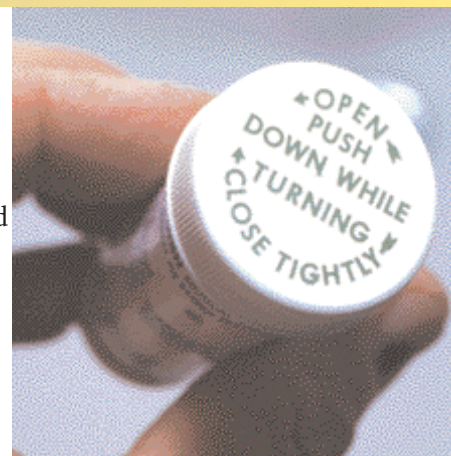
The notion persists that generic drugs don't work as well or somehow aren't as good as familiar brand-name medications. However, since the 1980s, U.S. Food and Drug Administration (FDA) regulations have required generic drugs to be as safe and effective as their brand-name counterparts.

According to these regulations, a generic drug must be identical to the branded drug in:

- Dosage, safety, strength, and how it is taken.
- Quality, performance, and intended use.
- Amount of the active ingredients in the generic drug that gets into the patient's bloodstream in a certain amount of time, called bioavailability.
- Purity and stability.
- Active ingredient (inactive ingredients may be different).

You may notice that a generic drug is manufactured with different shapes, flavorings, colors, or fillers than the brand-name drug you are used to. In fact, the FDA does not allow generic drugs to look exactly like the brand-name drug. However, these elements do not affect the way the generic drug is going to work. In other words, the main differences between generic and brand-name medicines are the price, appearance, and possibly, the taste. It's always a good idea to ask your doctor if a generic-equivalent drug would be appropriate for you. \*

Resource: FDA Center for Drug Evaluation and Research, Office of Generic Drugs, [www.fda.gov/cder/ogd](http://www.fda.gov/cder/ogd)



*Generic drugs save consumers an estimated \$8 to \$10 billion a year at retail pharmacies. Even more billions are saved when hospitals use generics.*

*—Congressional Budget Office*

## The Winter Blues

For more than 10 million Americans, the approach of shorter days with less daylight triggers a form of depression called seasonal affective disorder (SAD)—symptoms appear in fall, peak in January and February, and disappear in spring. Symptoms may include:

- \* Change in appetite or sleep patterns
- \* Weight gain or loss
- \* Loss of energy
- \* Difficulty concentrating or having trouble getting organized
- \* A "low mood," sadness, or irritability
- \* Inability to enjoy things you usually do
- \* Feelings of worthlessness
- \* Excessive guilt
- \* Thoughts of suicide

Fortunately, SAD is a treatable condition. If you think you have SAD, these approaches may help:

- \* **Get as much exposure to sunlight** as possible.

—Sit by a window at work, if practical.

—Walk or do other activities outside when you can.

—Keep the curtains open at home and use bright colors to decorate. Turn on lights.

- \* **Stay active.** Experts recommend at least 30 minutes of moderate activity, 5 or more days a week.

- \* **Eat a balanced diet.** Emphasize fruit and vegetables, whole-grain products, lean meat, and low-fat dairy products. Limit sweets, saturated fats, and caffeine.

- \* **Get enough rest.** Six to eight hours per night is recommended.

- \* **Manage stress.** Practice relaxation techniques, try meditation, exercise, or talk it out with a friend.

If SAD symptoms are interfering with your life, your doctor may prescribe special light therapy. This involves exposure to a special diffused fluorescent light of a specific intensity for a prescribed amount of time. If your symptoms are more severe, you may benefit from antidepressant medicine in addition to light therapy. \*

Resource: Depression and Related Affective Disorders Association, Johns Hopkins Hospital, 600 N. Wolfe St., Meyer 3-181, Baltimore, MD 21287, (410) 955-4647, [www.med.jhu.edu/jhpsychiatry/affectiv.htm](http://www.med.jhu.edu/jhpsychiatry/affectiv.htm)

The consequences of sleeplessness—fatigue, low energy, and poor concentration—can contribute to irritability, unhappiness, reduced work performance, and accidents.

The chronic use of sleep aids such as antihistamines or sedatives (sleeping pills) can create dependency and increased tolerance, resulting in a cycle of unnatural sleep patterns and more fatigue. If a sleep aid is prescribed by your doctor, use it short-term along with sensible stress management and HomeCare.

Sleeplessness may be a sign of chronic obstructive pulmonary disorder, congestive heart failure, or sleep apnea, and therefore may require an evaluation by a sleep specialist. \*

## What can I do for Insomnia?

### Signs and Symptoms

- ❖ Inability to fall asleep, stay asleep, or waking too early
- ❖ Daytime fatigue, poor concentration, or irritability
- ❖ Abnormal snoring

*This article is intended to increase awareness of health and medical care issues. None of the information in this text is intended to be a substitute for appropriate physician diagnosis and medical care.*

### Talk to Your Doctor If:

- ❖ The HomeCare recommendations do not improve your sleep pattern after 4 weeks.

If physician referral is not recommended at this time, **Try HomeCare™:**

#### FLUIDS

Avoid drinks containing caffeine (coffee, tea, and colas) in the evening.

Don't use alcohol as a sleep aid.

#### REST

Practice a relaxation exercise.

Have a fixed bedtime and wake-up time.

Have a set bedtime routine that begins 30 minutes before you go to bed.

#### HEAT/COLD

A hot bath or warm shower may promote muscle relaxation.

#### NUTRITION

Eating a small amount of carbohydrates such as pasta can help promote relaxation and drowsiness.

Warm milk also can help you feel sleepy.

#### ACTIVITY

Avoid heavy exercise late in the evening.

For symptoms of restless legs syndrome, walk around for 10 minutes and flex or massage muscles before going to bed.

#### NOTE WELL

If you can't sleep, get up and read in a chair until you feel drowsy.

Avoid using sleep aids such as sedatives and antihistamines. Talk to your doctor about medication options if insomnia persists.

## Ask the Doctor



**Q.** This year's flu season has started. What should I ask my doctor about getting a flu shot?

**A.** *It's important to be involved in decisions affecting your care. When you and your doctor work together to solve your health problems, you'll feel more confident and satisfied with your care.*

## Good Questions!

- ➡ Is it too late in the flu season for a shot to be effective?
- ➡ Will I have priority in receiving a flu shot if there is a shortage of the vaccine?
- ➡ Is it appropriate for me to get a flu shot?
- ➡ Are there reasons for NOT getting a flu shot?
- ➡ Is the nasal spray form of the flu immunization appropriate for me?
- ➡ What are some common side effects of the shot?
- ➡ How long will I be protected from the flu? Will I need another shot next year? \*



CLIP THESE QUESTIONS AND TAKE THEM WITH YOU TO YOUR NEXT APPOINTMENT.

## Learn About Our Quality Management Program

**H**NE has a written Quality Management Program description. This provides detailed information about the program and contains the annual work plan, or schedule of events. It also explains how the program is evaluated. If you would like a copy of this information, please contact Pat Scheer, HNE's Quality Operations Manager, at 413.233.3435. \*

## We're Here To Help

**H**ave you ever noticed that every piece of member literature from HNE says somewhere on it, "If you have any questions, please call Member Services"? Do you have a question about benefits? Need help finding a pharmacy in your area? Want to find out more about one of our health programs? Thinking about changing primary care physicians? Member Services works closely with all departments within HNE to ensure that we are prepared to respond to any type of question a member presents to us. We take pride in the fact that we do not use annoying telephone transfers, call backs, or recorded messages when we respond to you.

We're here to help! So give us a call at 413.787.4004 or 800.310.2835, Monday through Friday from 8 am. to 5 p.m. \*

## Save the Date

Here are some upcoming events in 2005, proudly sponsored by HNE:

**JANUARY 7:** Springfield Falcon's Hockey—Health New England Night at the Nest. Show your HNE membership ID and receive ticket discount.

**MARCH 30:** American Red Cross—Home Town Hero's Breakfast at the Basketball Hall of Fame.

**APRIL 9:** Jazz at Lincoln Center's Afro Latin Jazz Orchestra—UMASS Fine Arts Center, Amherst.

**APRIL 14:** Community Music School of Springfield—Wine Tasting Event at the Music School. Proceeds to benefit that organization.

**APRIL 29:** Bay Path College Women's Professional Development Conference—Sheraton Hotel, Springfield.

Once again in 2005, HNE is excited to be bringing you Health Fairs on various topics in Westfield, Ludlow, and Springfield. Watch for more information about dates, locations, and topics in upcoming publications. \*

# MEMBER MATTERS

PROVIDING HEALTH RELATED NEWS FOR HEALTH NEW ENGLAND MEMBERS  
Published quarterly by HNE Communications.

### How can we help you?

For information on your plan:

- Call Member Services at 413.787.4004 or 800.310.2835
- Visit us in person at: One Monarch Place, Springfield, MA.

For questions or comments on *Member Matters*:

- Contact Joe Kane, jkane@hne.com, 413.787.4000 Ext. 3229

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One Monarch Place  
Springfield, MA 01144-1500

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