

HEDIS® Results Are In!

When this issue of *Member Matters* went to our editor, the results of our annual satisfaction survey and HEDIS® scores for 2003 were not complete yet. By the time you read this, they will be. To view this information, log on to www.hne.com, go to the "Members" page and click on the "Commitment to Our Members" tab. If you prefer, call our Member Services Department at 800.310.2835. HEDIS® (the Health Plan Employer Data and Information Set) is a set of standardized performance measures developed and maintained by the National Committee for Quality Assurance (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. Look for more detailed information about HNE's 2003 HEDIS® scores in your December issue of *Member Matters*. *

MEMBER MATTERS

PROVIDING HEALTH RELATED NEWS FOR HEALTH NEW ENGLAND MEMBERS

November Is National Diabetes Awareness Month

If you are one of the many people who has a close relative with diabetes, you have an increased chance of developing the disease yourself. The good news is, research shows that you can prevent or delay diabetes by following these three simple guidelines:

- ❖ Maintain a healthy weight.
- ❖ Eat a diet low in fat and high in fruits, vegetables, and other dietary plant foods.
- ❖ Stay physically active.

In addition, if you are 45 years of age or older, talk to your doctor about screening for type 2 diabetes. If you have a family history or are at high risk due to your weight, you should be screened earlier than age 45.

The most common type of diabetes is type 2. More than 90 percent of all people who have diabetes have this type. The clinical term for type 2 diabetes is non-insulin dependent diabetes mellitus (NIDDM), because you may not need to take insulin. With this condition, your body either does not make enough insulin or can't use the insulin it makes to convert blood glucose to energy. Type 2 diabetes occurs most often after the age of 40, but can occur as early as the 20s and 30s. In some instances, even children and adolescents have been diagnosed with this form of the disease.

It is possible to have type 2 diabetes and not even know it. In fact, clinical research has shown that people can have type 2 diabetes for several years before seeking treatment and being diagnosed. Some of the symptoms of type 2 diabetes include:

- ❖ Excessive thirst
- ❖ Frequent urination
- ❖ Unusual weight loss
- ❖ Blurry vision
- ❖ Increased fatigue
- ❖ Extreme hunger
- ❖ Irritability



Jennifer Giffune, R.D., L.D.N., provides vital information about diet and nutrition while conducting HNE's Virtual Grocery Store Tour.

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SEPTEMBER 2004





Joe Kane Answering Your Questions

In the last issue of Member Matters, I talked about premium rates. To briefly recap, HNE uses about 90 percent of your premiums to pay for medical costs. The other 10 percent pays for administrative expenses.

CONTINUING THE DISCUSSION ABOUT PREMIUM RATES: What is HNE doing to save you money?

AND, AS A FOLLOW-UP QUESTION: Does saving money mean that you'll get less care?

Criticisms of managed care companies often relate to the use of defined provider networks and/or cost-saving measures. The implication: cost savings come at the expense of access to good care. Our experience, and the feedback from you, our members, suggests otherwise. Each year, HNE conducts the standardized Consumer Assessment of Health Plans Satisfaction (CAHPS) survey for members. In 2002, HNE exceeded both national and regional averages in the areas of getting needed care and getting care quickly. By the time you read this, our HEDIS® scores and the results of our satisfaction survey for 2003 will be available at www.hne.com or by calling Member Services.

So if people are happy with the care they're getting, how does HNE save money without taking something away? One way is through medical management. One of our main goals at HNE is to make sure that you get the right care in the right place at the right time. Most people don't want to stay in the hospital any longer than they absolutely have to, or travel to another city to get care that they can get close to home. We work closely with your providers to make sure that you get what you need in the most cost-effective way possible. That goes for hospital care, doctor's visits, behavioral health services, prescription drugs, or any other services you need. The person talking to your doctor isn't an accountant or a business person either, as the popular misconception goes. At HNE, we have doctors, nurses, pharmacists, social workers; in short, health care professionals with real clinical backgrounds, capable of talking with your provider on a peer-to-peer level. And we're not here to talk your provider into the cheapest alternative, but to provide choices with which both your provider and you are comfortable.

Please keep your questions and comments coming! I enjoy hearing from you, and want to keep the lines of communication open. ✨

Diabetes Awareness

Continued from page 1

To find out if you are at risk for diabetes, you can take the American Diabetes Association's on-line Diabetes Risk Assessment. Just log on to www.diabetes.org.

If you have diabetes, remember that HNE has a *Diabetes Management Program* that has been in place since 1998. All HNE members aged 18 and over who have diabetes are eligible to participate in this program. Program interventions include:

- ❖ Diabetes education classes
- ❖ Educational materials
- ❖ On-line educational information
- ❖ Nutrition/meal planning classes
- ❖ Grocery store tours
- ❖ HNE's *Virtual Grocery Store Tour*
- ❖ Patient self-management tracking tools
- ❖ Reminders
- ❖ Nutritional counseling
- ❖ Vouchers for dilated retinal exams
- ❖ Free glucometers
- ❖ *Living Well*, a quarterly newsletter produced by HNE

If you are interested in participating in this program or would like more information, please contact Connie Lynch, Disease Management Program Coordinator, at 413.787.4000, ext. 3381. ✨

Updates

Provider Update

The following Primary Care Physicians have joined HNE:

Family Practice

C. Frazer Shipman, M.D.
Valley Medical Group
Cherry Rum Plaza
489 Bernardston Road
Greenfield, MA 01301
413.774.6301

Internal Medicine

Merrie B. Dodge, D.O.
Berkshire Medical Group
777 North Street
Pittsfield, MA 01201
413.499.8510

Pediatrics

Albert J. Callahan, III, M.D.
Pediatric Associates of
Hampden County
373 Park Street
West Springfield, MA 01089
413.734.1001

Thomas E. O'Leary, D.O.
Pediatric Associates of
Hampden County
477 Southwick Road
Westfield, MA 01085
and
Pediatric Associates of
Hampden County
373 Park Street
West Springfield, MA 01089
413.734.1001

The following Primary Care Physician has left HNE:

Robert M. Jellinger, M.D.

The following Primary Care Physician is deceased:

David R. Sigelman, M.D.

The following Primary Care Physician has had a change of address. The new address is reflected below:

Francis D. Murray, M.D.
1777 Dwight Street
Springfield, MA 01107
413.732.4478

The following provider will no longer practice as a Primary Care Physician.

Richard A. Brown, M.D.

For changes to provider addresses, phone numbers, and additional changes, please see the Provider Directory on our Web site, www.hne.com



New Drugs Added To the HNE Formulary

The HNE formulary—our list of covered drugs—is changing constantly to keep pace with ongoing advances in drug treatments. HNE's Pharmacy Department administers the HNE formulary. An important aspect of this responsibility involves the assessment of medications newly approved by the Food and Drug Administration (FDA). HNE does not typically add brand-name medications to the HNE formulary for at least 6 months after FDA approval. HNE calls this the clinical review period. During this time, the Pharmacy Department and the HNE Pharmacy and Therapeutics Committee—a group of local family doctors and specialists—examine the safety and effectiveness of the newly approved medication. Once added to the HNE formulary, the Pharmacy and Therapeutics Committee assigns the drug to one of HNE's three prescription coverage tiers.

As of July 1, 2004, HNE added the following prescription drugs to the formulary:

Prescription Drug	Indication	Copayment Level
Caduet® (atorvastatin/amlodipine)	Hypertension	Tier 3 (highest copayment level)
Elestat® (epinastine HCl)	Ophthalmic—allergy	Tier 3
Sensispar® (cinacalcet)	Hyperparathyroidism	Tier 3
Spiriva® (tiotropium)	COPD	Tier 2 (middle copayment level)
Symbyax® (olanzapine/fluoxetine)	Bipolar antidepressant	Tier 3

Also starting July 1, HNE changed the Prior Authorization requirement for the following prescription drug:

Prescription Drug	Indication(s)	Copayment Level
Enbrel® (etanercept)	Active rheumatoid arthritis and psoriasis	Tier 2

Prior to July 1, Enbrel® required prior authorization for treatment of active rheumatoid arthritis. As of July 1, HNE began reviewing prior authorization requests for Enbrel® for the treatment of psoriasis.

This information applies to the prescription drug benefit, offered as a rider to the standard Plan benefit. If your Plan does not include prescription drug coverage, this information does not apply. ✨

It is Health New England's (HNE) 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.



Wellness Coach

Laurie Jones, R.D.

Laurie Jones, R.D., is a registered dietitian and the Director of MaineHealth Employee Health Improvement in Portland, Maine. MaineHealth is the largest non-profit health care system in Maine, with more than eight member organizations serving over 7,000 employees in communities throughout the state.

The Challenge of Change

None would ever argue that behavior change is difficult and complex—especially as we get older and have a lifetime of well-established habits to overcome. These habits are deeply imprinted and are influenced by our upbringing, culture, ethnicity, values, and belief systems. Certain behaviors also may serve as coping mechanisms and offer short-term relief under stressful circumstances. Of course, there are healthy and unhealthy habits and most of us are well aware of which is which. Being physically active when you feel stressed would be an example of a healthy coping mechanism. But overeating when under stress would fall into the unhealthy coping category. Many of us also have developed very powerful rationalizations for our unhealthy eating habits. Do any of these sound familiar?

☛ “Everyone in my family has lived past the age of 80, and they were all overweight and smoked.”

☛ “I bought those cookies for the kids.”

☛ “I just don’t care.” (This is a tough one to debate.)

And the list goes on. The first step to changing your behavior successfully is to define your motivations.

☛ **INTERNAL MOTIVATIONS** (health status improvement, quality of life) are lasting and based on long-term goals (I want to be healthy as I get older).

☛ **EXTERNAL MOTIVATIONS** are based on short-term goals (I need to lose weight for my 20th high school reunion, daughter’s wedding, cruise, etc).

Making small changes over time and allowing time for new behaviors to take hold is generally more effective than dramatic all-or-nothing approaches. Have patience and learn tolerance for what you might perceive to be failure. We are imperfect creatures and will make mistakes or wish we had made different choices. It’s what you do *most* of the time that is important. It’s not the occasional dietary indiscretion or a day off from exercise that gets you into trouble—this is bound to happen on your quest for a healthier lifestyle. We suffer the consequences when unhealthy behaviors become the rule rather than the exception. ✨

Charting for Change

There are many reasons we might want to monitor our eating habits besides weight loss. Do any of these describe you?

- I have diabetes.
- I have high blood pressure.
- I want to avoid gaining weight.
- I am an athlete in training.
- I want to become more aware of my general nutrition.
- My doctor recommends I change my diet (e.g., more calcium and fiber, less saturated fat, or fewer calories).

Here’s an approach that will help you create a record of what you eat and how you are feeling at the time. You’ll be able to identify emotional triggers (e.g., stress, boredom) and habits, such as snacking while watching TV, that may be keeping you from achieving your nutritional goals. Make copies of this form and fill one out every time you eat—from meals to snacks—for at least 3 days.

At (time) _____

I ate (food and amount) _____

I drank (beverage and amount) _____

At (location) _____

I was with _____

Special occasion? Yes No

Before I ate, I felt:

Relaxed Anxious Happy

Sad Bored Lonely

After I ate, I felt:

Satisfied Relaxed Guilty

Comments/trends: _____

Resource: USDA Nutrient Data Laboratory, www.nal.usda.gov

Desk Stretches For the desk-bound

Sitting in one position at your workstation for long periods of time can cause fatigue, neck and back pain, irritability, and headaches. You’ll feel more energized, less stressed, and more relaxed throughout the day if you take a few moments to stretch your muscles, flex your joints, and relax. These stretches will help relax and release stiff muscles:

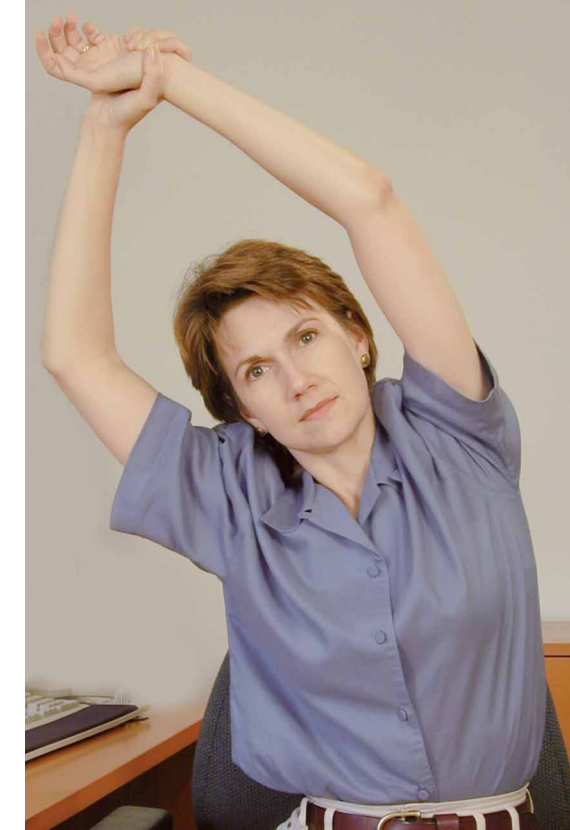
- ◆ Spread your fingers apart as far as possible and hold for 10 seconds. Relax, then bend your fingers at the knuckles and hold for another 10 seconds. Repeat.
- ◆ Sit with both feet flat on the floor. Place your right hand on the top of the desk, palm down, and straighten your arm. Place your left hand on the top of your left thigh. Keeping your

right arm straight (without moving your hand), slowly turn your head and look over your right shoulder, just to the point where you begin to feel a stretch. Hold for 5 seconds. Repeat on the other side.

- ◆ While seated, rotate your foot at the ankle, three times in one direction, then three times the other way. Relax and repeat.

By adding brief periods of stretching during your workday, you’ll feel better at work and head home at the end of the day with more energy to enjoy your family and your personal interests. ✨

Resource: WorkCare: A working person’s guide to life balance, by George J. Pfeiffer and Judith A. Webster. Charlottesville, VA: WorkCare Press, 2001.



Side stretch: Reach overhead grasping your left wrist. Keep your back straight and bend to your right until you feel a gentle stretch. Hold for 15 seconds. Repeat on the other side.

Correction: In the last issue of this publication, the term “monosaturated fat” was used in the the article titled “Good Fat, Bad Fat.” The correct term is “monounsaturated fat.”

Low-Risk Grilling



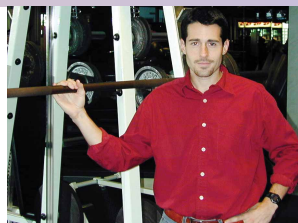
On a hot summer evening, grilling outdoors is a great alternative to cooking in a sweltering kitchen. However, there is evidence that meat cooked at high temperatures and smoke from dripping fat create chemicals that cause cancer in laboratory animals. You still can grill safely and enjoy the flavor and fun of a barbecue. Remember these tips from the American Cancer Society:

- ♥ Choose lean cuts of meat and trim excess fat.
- ♥ Precook meat in the microwave or oven, then grill quickly.
- ♥ Don’t eat blackened or burned meat.
- ♥ Aim for smaller portions of meat—3 ounces or less.
- ♥ Grill flavorful fruit and vegetables such as zucchini, onions, peppers, carrots, pineapple, or broccoli to round out your menu. ✨

Resource: American Cancer Society, www.cancer.org

The Fitness Expert! featuring Mike Gauvin, HNE's Health Programs Coordinator

Tips for Fall Fitness



- Autumn is finally here. The children are back in school, and the days are getting cooler. Now is the time to recharge your personal fitness routine.
- **TAKE ADVANTAGE OF FREE TIME:** Lack of time is the biggest challenge to sustaining an exercise regimen. Fall, when the kids are back in school, offers some free time that's great for exercising. Your fitness program doesn't have to take up your entire day. Thirty minutes of walking around your neighborhood will help develop stamina and increase energy. Making time to take care of yourself is the best thing you can do for your family.
 - **ENJOY AUTUMN IN NEW ENGLAND:** It's a wonderful season. Warm weather, sunny days, cool evenings, and gorgeous colors will help get you out the door to enjoy your exercise time. Enjoy the season while you're bicycling, walking, hiking, jogging, and playing golf and tennis. Explore local parks and reservoirs, locate new bike paths, take a walk on wooded trails or around a lake. Spending time out in nature will do as much for your mind as for your body.

- **GET BACK TO THE FITNESS CENTER:** During the summer it's difficult to stay indoors, but now that fall is here it's time to think about returning to the fitness center. Supplementing your outdoor activity with indoor strength training or aerobic exercise will help keep you motivated and healthy. Adding a few days at the fitness center also will help prepare you for the winter months, when most of your exercise will take place indoors. A well-rounded fitness program is essential. While aerobic activity such as running or bicycling is great for your heart, resistance training is also a critical component of a balanced program.
- **FIND A WORKOUT BUDDY:** One of the great things about exercise is that you don't have to do it alone. Find a friend whose goals and fitness level are similar to yours. Working out with a buddy helps you both stay motivated. Socializing while you exercise makes the time pass faster, prevents boredom, and helps keep you on the right path. ✨

HNE wants to keep you healthy! Find what interests you and take advantage of our educational and self-help programs. Pre-registration is required for most classes. For more information, visit www.hne.com and click on "Healthy Directions."

Adult Asthma Education. For members diagnosed with asthma, this class will teach you 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. Health New England is pleased to present an informative virtual asthma class that will help you to 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 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 daily diabetes management, preventing complications such as high and low blood sugar, and important tests for people with diabetes. 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. Health New England is pleased to present an informative virtual diabetes class that will help you learn about daily diabetes management, preventing diabetes complications such as high and low blood sugar, and important tests for people with diabetes. 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 CD-ROM, DVD, or VHS format.

Living Well Grocery Store Tours. Take advantage of this exciting program 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, 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. Health New England 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) or VHS format.

Living Well Program. This 6-week program teaches 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. HNE wants to help you quit smoking! If you are an HNE member with asthma, diabetes, cardiovascular disease, or who is pregnant, attend a smoking cessation program. We will reimburse you up to \$50 for the cost of the class. 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. Below is a partial listing of classes and resources available through our local contracted providers. 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	WEB SITE
Baystate Med. Cntr.	baystatehealth.com
Berkshire Med. Cntr.	berkshirehealthsystems.com
Cooley Dickinson Hosp.	cooley-dickinson.org
Fairview Hosp.	berkshirehealthsystems.com
Franklin Med. Cntr.	baystatehealth.com
Holyoke Med. Cntr.	holyokeyhealth.com
Mary Lane Hosp.	baystatehealth.com
Mercy Med. Cntr.	mercycares.com
Noble Hosp.	noblehospital.org
North Adams Reg. Hosp.	nbhealth.org

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, Spanish and
Portuguese: 800.833.5256, and
Hearing Impaired: 800.833.1477
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

#4 Women's Night Out! Health Fair

THURSDAY, OCTOBER 14, 5–9 PM

Rosemary Verri • Jennifer Giffune, RD, LDN

HNE MEMBER COST: \$10.00 per PERSON

NON-MEMBER COST: \$15.00 per PERSON

Name _____

Address _____

Phone (daytime) _____

Total number of people registering: _____

Name of each additional person: _____

Total amount enclosed: \$ _____

Please make checks payable to Health
New England. Mail form and payment to:

Health New England, One Monarch
Place, Springfield, MA 01144-1500

Attn: Health Programs Dept.

The Grand Finale!

#4 Women's Night Out! Health Fair

Thursday, October 14 • 5:00-9:00 PM

Featuring Guest Speakers!

Nationally-known comedian

ROSEMARY VERRI "The Lady of Laughter"

"The Power of Humor: Practice Safe Stress"

Rosemary Verri will exercise your funny bone, help you to locate your humor to manage stress, and find your "bonbons." Learn to appreciate the ridiculous and develop creative responses to the punches life throws your way by practicing "Safe Stress"! You'll leave feeling renewed, rewarded, rejuvenated—and if necessary, revived!

JENNIFER GIFFUNE, RD, LDN

"Miracle Nutrients"

Nutrition for your whole family!

Plus...

FREE Bone Density Screening!

LIVE Fashion Show!

LIVE Pilates Demonstration!

FREE Chair Massage!

Several Health-Related Vendors

and Hobbies, too!

Support Groups!

Raffle Prizes!

♥ ♥ ♥ ♥ ♥ ♥ ♥ Don't Miss The Fun!

HNE members have specific rights and responsibilities that form the basis of quality health care. We are pleased to share the HNE Member Rights and Responsibilities Statement, which tells you what you can expect from us and what we ask of you.

Your Rights

- ◆ To receive information on HNE, its services, plan providers, policies, procedures, and your rights and responsibilities. HNE will not release information that by law may not be given to members or any third party. We will not disclose privileged information about plan providers.
- ◆ To be treated with respect and with recognition of your dignity and right to privacy.
- ◆ To participate in health care decisions with your doctor or other health care provider.
- ◆ To expect that your doctor or other health care provider will fully and openly discuss appropriate, medically necessary treatment options, regardless of the cost or benefit coverage. It does not mean that HNE covers all treatment options. If you are unsure about coverage, please contact Member Services at 413.787.4004 or 800.842.4464.
- ◆ To contact us with a grievance or complaint about HNE or a plan provider. See your plan materials for instructions.
- ◆ To refuse a treatment, drug, or other procedure recommended by your doctor or other health care provider as the law allows. Providers should tell you about any potential medical effects of refusing treatment.
- ◆ To select a primary care physician who is accepting new patients. For a list of PCPs, search the Provider Directory on www.hne.com or call Member Services at 413.787.4004 or 800.310.2835.
- ◆ To change your PCP. You may choose any plan PCP, except those who have notified HNE that they no longer accept new patients.
- ◆ To have access, during HNE's business hours, to Member Services representatives who can answer your questions and help resolve problems.
- ◆ To expect that your medical records and information on your relationship with your doctor will remain confidential, in accordance with state and federal law and HNE policies.

Your Responsibilities

- ◆ To provide, as much as possible, the information your providers need to care for you. This includes information on your present and past medical conditions, as you understand them, before and during any course of treatment.
- ◆ To follow the treatment plans and instructions for care that you agreed upon with your provider.
- ◆ To read HNE materials to become familiar with your benefits and services. If you have any questions, you should call Member Services at 413.787.4004 or 800.310.2835.
- ◆ To follow all HNE policies and procedures.
- ◆ To treat providers and HNE staff with the respect and courtesy you would expect for yourself.
- ◆ To arrive on time for appointments or give proper notice if you must cancel or will be late.
- ◆ To understand your health problems, an important factor in your treatment. If you do not understand your illness or treatment, talk it over with your doctor.
- ◆ To participate in decision making on your health care.
- ◆ To inform HNE of any other insurance coverage you may have. This helps us process claims and work with other payors.
- ◆ To notify us of status changes (such as a new address) that could affect your eligibility for coverage.
- ◆ To help HNE and plan providers get prior medical records as needed. You agree that HNE may obtain and use any of your medical records and other information needed to administer the plan.
- ◆ To consider the potential effects if you do not follow your provider's advice. When a service recommended by a plan doctor is covered, you may choose to decline it for personal reasons. For example, you may prefer to get care from out-of-plan providers rather than plan providers. In these cases, HNE may not cover substitute or alternate care that you prefer. ✨

HNE Location and Service Hours

FOR CUSTOMER SERVICE

→ Call HNE Member Services. We're here to help!
413.787.4004 or
800.310.2835

→ Or, visit us in person at:

One Monarch Place,
Springfield, MA.

Our office hours
are Monday–Friday,
8 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, seven 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 Your Safety

Health New England cares about our members' medical safety. To help our members and providers become educated medical consumers, we encourage you to read the following information on patient safety.

The single most important way you can help to prevent errors is to be an active member of your health care team. That means taking part in every decision about your health care. Research shows that patients who are more involved with their care tend to get better results. Some specific tips follow that are based on the latest scientific evidence about what works best:

- ✓ Make sure that all of your doctors know about everything you are taking. This includes prescription and over-the-counter medicines and dietary supplements such as vitamins and herbs.
- ✓ At least once a year, bring all of your medicines and supplements with you to your doctor. "Brown bagging" your medicines can help you and your doctor talk about them and find out if there are any problems. It can also help your doctor keep your records up to date, which can help you get better quality care.
- ✓ Make sure your doctor knows about any allergies and adverse reactions you have had to medicines. This can help you avoid getting a medicine that can harm you.
- ✓ When your doctor writes you a prescription, make sure you can read it. If you can't read your doctor's handwriting, your pharmacist might not be able to either.
- ✓ Ask for information about your medicines in terms you can understand—both when your medicines are prescribed and when you receive them.
 - What is the medicine for?
 - How am I supposed to take it, and for how long?
 - What side effects are likely? What do I do if they occur?
 - Is this medicine safe to take with other medicines or dietary supplements I am taking?
 - What food, drink, or activities should I avoid while taking this medicine?

AT THE PHARMACY: When you pick up your medicine from the pharmacy, ask:

- ✓ Is this the medicine that my doctor prescribed? A study by the Massachusetts College of Pharmacy and Allied Health Sciences found that 88 percent of medicine errors involved the wrong drug or the wrong dose.
- ✓ If you have any questions about the directions on your medicine labels, ask. Medicine labels can be hard to understand. For example, ask if "four doses daily" means taking a dose every 6 hours around the clock or just during regular waking hours.
- ✓ Ask your pharmacist for the best device to measure your liquid medicine. Also, ask questions if you're not sure how to use it. Research shows that many people do not understand the right way to measure liquid medicines. For example, many use household teaspoons, which often do not hold a true teaspoon of liquid. Special devices, like marked syringes, help people to measure the right dose. Being told how to use the devices helps even more.
- ✓ Ask for written information about the side effects your medicine could cause.

If you know what might happen, you will be better prepared if it does—or, if something unexpected happens instead. That way, you can report the problem right away and get help before it gets worse. A study found that written information about medicines can help patients recognize problem side effects and then give that information to their doctor or pharmacist.

HOSPITAL STAYS: If you have a choice, choose a hospital at which many patients have the procedure or surgery you need. Research shows that patients tend to have better results when they are treated in hospitals that have a great deal of experience with their condition.

If you are in a hospital, consider asking all health care workers who have direct contact with you whether they have washed their hands. Hand washing is an important way to prevent the spread of infections in hospitals. Yet, it is not done regularly or thoroughly enough. A recent study found that when patients checked whether health care workers washed their hands, the workers washed their hands more often and used more soap.

When you are being discharged from the hospital, ask your doctor to explain the treatment plan you will use at home. This includes learning about your medicines and finding out when you can get back to your regular activities. Research shows that at discharge time, doctors think their patients understand more than they really do about what they should or should not do when they return home.

SURGERY: If you are having surgery, make sure that you, your doctor, and your surgeon all agree and are clear on exactly what will be done. Doing surgery at the wrong site (for example, operating on the left knee instead of the right) is rare. But even once is too often. The good news is that wrong-site surgery is 100 percent preventable. The American Academy of Orthopaedic Surgeons urges its members to sign their initials directly on the site to be operated on before the surgery.

OTHER STEPS YOU CAN TAKE:

- ✓ Speak up if you have questions or concerns. You have a right to question anyone who is involved with your care.
- ✓ Make sure that someone, such as your personal doctor, is in charge of your care. This is especially important if you have many health problems or are in a hospital.
- ✓ Make sure that all health professionals involved in your care have important health information about you. Do not assume that everyone knows everything they need to.
- ✓ Ask a family member or friend to be there with you and to be your advocate (someone who can help get things done and speak up for you if you can't). Even if you think you don't need help now, you might need it later.
- ✓ Know that "more" is not always better. It is a good idea to find out why a test or treatment is needed and how it can help you. You could be better off without it.
- ✓ If you have a test, don't assume that no news is good news. Ask about the results.
- ✓ Learn about your condition and treatments by asking your doctor and nurse and by using other reliable sources. Ask your doctor if your treatment is based on the latest evidence. ✨

Information provided by the U.S. Department of Health and Human Services, www.ahrq.com, Agency for Healthcare Research and Quality.

Spotting Medical QUACKERY



It is estimated that Americans spend more than 10 billion dollars a year on unproven goods and services for their health. Keep these ideas in mind when making decisions about your health care:

Just Like a Willow

Willow trees are graceful and productive. They grow vigorously and thrive in many different environments and in all kinds of weather. They will sway in the wildest wind and yield under the strain.

We are constantly confronted with problems, worries, stressful situations, and life's inevitable ups and downs that require us to be resilient—to adapt and change. Resilience is not an ability you either have or do not have. It involves behaviors, thoughts, and actions you can learn and develop. According to the American Psychological Association, you can learn to build resilience by:

- **ACCEPTING UNCERTAINTY AND CHANGE** as a natural part of life.
- **DEVELOPING A SUPPORT NETWORK** of good relationships with family, friends, and members of a community (e.g., church, neighborhood).
- **ACTING DECISIVELY** in difficult situations. You cannot wish problems away.
- **MOVING TOWARD YOUR GOALS.** Having a realistic life plan can help you get back on track after a difficult episode.
- **TAKING CARE OF YOURSELF.** Pay attention to your own needs: Eat wisely, exercise regularly, get adequate rest, manage stress, and make time for activities you enjoy.

Meet the obstacles in your life with flexibility and resilience, and you'll be prepared to adapt to life-changing events—just remember the willow tree. *

Resource: American Psychological Association, www.apa.org

❖ REALITY CHECK.

Don't be willing to embrace unproven and possibly worthless treatments hoping for a cure.

❖ **RECOGNIZE THE PITCH.** Sometimes, individuals sell cures, supplements, or even equipment to improve health or stop disease, saying that you "can't afford to be without it." These people may not be qualified to advise you about your health, and the claims they make about their products may be false or deceptive.

❖ **BE WARY.** The U.S. Food and Drug Administration warns that exaggerated and deceptive claims are common in mail-order and on-line health materials and services.

❖ **GET IT IN WRITING.** Ask for written explanations and materials describing the treatment, its side effects, and documented evidence from reliable medical journals proving the treatment works. Testimonials from users do not count.

❖ **BEWARE OF REQUIREMENTS TO PAY UP FRONT** and keep in mind that insurance often won't pay for unproven therapies or remedies.

❖ **BE CAUTIOUS ABOUT NEW "CUTTING-EDGE" TESTS OR PROCEDURES.** Beware of new diagnostic tests that sound unorthodox or that the promoter claims are being suppressed by the medical establishment.

Sometimes, medical advice, products, devices, or remedies are promoted by those who sincerely believe in what they are doing. However, they may be sharing information based only on their personal experience and not on scientific fact. Always talk to your doctor if you have doubts about *any* treatment. *

If that remedy for weight loss, aging, baldness, smoking, even cancer sounds too good to be true, it probably is.

When your feet are damp regularly from perspiration, you have the perfect environment for athlete's foot—a fungus that causes the skin between your toes and on the sides and soles of your feet to crack, peel, itch, blister, and flake.

It takes about 4 weeks of aggressive home treatment to get rid of athlete's foot. Then, an equally aggressive routine often is necessary to keep athlete's foot at bay. Sweaty footwear, damp socks, and less-than-clean showering areas all can harbor athlete's foot fungus.

The only way to prevent future flare-ups is to avoid sites where the fungus thrives and take measures against the fungus. *

What can I do for athlete's foot?

Symptoms and Signs:

- ❖ Itchy, cracked, burning, peeling, red, flaky skin on or between toes (or, sometimes, between fingers and on the palms of the hand)
- ❖ Itchy, blister-like bumps on the sides or soles of the feet

Talk to Your Doctor If:

- ❖ Your foot is swollen, sore, blistered, red, or has pus in sores or blisters.
- ❖ Symptoms do not improve or they get worse after treatment with anti-fungal preparations.
- ❖ You have diabetes or poor circulation in your feet and develop symptoms of athlete's foot.
- ❖ Inflammation of the skin makes it difficult for you to walk.
- ❖ Your legs swell and you have a fever.

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

MEDICATION

Apply over-the-counter, anti-fungal preparations designed to combat athlete's foot fungus (Tinactin®, Desenex®, Aftate®) two or three times a day as directed.

CLEAN

Wash your feet and dry them thoroughly every day. Remove dead skin from your feet by scrubbing affected areas with a nail brush; pay special attention to the skin between each toe. Rinse and dry well, then apply an anti-fungal powder.

Wipe the insides of athletic shoes with an antibacterial solution such as Lysol®, or spray Lysol® disinfectant inside shoes. Allow shoes to dry completely.

Keep your shower or bathtub clean; regularly spray or wipe down bathing areas with antibacterial cleansers.

PREVENTION

Avoid wearing shoes that are too tight or that don't breathe, especially those made of waterproof materials. Alternate shoes from day to day. Dry out each pair completely before you wear them again.

Wear all-cotton or wool socks; change them two or three times throughout the day if possible.

Avoid synthetic fabrics that trap perspiration.

Wear thongs or other foot protection when you're in public showers, spas, or pool areas.

Q. My doctor informed me that I am overweight. I would like to know more about managing my weight, but I don't know what to ask that would help me get started.

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.



Ask the Doctor

Good Questions!

- ➔ What is Body Mass Index (BMI)? What is my BMI and what does it mean for me?
- ➔ What goal weight is recommended for my health? What is my goal BMI?
- ➔ How much weight should I try to lose each week?
- ➔ What is my waist measurement, and how does it affect my health risks related to my weight?
- ➔ What physical activity plan will help me achieve my goal body weight? Are there any limitations on what I can do?
- ➔ What resources do you recommend for such topics as eating habits, nutrition, and physical activity? *

✂️ Clip these questions and take them with you to your next appointment.

Save the Date

Here are some upcoming events, proudly sponsored by HNE:

- SEPTEMBER 9, 2004:** Spirit of Women Conference—Log Cabin, Easthampton, MA
- SEPTEMBER 22, 2004:** Girl Scouts of Pioneer Valley Golf Classic—Oakridge Country Club, Agawam, MA
- SEPTEMBER 24, 2004:** Rays of Hope—Springfield, MA
- SEPTEMBER 26, 2004:** Alzheimer's Memory Walk—Stanley Park, Westfield, MA
- SEPTEMBER 30, 2004:** Osteoporosis Update—Best Western Inn and Conference Center, West Springfield, MA
- OCTOBER 14, 2004:** Women's Night Out Health Expo—Best Western Inn and Conference Center, West Springfield, MA

If you have any questions about these events, or about other HNE-sponsored activities, please contact Flora Masciadrelli, HNE Community Relations Sponsorship Coordinator, at 800.842.4464. *

MEMBERMATTERS

PROVIDING HEALTH RELATED NEWS FOR HEALTH NEW ENGLAND MEMBERS

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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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