



# The HealthReach Program & You!

We are excited to offer HealthReach to our members. HealthReach is specialized health education, consulting and support. The support of a HealthReach Registered Nurse Care Manager helps ensure that enrolled individuals will better understand and better manage their own health by tapping into the caring support, relevant medical research, and other key resources offered through the program.

## Who Is HealthCare Strategies?

HealthCare Strategies, Inc. (HCS) is the third party vendor who administers the HealthReach program. In addition to HealthReach Care Management, HCS offers health coaching, nutritional counseling, tobacco cessation programs, and online health and wellness educational materials and interactive tools. HCS is an independent company located in Columbia, Maryland and is entirely independent from your employer. They will not share any personally identifiable health plan member information with your employer.



**Jefferson**  
HEALTH PLAN



# What Is HealthReach?

HealthReach is a program that provides care management and health coaching. It provides comprehensive feedback and one-on-one health education, based on the participant's current health status and lifestyle factors that affect his/her health.

HealthReach is offered to select members of our Health Plan to help them better understand their individual healthcare needs. Participation is as simple as responding to phone calls from an assigned Registered Nurse Care Manager from HealthCare Strategies and having conversations with him/her about improving your health, approximately once per month. If selected for HealthReach, you and your Care Manager will set goals together for lifestyle changes and improve your compliance with standards for care.

## How is selection for HealthReach Determined?

HealthCare Strategies (HCS) analyzes medical and prescription drug claims data and biometric screening results and then selects individuals who may benefit from the program.

HealthReach participation is as simple as responding to phone calls from your Care Manager and having conversations with them about improving your health approximately once per month. Your Care Manager will work with you and set up dates and times that are accommodating with your schedule. They are flexible and willing to work around you.

## What if I'm Maintaining My Health and I Don't Need Help?

If you are managing your current health conditions and taking the precautionary measures to avoid catastrophic illness, it is unlikely you will be contacted by a Care Manager. This program will help those who need extra assistance and support in maintaining and improving their current medical conditions.



## Pharmacy and Preventative Care Support

It's time to make the changes today for a better tomorrow! In conjunction with our health coverage, HCS helps plan members at every risk level focus on their own health by reviewing their medical and prescription drug claims and comparing this information with nationally recommended preventive screenings and tests. HCS then identifies any nationally recommended tests or screenings that do not appear in the claims data and provides this information to members and their physicians. Preventive tests and screenings are a very important part of healthcare because they may result in early disease detection.



## What are the Credentials of a HealthReach Care Manager?

HealthReach Care Managers are HCS' specially trained Registered Nurse (RNs) and Certified Coaches who take into account each member's individual circumstances and personal factors. Care Managers also provide health coaching, medical resources and information for participants and their families.

### Will my Care Manager tell my Doctor what to prescribe or how to control my medical care?

No. The role of your Care Manager is to serve as your resource- to help you better understand your current health status as a patient, and to work with you to help create a healthy lifestyle. In this way, HealthReach is a complement to, not a replacement for, care provided by your doctor or other primary care provider.

**Will my Care Manager talk to my Doctor?**  
Only with your advance permission can a HealthReach Care Manager contact your doctor or other primary care provider.

## How long will I be expected to participate in the HealthReach program?

The frequency of contact with a member depends on your needs, as the individual Health Plan Member. Typically, a member can expect to speak with their Care Manager about once a month. The average length of participation in the program is nine (9) months.

### Your life's already busy enough?

If selected for the HealthReach program, you will typically be required to speak with your Care Manager only once a month. They are more than willing to set aside time to speak that works best with your schedule. The program is flexible and convenient for you!



# How Does the HealthReach Process Work?

Here's how we do it:

1. Data gathered from key sources



Pharmacy Claims



Medical Claims



Utilization Data



Online Health Risk Assessment

2. Data fed into Health Reach's Medical Management Dashboard



3. Data analyzed



Member's health scored



Results reviewed by HCS Nurse Care Management

4. Comprehensive actionable medical record created online for 24/7 access



24/7



5. Specific risks identified and care interventions provided to at-risk plan participant as coordinated with patient's doctor



6. Data constantly monitored by Nurse Care Managers at HCS to coordinate interventions



7. Medical crisis averted. Large expenditures avoided

