Anthem BlueCross BlueShield

2014 House Call Program: Available at No Out-of-Pocket Cost to MA Members

With the total number of home visits conducted in 2013 exceeding expectation, Anthem is continuing its House Call Program in 2014.

The House Call Program is a voluntary program that we offer at no out-of-pocket cost to our Medicare Advantage members. It gives our members the opportunity to receive non-invasive health services and a health evaluation in the comfort of their own home from a licensed and credentialed clinician.

We are offering the House Call program to help support the care our members currently receive. Through this program:

- The visiting clinician is able to collect information that helps us identify patients who may benefit from case management programs.
- Our members’ physicians can use the evaluation forms to match health care needs with the appropriate level of care.
- Anthem is able meet its Centers for Medicare & Medicaid Services annual obligation for reporting all required diagnoses to CMS for each member for the purpose of risk adjustment.

We kick off the program by mailing a letter and a program brochure below to our members. The mailer is then followed by a phone call from a contracted vendor to schedule an appointment with one of its clinicians for an hour-long visit.

During the visit, the clinician uses a health evaluation form to document all medical conditions that exist on the date of the visit. We will make copies of the completed forms available to the members’ physicians to include in their records. We will also provide copies of the forms to members at their request. In addition, based on the outcome of the health evaluation, Anthem may conduct post-visit outreach with a member’s physician and may make a case management referral.

Providers may request a copy of member evaluations by emailing housecallprogram-external@wellpoint.com or calling Cheryl Young at 513-770-7088 or Lisa Ware at 513-770-7515.
Welcome to a free in-home program that helps you receive better health care.
The more knowledge you and your doctor have about your health, the more effective your care can be. That’s why this personalized in-home visit leads to the ideal treatment plan just for you.

How does the program work?

It starts with a visit.
With your approval, a licensed clinician will visit you in the comfort of your home. This visit helps support the care you now receive from your existing health care providers. During the visit, your clinician will:
- Chat about any questions or concerns you may have about your health.
- Give you some basic health screenings.
- Take notes on your health discussion and record your assessment results.

No medications will be prescribed.

What screenings are done?
The visiting clinician will record:
- Your height, weight and body mass index (BMI).
- Your blood pressure (and other vital signs).
- Your responses to a health assessment questionnaire.

How long does the visit take?
We know your time is valuable, so we’ll go through the program, fill out all the forms and be done in about an hour.

Who can attend?
Of course, you are welcome to have a family member, friend or authorized representative with you during our visit.

How do you benefit?
You get quality time with a medical professional.
- You receive more time to talk with a health care professional about your needs.
- In a relaxed atmosphere, more of your questions can be answered.
- With this personal approach, more of your health information is gathered and shared with you and your doctors.

Your participation is voluntary and will not impact your benefits or premium.
In addition, all information will be kept confidential between your doctor and health care providers involved in this program.

We offer this no-cost program to our Medicare Advantage members.
This in-home program supports our goals of improving your health and quality of life. We have screened and contracted with select vendors to bring this valuable program to you.
Our vendors have extensive health care experience and, like us, are dedicated to improving the wellness of our plan members throughout the United States. We both believe in taking the time to create trusted, caring solutions to improve the quality of your health care.

We’ll call you soon to schedule a visit.

To take advantage of this free program, just say “YES”... so better health can be yours!
HOUSE CALL PROGRAM

Have any questions?
If you have questions about the House Call program, contact Hannah Derr, RN, 1-614-880-6123, or you may send your questions to housecallprogram-external@wellpoint.com. For more information, call the Customer Service phone number on your health plan member ID card.

Anthem Blue Cross and Blue Shield is a PPO plan and an HMO plan with a Medicare contract. Enrollment in Anthem Blue Cross and Blue Shield depends on contract renewal.

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