

**Dean Health Plan's
Commitment to Quality**



DeanTM

HEALTH PLAN

Table of Contents

Introduction	3
NCQA Accreditation	3
HEDIS Performance	4
Access to Care	4
Asthma Care	5
Behavioral/Mental Health	5
Cancer Screening	6
Cardiac Care	7
Child and Adolescent Care.....	7
Diabetes Care	9
Women's Health	10
Other Types of Care	10
Member Satisfaction Survey Results	12
Health Plan Satisfaction	12
Care Satisfaction	13
Commitment to Quality.....	14
Health Promotion and Education	14
Proactive and Preventive Health Management	15
Acute/Chronic Disease Management	18
Care Management.....	20
Credentialing	22
Customer Service	22

Introduction

As your partner in health care, Dean Health Plan (DHP) is committed to providing you with a superior level of care and service. We continually monitor and evaluate our performance against rigorous national and regional standards.

We invite you to learn more about what Dean Health Plan has to offer by reading about the following:

- ☆ NCQA Accreditation
How accreditation ensures that Dean Health Plan delivers superior care and service.
- ☆ HEDIS Performance
How Dean Health Plan compares to national standards regarding the care we provide our members.
- ☆ Member Satisfaction Survey Results
How Dean Health Plan compares to national standards regarding member satisfaction.
- ☆ Quality Commitment
How Dean Health Plan continues to provide you with exceptional quality of care and service.

NCQA Accreditation

Dean Health Plan is proud to announce we have earned **Excellent Accreditation** - the highest level attainable - for our Commercial product line from the National Committee for Quality Assurance (NCQA). Our accreditation is effective March 2011. This accreditation status is granted to managed care organizations who deliver sound care and service, and whose systems for consumer protection and quality improvement meet or exceed NCQA's rigorous requirements.

The NCQA is an independent, not-for-profit organization dedicated to measuring the quality of America's health care. The NCQA's standards are purposely set high to encourage health plans to continuously improve their quality.

If you would like to learn more about NCQA, you can visit their website at www.ncqa.org.

HEDIS Performance

What is HEDIS?

HEDIS stands for The Healthcare Effectiveness Data and Information Set. It was developed and is maintained by the National Committee for Quality Assurance (NCQA). The HEDIS measures give you important information about the quality of medical care Dean Health Plan provides. Our HEDIS data results were instrumental in our achievement of Excellent Accreditation for our Commercial product line from NCQA.

Importance of HEDIS

The HEDIS results enable us to identify our strengths, as well as opportunities for improvement. They also show how we compare nationally in the care and services we provide to our members.

Our HEDIS Results

Dean Health Plan's 2011 comparative rates (data collected from calendar year 2010), as reported by NCQA, are listed below.

Access to Care

How does Dean Health Plan compare in providing you with access to quality health care?

Children's (age 12-24 months) Access to Primary Care Practitioners

What we measure: Percentage of members age 12 to 24 months who received at least one office visit with a primary care practitioner in the last year.

Dean Health Plan..... 99%
National HMO Average..... 97%

Children's (age 25 months to 6 years) Access to Primary Care Practitioners

What we measure: Percentage of members age 25 months to 6 years who received at least one office visit with a primary care practitioner in the last year.

Dean Health Plan..... 90%
National HMO Average..... 90%

Children's (age 7-11) Access to Primary Care Practitioners

What we measure: Percentage of members age 7 to 11 years who received at least one office visit with a primary care practitioner in the last two years.

Dean Health Plan..... 90%
National HMO Average..... 91%

Children's (age 12-19) Access to Primary Care Practitioners

What we measure: Percentage of members age 12 to 19 years who received at least one office visit with a primary care practitioner in the last two years.

Dean Health Plan..... 90%
National HMO Average..... 88%

Adult's (age 20-44) Access to Preventive or Ambulatory Health Services

What we measure: Percentage of members age 20 to 44 years who received a preventive health or ambulatory visit within the past three years.

Dean Health Plan..... 96%
National HMO Average..... 93%

Adult's (age 45-64) Access to Preventive or Ambulatory Health Services

What we measure: Percentage of members age 45 to 64 years who received a preventive health or ambulatory visit within the past three years.

Dean Health Plan..... 97%
National HMO Average..... 95%

Adult's (age 65+) Access to Preventive or Ambulatory Health Services

What we measure: Percentage of members age 65 and older who received a preventive health or ambulatory visit within the past three years.

Dean Health Plan..... 99%
National HMO Average..... 96%

Asthma Care

How does Dean Health Plan compare in providing care to members diagnosed with Asthma?

Use of Appropriate Medications for People with Asthma (ages 5-11)

What we measure: Percentage of members with persistent asthma age 5 to 11 who received appropriate asthma medication.

Dean Health Plan..... 98%
National HMO Average..... 97%

Use of Appropriate Medications for People with Asthma (ages 12-50)

What we measure: Percentage of members with persistent asthma age 12 to 50 who received appropriate asthma medication.

Dean Health Plan..... 92%
National HMO Average..... 92%

Use of Appropriate Medications for People with Asthma (Combined Rate: ages 5 to 50)

What we measure: Percentage of members with persistent asthma age 5 to 50 who received appropriate asthma medication.

Dean Health Plan..... 94%
National HMO Average..... 93%

Behavioral/Mental Health

How does Dean Health Plan compare in providing quality care to members diagnosed with a behavioral health condition?

Follow Up After Hospitalization for Mental Illness – 7 days

What we measure: Percentage of members age 6 and older who received a mental health follow up visit within seven days of discharge from a hospital for treatment of a mental illness.

Dean Health Plan..... 63%
National HMO Average..... 57%

Follow Up After Hospitalization for Mental Illness –30 days

What we measure: Percentage of members age 6 and older who received a mental health follow up visit within 30 days of discharge from a hospital for treatment of a mental illness.

Dean Health Plan..... 81%
National HMO Average..... 76%

Antidepressant Medication Management – Effective Acute Phase Treatment

What we measure: Percentage of members age 18 years and older who were newly diagnosed with depression and treated with an antidepressant, and received at least 84 days of medication.

Dean Health Plan..... 71%
National HMO Average..... 65%

Antidepressant Medication Management – Continuation Phase Treatment

What we measure: Percentage of members age 18 years and older who were newly diagnosed with depression and treated with an antidepressant for at least 180 days.

Dean Health Plan..... 54%
National HMO Average..... 48%

Initiation and Engagement of Alcohol and Other Drug Dependence Treatment—Initiation

What we measure: The percentage of adolescent and adult members newly diagnosed with alcohol and other drug (AOD) dependence who initiate treatment within 14 days of diagnosis.

Dean Health Plan..... 38%
National HMO Average..... 42%

Initiation and Engagement of Alcohol and Other Drug Dependence Treatment—Engagement

What we measure: The percentage of adolescent and adult members who initiate treatment for alcohol and other drug (AOD) dependence, and who also engage in two additional AOD services within 30 days of initiation.

Dean Health Plan..... 18%
National HMO Average..... 16%

Cancer Screening

How does Dean Health Plan compare in providing cancer screening tests?

Breast Cancer Screening

What we measure: Percentage of female members between 42 and 69 years of age who received a mammogram within the last two years.

Dean Health Plan..... 73%
National HMO Average..... 69%

Cervical Cancer Screening

What we measure: Percentage of female members between 21 and 64 years of age who received a Pap test within the last three years.

Dean Health Plan..... 80%
National HMO Average..... 76%

Colorectal Cancer Screening

What we measure: Percentage of members ages 50-80 who received an appropriate screening for colorectal cancer.

Dean Health Plan..... 65%
National HMO Average..... 56%

Cardiac Care

How does Dean Health Plan compare in providing quality care to members diagnosed with heart disease or heart-related disease?

Controlling High Blood Pressure

What we measure: Percentage of members age 18 to 85 diagnosed with hypertension had their blood pressure controlled (<140/90).

Dean Health Plan.....	67%
National HMO Average.....	61%

Persistence of Beta Blocker Treatment After a Heart Attack

What we measure: Percentage of members ages 35 and older who were diagnosed with an acute myocardial infarction (AMI) and received treatment with beta blockers for six months after discharge from the hospital.

Dean Health Plan.....	80%
National HMO Average.....	74%

Cholesterol Management for Patients with Cardiovascular Conditions: Lipid Screening

What we measure: Percentage of members ages 18-75 with a cardiovascular condition who received an LDL-C screening in the last year. Patients with cardiovascular conditions are identified by being discharged alive for acute myocardial infarction (AMI), coronary artery bypass graft (CABG), percutaneous transluminal coronary angioplasty (PTCA) or who had a diagnosis of ischemic vascular disease (IVD) two years ago.

Dean Health Plan.....	92%
National HMO Average.....	86%

Cholesterol Management for Patients with Cardiovascular Conditions: Lipid Control

What we measure: Percentage of members ages 18-75 with a cardiovascular condition who had an LDL-C level <100 mg/dL in the last year. Patients with cardiovascular conditions are identified by being discharged alive for acute myocardial infarction (AMI), coronary artery bypass graft (CABG), percutaneous transluminal coronary angioplasty (PTCA) or who had a diagnosis of ischemic vascular disease (IVD) two years ago.

Dean Health Plan.....	72%
National HMO Average.....	55%

Child and Adolescent Care

How does Dean Health Plan compare in providing quality care to children and adolescents?

Childhood Immunizations (Combo 3)

What we measure: Percentage of members who received four diphtheria-tetanus-pertussis (DTaP), three polio (IPV), one measles, mumps and rubella (MMR), three H influenza type B (HiB), three hepatitis B vaccinations, at least one chicken pox vaccination, and four pneumococcal conjugate vaccines by their second birthday.

Dean Health Plan.....	79%
National HMO Average.....	63%

Well Child Visits in the First 15 Months of Life

What we measure: Percentage of members who received six or more well child visits during their first fifteen months of life.

Dean Health Plan.....	81%
National HMO Average.....	75%

Well Child Visits in the 3rd, 4th, 5th and 6th Years of Life

What we measure: Percentage of members age 3 to 6 who received one or more well child visits in the last year.

Dean Health Plan..... 72%
National HMO Average..... 70%

Adolescent Well Care Visits (age 12-21)

What we measure: Percentage of members age 12 to 21 receiving one or more well-care visits in the last year.

Dean Health Plan..... 40%
National HMO Average..... 41%

Appropriate Treatment for Children with an Upper Respiratory Infection

What we measure: Percentage of children 3 months to 18 years of age who were given a diagnosis of upper respiratory infection (URI) and were not dispensed an antibiotic prescription on or three days after the episode date.

Dean Health Plan..... 91%
National HMO Average..... 84%

Appropriate Testing for Children with Pharyngitis

What we measure: Percentage of children ages 2 to 18 years of age who were diagnosed with pharyngitis, prescribed an antibiotic and received a group A streptococcus (strep) test for the episode.

Dean Health Plan..... 80%
National HMO Average..... 77%

Follow-up Care for Children Prescribed ADHD Medication: Initiation Phase

What we measure: Percentage of children ages 6 to 12 years of age newly prescribed ADHD medication who had one follow-up visit with a practitioner within 30 days of when the first ADHD medication was dispensed.

Dean Health Plan..... 38%
National HMO Average..... 38%

Weight Assessment and Counseling for Nutrition and Physical Activity for Children/Adolescents – BMI Percentile

What we measure: Percentage of members age 2-17 who had an outpatient visit with a PCP or OB/GYN and had evidence of BMI percentile documentation.

Dean Health Plan..... 64%
National HMO Average..... 28%

Diabetes Care

How does Dean Health Plan compare in providing quality care to members diagnosed with diabetes?

HbA1C (long-term glucose) Testing

What we measure: Percentage of members with diabetes age 18 to 75 years who received an HbA1C screening in the last year.

Dean Health Plan..... 94%
National HMO Average..... 88%

Poor HbA1C Control

What we measure: Percentage of members with diabetes age 18 to 75 years whose HbA1C screening result was >9.0 (note: lower numbers indicate better care).

Dean Health Plan..... 21%
National HMO Average..... 35%

Dilated Retinal Exams

What we measure: Percentage of members with diabetes age 18 to 75 who received a dilated retinal eye exam in the last year.

Dean Health Plan..... 68%
National HMO Average..... 53%

LDL-C (cholesterol) Screening

What we measure: Percentage of members with diabetes age 18 to 75 who received an LDL-C screening in the last year.

Dean Health Plan..... 86%
National HMO Average..... 83%

LDL-C level <100 mg/dL (cholesterol) Control

What we measure: Percentage of members with diabetes age 18 to 75 having an LDL-C level <100 mg/dL in the last year.

Dean Health Plan..... 56%
National HMO Average..... 44%

Kidney Disease Screening

What we measure: Percentage of members with diabetes age 18 to 75 who were screened for kidney disease in the last year.

Dean Health Plan..... 86%
National HMO Average..... 80%

Blood Pressure Control <140/90

What we measure: Percentage of members with diabetes age 18 to 75 whose blood pressure was under control (<140/90) in the last year.

Dean Health Plan..... 79%
National HMO Average..... 61%

Women's Health

How does Dean Health Plan compare in providing quality women's health care?

Timeliness of Prenatal Care

What we measure: Percentage of members who had a prenatal visit during the first trimester of their pregnancy or, if newly enrolled, had a prenatal visit within 42 days of enrollment.

Dean Health Plan.....	91%
National HMO Average.....	85%

Postpartum Care

What we measure: Percentage of members who received a postpartum care visit between three and eight weeks after delivery.

Dean Health Plan.....	87%
National HMO Average.....	74%

Chlamydia Screening

What we measure: Percentage of female members between 16 and 24 years of age who received a Chlamydia screening within the last year.

Dean Health Plan.....	38%
National HMO Average.....	42%

Other Types of Care

How does Dean Health Plan compare in providing other types of care?

Adult BMI Assessment

What we measure: Percentage of members age 18-74 who had an outpatient visit and had their body mass index (BMI) documented.

Dean Health Plan.....	69%
National HMO Average.....	32%

Use of Imaging Studies for Low Back Pain

What we measure: Percentage of members age 18 to 50 years with a primary diagnosis of low back pain who received an imaging study (plain x-ray, MRI, CT scan) within 28 days of their diagnosis, excluding members who have a diagnosis for which an imaging study is clinically indicated (cancer, recent trauma, intravenous drug abuse, neurological impairment).

Dean Health Plan.....	81%
National HMO Average.....	74%

Use of Spirometry Testing in the Assessment and Diagnosis of COPD

What we measure: Percentage of members 40 years of age and older with a new diagnosis or newly active chronic obstructive pulmonary disease (COPD) who received appropriate spirometry testing to confirm the diagnosis.

Dean Health Plan.....	43%
National HMO Average.....	41%

Pharmacotherapy Management of COPD Exacerbation - Systemic Corticosteroid

What we measure: The percentage of COPD exacerbations for members 40 years of age and older who had an acute inpatient discharge or ED encounter and who were dispensed appropriate Systemic Corticosteroid medications.

Dean Health Plan.....	71%
National HMO Average.....	68%

Pharmacotherapy Management of COPD Exacerbation - Bronchodilator

What we measure: The percentage of COPD exacerbations for members 40 years of age and older who had an acute inpatient discharge or ED encounter and who were dispensed appropriate Bronchodilator medications.

Dean Health Plan..... 79%
National HMO Average..... 76%

Avoidance of Antibiotic Treatment for Adults with Acute Bronchitis

What we measure: Percentage of members age 18 to 64 years who were diagnosed with acute bronchitis and were not prescribed an antibiotic within three days of diagnosis.

Dean Health Plan..... 22%
National HMO Average..... 22%

Disease Modifying Anti-Rheumatic Drug Therapy in Rheumatoid Arthritis

What we measure: Percentage of members age 18 years and older who were diagnosed with rheumatoid arthritis and were prescribed a disease modifying anti-rheumatic drug (DMARD).

Dean Health Plan..... 92%
National HMO Average..... 87%

Member Satisfaction Survey Results

Dean Health Plan (DHP) has made customer satisfaction one of its top priorities. It is important that our members have access to appointments when they need them, engage in clear communication with their practitioners and have a good understanding of their health plan and its benefits, among other things.

CAHPS (pronounced "CAPS") stands for Consumer Assessment of Healthcare Providers and Systems. CAHPS is a standardized survey that is used by health plans across the country to assess customer satisfaction. It is one tool that DHP uses to collect feedback about the overall experiences of our members and identify areas of improvement. Because the CAHPS survey is standardized, it allows DHP to compare its results to other health plans across the country. Members can also use the information to help make decisions related to their own health care.

Dean Health Plan's 2011 comparative satisfaction rates, as reported by NCQA, are listed below:

Health Plan Satisfaction

How satisfied are Dean Health Plan members with Dean Health Plan?

Overall Rating of Health Plan

What we measure: The percentage of Dean Health Plan members who rate their overall satisfaction with the health plan as 8, 9, or 10 (on a scale of 10).

Dean Health Plan..... 77%
National HMO Average..... 62%

Customer Service

What we measure: The percentage of Dean Health Plan members who responded they "usually" or "always" get needed information from written materials, internet, or customer service; feel the forms are easy to fill out; and are treated with courtesy and respect.

Dean Health Plan..... 85%
National HMO Average..... 84%

Claims Processing

What we measure: The percentage of Dean Health Plan members who responded they "usually" or "always" had their claims handled quickly and correctly.

Dean Health Plan..... 92%
National HMO Average..... 88%

Plan Information on Cost

What we measure: The percentage of Dean Health Plan members who responded they "usually" or "always" found information on costs of service or equipment and found information on cost of prescription medicines.

Dean Health Plan..... 69%
National HMO Average..... 65%

Care Satisfaction

How satisfied are Dean Health Plan Members with the care they receive?

Overall Rating of All Health Care

What we measure: The percentage of members who rate their satisfaction with the care they receive as an 8, 9, or 10 (on a scale of 10).

Dean Health Plan..... 81%
National HMO Average..... 76%

Rating of Personal Doctor

What we measure: The percentage of members who rate their satisfaction with their personal doctor as 8, 9, or 10 (on a scale of 10).

Dean Health Plan..... 87%
National HMO Average..... 83%

Rating of Specialist Seen Most Often

What we measure: The percentage of members who rate their satisfaction with the care received from a specialist as 8, 9, or 10 (on a scale of 10).

Dean Health Plan..... 81%
National HMO Average..... 82%

Getting Care Quickly

What we measure: The percentage of members responding that they "usually" or "always" get urgent care and routine care as soon as needed.

Dean Health Plan..... 88%
National HMO Average..... 87%

Getting Needed Care

What we measure: The percentage of members responding that they "usually" or "always" find it easy to see a specialist and get needed care, tests or treatment.

Dean Health Plan..... 87%
National HMO Average..... 86%

How Well Doctors Communicate

What we measure: The percentage of members who "usually" or "always" feel that their doctor listens, shows respect, explains things well, and spends enough time with them.

Dean Health Plan..... 96%
National HMO Average..... 94%

Shared Decision Making

What we measure: The percentage of members who responded that their provider "definitely" talked with them about the pros and cons of each choice for treatment or healthcare, and asked which treatment was best for them.

Dean Health Plan..... 64%
National HMO Average..... 62%

Commitment to Quality

Dean Health Plan is committed to improving the health and health care of our members. One step towards this goal is to encourage members to take an active role in their health care. Dean Health Plan offers members educational information and resources which they can use to become an active partner in their health, learn more about different health topics, and make informed decisions.

Health Promotion and Education

Patient Safety Initiatives

Patient Safety is one of the most important aspects of health care. Dean Health Plan is committed to providing you with information that allows you to take an active role in obtaining the safest care possible.

A report by the Institute of Medicine (www.iom.edu) suggests that safe medication practices contribute to improved patient safety and better health. There are several practical steps you can take today which have been demonstrated to reduce the risk associated with medication errors. Some of the steps are:

1. Make sure your health care practitioner knows all of the medicines you are taking, including vitamins and herbs.
2. Make sure you can read the prescription. If you can't read it, it is possible that the pharmacist can't either.
3. Ask for written information about possible side effects of the medicines you are taking.

Learn more about how you can help reduce medication errors at www.ahrq.gov/consumer/20tips.htm.

As more consumers actively participate in decisions about their health care, they require resources to help them make good decisions. Quality and patient safety data is one resource that is being made more widely available by many organizations. The Wisconsin Hospital Association and The Leapfrog Group are two examples of organizations on a state and national level, respectively, which provide hospital quality data. DHP encourages all hospitals in its network to report their data. Visit the additional resources section of this page to view the CheckPoint and Leapfrog Group websites.

Additional Resources:

Agency for Healthcare Research and Quality
www.ahrq.gov

Institute for Safe Medication Practices
www.ismp.org

The Leapfrog Group
www.leapfroggroup.org

Wisconsin Hospital Association
www.wicheckpoint.org

Institute for Healthcare Improvement
www.ihl.org

These websites offer quizzes to help assess your health risks:

- Healthy Heart Quiz (www.americanheart.org)
- Diabetes Risk Test (www.diabetes.org/risk-test.jsp)
- Sun Safety Quiz (www.cancer.org)
- Great American Health Check (www.cancer.org)

Dean Health Plan members may also access a confidential, comprehensive Health Risk Assessment (HRA) and follow-up information and health tools within the Dean Connect member portal.

Dean On Call is another great health and wellness resource. It is a free service that is available 24 hours a day, 365 days a year. If you aren't sure if you need to go to the doctor, call (800) 57-NURSE. DHP's experienced registered nurses help callers determine the best action for their health concerns.

Proactive and Preventive Health Management

Childhood and Adolescent Immunizations

Immunizing children and adolescents has been demonstrated to be an important step in preventing a variety of serious childhood illnesses. Many infectious diseases, such as diphtheria, tetanus, pertussis, measles, mumps and rubella, have become considerably less common in the U.S. as a result of widespread immunization efforts. Dean Health Plan (DHP) supports these efforts through educational interventions with members and practitioners.

Beginning in 1996, DHP adopted Pediatric Health Maintenance Guidelines, which outline the standards of care for children from birth to age 18. DHP has also implemented a reminder system for parents to help ensure their children and adolescents receive necessary immunizations and checkups in a timely manner.

Please see the HEDIS performance results section for DHP's immunization rate.

Additional Resources:

Wisconsin Immunization Program
dhfs.wisconsin.gov

American Academy of Family Physicians
www.aafp.org

Breast Cancer Screening

Breast cancer is the most common cancer among women (other than skin cancer) and is second to lung cancer as the leading cause of cancer related deaths in women.

Mammography is one of the most effective ways to detect breast cancer in its earliest and most treatable stages. Dean Health Plan (DHP) has implemented several member education activities designed to raise awareness about the importance of regular mammography. In addition to mammography recommendations included in the DHP Adult Health Maintenance Guidelines, DHP sends an annual mailing to women turning 40-70 years of age who have not had a mammogram within the HEDIS specified timeframe, reminding them of the importance of regular breast cancer screenings.

Learn more about breast cancer at www.cancer.org.

Please see the HEDIS performance results section for DHP's breast cancer screening rates.

Additional Resources:

American Cancer Society
www.cancer.org

National Cancer Institute
www.cancer.gov/

The Susan G. Komen Breast Cancer Foundation
ww5.komen.org

Cervical Cancer Screening

Cervical cancer was once one of the most common cancers diagnosed in women. Due to the increased use of regular Pap tests, the number of cervical cancer deaths in the U.S. declined dramatically between 1955 and 1992 (American Cancer Society, 2005). Although the rate of death from cervical cancer has decreased, it is still estimated that approximately 12,200 new cases of invasive cervical cancer will be diagnosed this year. About 4,210 women will die from the disease (American Cancer Society, 2010).

Learn more about cervical cancer at www.cancer.org.

Dean Health Plan's educational efforts have focused primarily on member education. DHP's Adult Health Maintenance Guidelines, which outline the standards for preventive health care in adults, include recommendations regarding cervical cancer screenings. In addition, DHP sends an annual mailing to women turning 21-65 years of age who have not had a cervical cancer screening within the HEDIS specified timeframe, reminding them of the importance of regular cervical cancer screenings.

When cervical cancer is detected and treated early, it can often be cured. Please see the HEDIS performance results section for DHP's cervical cancer screening rates.

Additional Resources:

American Cancer Society
www.cancer.org

National Cancer Institute
www.cancer.gov

Centers for Disease Control and Prevention
www.cdc.gov/cancer/nbccedp

Colorectal Cancer Screening

Colorectal cancer, or colon cancer, is the second leading cause of cancer-related deaths in the United States. It is also the third most common cancer in **both men and women**, excluding skin cancers. Regular screening for colorectal cancer is important because it may find the cancer early when it is most treatable. In some cases, screening can even prevent the cancer by finding and removing polyps before they become cancer. If caught early, colorectal cancer is a highly treatable disease.

Learn more about colorectal cancer at www.cancer.org.

Regular colorectal cancer screening should begin at age 50 for both men and women. There are several screening tests available. DHP sends an annual mailing to members 50-75 years of age who have not had a colorectal cancer screening within the HEDIS specified timeframe, reminding them of the importance of regular colorectal cancer screenings.

Please see the HEDIS Performance Results section to see DHP's colorectal cancer screening rate.

Additional Resources:

American Cancer Society
www.cancer.org

Colon Cancer Alliance
www.ccalliance.org

National Cancer Institute
www.cancer.gov

Acute/Chronic Disease Management

Diabetes

Diabetes is a disease that occurs when the body does not properly use, or produce, insulin. Insulin is normally produced by the pancreas and it converts sugar and other food into energy. Genetics and other factors such as obesity seem to contribute to the onset of diabetes. Diabetes can lead to such complications as cardiovascular disease, nerve damage (neuropathy), and kidney damage (nephropathy).

In 1997, Dean Health Plan established standards for preventive care for members diagnosed with diabetes. These standards are outlined in the Essential Diabetes Mellitus Care Guidelines that are reviewed every 2 years and provided to all DHP practitioners.

Member education has been a primary focus of DHP's efforts to improve the health of members with diabetes. Members are regularly provided with educational information to help them work together with their primary care practitioner in caring for their illness. In addition, members are provided with reminder letters regarding the importance of dilated retinal screening (to prevent diabetic retinopathy, the leading cause of blindness), and the importance of annual flu vaccines.

Please see the HEDIS Performance Results section to see to DHP's performance on diabetic care.

Additional Resources:

American Diabetes Association

www.diabetes.org

Wisconsin Diabetes Prevention and Control Program

www.dhs.wisconsin.gov

Your Guide to Eating Out

www.diabetes.org

Virtual Grocery Store Tour and Recipes

vgs.diabetes.org

Cardiovascular Disease

According to the Centers for Disease Control and Prevention, cardiovascular disease accounts for almost 950,000 deaths in the U.S. each year. Heart disease and stroke, the two most prominent forms of cardiovascular disease, are the first and third leading causes of death in the U.S., respectively. This is why Dean Health Plan has made cardiovascular disease an important part of its Care Management Program. Member education interventions are tailored to help inform members about cardiovascular disease and its effects.

In 2005, DHP implemented the Cardiovascular Disease Treatment Guidelines. The guideline continues to be reviewed every two years and is provided to all DHP practitioners.

Please see the HEDIS Performance Results section to see DHP's performance on hypertension and cardiac care.

Additional Resources:

American Heart Association
www.heart.org

National Heart, Lung and Blood Institute
www.nhlbi.nih.gov

Learn How to Lower Your Cholesterol—Learn how to read food labels, get tips on physical activity, and visit the cyber kitchen to compare serving sizes.
www.nhlbi.nih.gov

Blood Pressure Risk Calculator
www.americanheart.org

Act in Time to Heart Attack Signs
www.nhlbi.nih.gov

Find Delicious and Healthy Recipes
www.heart.org

Shake Your Salt Habit
www.heart.org

Care Management

Having health problems can be hard for you or your family members. The Dean Health Plan (DHP) Care Management team can provide the support you need when you need it most. If you are diagnosed with a chronic health condition or have a complex health care need, DHP's nurse Case Managers provide the following services to ensure your needs are met and your health questions and concerns are addressed.

All for a Healthier You

Dean Health Plan's Disease Management services are for members with chronic health conditions. Our goal is to improve the overall health status and lives of members who are faced with chronic conditions. Disease Management programs offer assistance to individuals with diabetes, congestive heart failure, COPD and asthma. Working with your health care providers, the program specializes in supporting self-management through telephonic counseling, education, care reminders, referrals and long-term patient advocacy and support.

Additional Resources:

American Diabetes Association
www.diabetes.org

Wisconsin Diabetes Prevention and Control Program
dhfs.wisconsin.gov

American Heart Association
www.heart.org

National Heart, Lung and Blood Institute
www.nhlbi.nih.gov

Heart Failure Society of America
www.hfsa.org

American Lung Association
www.lungusa.org

Wisconsin Asthma Coalition
dhs.wisconsin.gov

Support When You Need it Most

Dean Health Plan's Case Management services are provided for members who have complex health care needs or are facing a serious health problem or multiple comorbidities. The goal of case management is to help you and your family navigate the health care system and return to a productive lifestyle after a serious health event. Case Management is offered to high-risk OB patients, NICU babies from birth to one year of age, persons with a catastrophic illness and all transplant patients.

A member may be identified for Case Management based upon a diagnosis, hospital stay or from a referral by a health care provider. You also have the option to request Case Management services. Case Management is free of charge and participation is voluntary. Case Management provides you with a nurse case manager who serves as your resource during a time where health care may be intense or confusing. Your Case Manager will work together with you, your health care provider and other members of the medical team as needed to establish the best plan of care for you. Case Management does not provide additional benefits or change your plan's benefit rules; however, the case manager will work with DHP network providers to meet your needs using available resources with the goal of delivering quality care.

Focusing on Quality Care

The Utilization Management team reviews the appropriateness of medical services that members receive before and after they are rendered. This allows DHP to ensure members are receiving services and supplies that are medically appropriate and necessary. The review of services includes but is not limited to:

- Inpatient hospital admissions
- Skilled nursing facility and rehabilitation care
- Home health care services
- Hospice care
- Behavioral health inpatient care

In addition, DHP identifies and evaluates a patient's health care needs following discharge from a hospital and directs the member to specific outpatient home care and equipment providers when needed.

For more information about DHP's Care Management programs, please contact DHP's customer service center at (800) 279-1301.

Credentialing

By assessing and validating the qualifications of the providers of Dean Health Plan (DHP), we can assure our members that our network is comprised of high-quality practitioners. DHP has developed and implemented the process of credentialing for selecting and evaluating the practitioners who practice within the DHP delivery system based on credentialing standards set forth by the National Committee for Quality Assurance (NCQA). This process requires that prospective practitioners fill out applications that ask for detailed information such as education, training, malpractice history and disciplinary action history. The DHP Credentialing staff then verifies this information, as well as applicable licensing, work history, clinical privileges and current malpractice coverage. When all the necessary information is obtained and verified, our Credentialing Committee, which is a multidisciplinary committee with representation from practitioners of various specialties, reviews each practitioner's application. The Credentialing Committee has the authority to accept or deny practitioner applications.

Each practitioner is credentialed prior to performing patient care. The practitioner subsequently goes through a recredentialing process every three years. DHP performs credentialing and recredentialing on all Medical Doctors, Doctors of Osteopathy, Oral Surgeons, Podiatrists, Chiropractors, Optometrists, mental health practitioners (PhD and Masters-level practitioners), certified alcohol and drug counselors and other licensed independent practitioners.

Customer Service

As employees of Dean Health Plan, we consider the delivery of excellent customer service to be our number one priority. When dealing with customers, we strive at all times not simply to meet, but to exceed expectations. Providing our customers with exemplary care and service is our ceaseless challenge and primary concern at Dean Health Plan.