

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



**Dean**

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H E A L T H P L A N

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## 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:

- ☆ NCOA 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 2007. 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](http://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 2009 comparative rates (data collected from calendar year 2008), 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.....	96%

##### *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.....	91%
National HMO Average.....	89%

##### *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.....	91%
National HMO Average.....	89%

##### *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.....	86%

##### *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.....	92%

*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 5-9)*

What we measure: Percentage of members with persistent asthma age 5 to 9 who received appropriate asthma medication.

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

*Use of Appropriate Medications for People with Asthma (ages 10-17)*

What we measure: Percentage of members with persistent asthma age 10 to 17 who received appropriate asthma medication.

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

*Use of Appropriate Medications for People with Asthma (ages 18-56)*

What we measure: Percentage of members with persistent asthma age 18 to 56 who received appropriate asthma medication.

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

*Use of Appropriate Medications for People with Asthma (Combined Rate: ages 5 to 56)*

What we measure: Percentage of members with persistent asthma age 5 to 56 who received appropriate asthma medication.

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

**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.....57%  
National HMO Average.....54%

*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.....82%  
National HMO Average..... 74%

*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.....66%  
National HMO Average.....63%

*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.....50%  
National HMO Average.....46%

*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.....42%  
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.....19%  
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.....76%  
National HMO Average.....68%

*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.....81%  
National HMO Average.....78%

*Colorectal Cancer Screening*

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

Dean Health Plan.....63%  
National HMO Average.....53%

**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.....66%  
National HMO Average.....63%

*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.....85%  
National HMO Average.....72%

*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.....89%  
National HMO Average.....83%

*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.....65%  
National HMO Average.....46%

**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.....80%  
National HMO Average.....61%

*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.....77%  
National HMO Average.....73%

*Well Child Visits in the 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> 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.....70%  
National HMO Average.....67%

*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.....43%  
National HMO Average.....40%

*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.....81%  
National HMO Average.....75%

*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.....35%  
National HMO Average.....35%

**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.....85%

*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.....19%  
National HMO Average.....40%

*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.....70%  
National HMO Average.....48%

*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.....87%  
National HMO Average.....81%

*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.....50%  
National HMO Average.....36%

*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.....90%  
National HMO Average.....76%

**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.....89%  
National HMO Average.....77%

*Postpartum Care*

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

Dean Health Plan.....84%  
National HMO Average.....68%

*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.....39%  
National HMO Average.....40%

**Other Types of Care:**

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

*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 clinical indicated (cancer, recent trauma, intravenous drug abuse, neurological impairment)

Dean Health Plan.....79%  
National HMO Average.....73%

*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.....33%  
National HMO Average.....37%

*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.....55%  
National HMO Average.....63%

*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.....69%  
National HMO Average.....72%

*Inappropriate 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 prescribed an antibiotic within three days of diagnosis (note: lower numbers indicate appropriate care).

Dean Health Plan.....22%  
National HMO Average.....25%

*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.....91%  
National HMO Average.....84%

## **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") 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.

### **Our Member Satisfaction Survey Results**

Dean Health Plan's 2008 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.....	76%
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.....	86%
National HMO Average.....	83%

##### *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.....	87%

#### **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.....	80%
National HMO Average.....	75%

*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.....89%  
National HMO Average.....82%

*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.....84%  
National HMO Average.....81%

*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.....61%  
National HMO Average.....59%

**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 members with information that allows them to take an active role in providing the safest care possible. All plan practitioners and providers are encouraged to join us in efforts to improve the safety of the care provided to members.

A report by the Institute of Medicine suggests that safe medication practices contribute to improved patient safety and better health. Several practical steps have been demonstrated to reduce the risk associated with medication errors. To help you in considering patient safety improvement initiatives that might be appropriate for your setting, we have included a few ideas:

- Decrease the use of specific drugs in situations in which they may be inappropriate (e.g., the use of antibiotics to treat viral upper respiratory infections).
- Decrease the use of medications that pose high risk to patients.
- Establish practices to enhance optimal prescribing practices (e.g., pre-printing prescription order sheets).
- Reduce or eliminate the use of telephone prescription orders.
- Reconcile patient medications at each ambulatory care visit, inpatient admission, and inpatient discharge (ask patients to bring their medications – prescriptions and over the counter – with them).
- Actively confirm patients’ understanding of instructions for using medications (when/how to take it, how long to take it, possible side effects, who to call with questions).
- Eliminate the use of abbreviations in patient orders to prevent misunderstandings (a list of such abbreviations may be found at:  
<http://www.ismp.org/MSAarticles/specialissuetable.html>).

For tips on medication safety that you can share with your patient, visit <http://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 that 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](http://www.ahrq.gov)

Institute for Safe Medication Practices  
[www.ismp.org](http://www.ismp.org)

The Leapfrog Group  
[www.leapfroggroup.org](http://www.leapfroggroup.org)

Wisconsin Hospital Association  
[www.wicheckpoint.org](http://www.wicheckpoint.org)

Institute for Healthcare Improvement  
[www.ihl.org](http://www.ihl.org)

These websites offer quizzes to help assess your health risks:

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

## **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.

### **Dean Spotlight**

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 those children receive necessary immunizations in a timely manner.

DHP has set a goal of 90% of all children and adolescents receiving all recommended immunizations.

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

### **Additional Resources:**

Wisconsin Immunization Program

<http://dhfs.wisconsin.gov/immunization/index.htm>

American Academy of Family Physicians

[www.aafp.org](http://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 39-69 years of age, reminding them of the importance of regular breast cancer screenings.

Learn more about breast cancer at [www.cancer.org](http://www.cancer.org).

DHP has set a mammogram screening goal of 85% for women 50 years of age and over who receive a mammogram screening at least every two years. Please see the HEDIS performance results section for DHP's breast cancer screening rates.

### **Additional Resources:**

American Cancer Society

[www.cancer.org](http://www.cancer.org)

National Cancer Institute

[www.nci.nih.gov/](http://www.nci.nih.gov/)

The Susan G. Komen Breast Cancer Foundation

[www.komen.org](http://www.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 11,270 new cases of invasive cervical cancer will be diagnosed this year. About 4,070 women will die from the disease (American Cancer Society, 2009).

Learn more about cervical cancer at [www.cancer.org](http://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 20-64 years of age, reminding them of the importance of regular cervical cancer screenings.

When cervical cancer is detected and treated early, it can often be cured. That is why DHP has established a cervical cancer screening goal of 85% of women age 21 and older who are screened at least every other year. Please see the HEDIS performance results section for DHP's cervical cancer screening rates.

#### **Additional Resources:**

American Cancer Society  
[www.cancer.org](http://www.cancer.org)

National Cancer Institute  
[www.nci.nhi.gov/](http://www.nci.nhi.gov/)

Centers for Disease Control and Prevention  
[www.cdc.gov/cancer/nbccedp](http://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**. 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](http://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 a mailing every five years to members 50-74 years of age, 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](http://www.cancer.org)

Colon Cancer Alliance  
[www.ccalliance.org](http://www.ccalliance.org)

National Cancer Institute  
[www.cancer.gov](http://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 (DHP) 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 distributed to all DHP practitioners. Practitioners are also provided with an annual report highlighting the care provided to members diagnosed with diabetes.

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. DHP also surveys members each year to evaluate the care members receive from their practitioner, the self-care they engage in at home, and member knowledge about diabetes. The information obtained in the survey is helpful in identifying future educational interventions that may be beneficial to members diagnosed with diabetes.

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

### **Additional Resources:**

American Diabetes Association

[www.diabetes.org](http://www.diabetes.org)

Wisconsin Diabetes Prevention and Control Program

<http://dhfs.wisconsin.gov/health/diabetes/>

Your Guide to Eating Out

[www.diabetes.org/nutrition-and-recipes/nutrition/eatingoutguide.jsp](http://www.diabetes.org/nutrition-and-recipes/nutrition/eatingoutguide.jsp)

Virtual Grocery Store Tour and Recipes

[http://vgs.diabetes.org/grocery\\_tour.jsp](http://vgs.diabetes.org/grocery_tour.jsp)

## **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 (DHP) 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. Members may receive monthly mailings, educational materials, and surveys to assess their risk of future complications. For example, certain members may receive a mailing designed to educate them about the importance of controlling blood pressure—because high blood pressure can lead to heart disease.

In 2005, DHP implemented the Cardiovascular Disease Treatment Guidelines. The guideline continues to be reviewed every two years and is distributed 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.americanheart.org](http://www.americanheart.org)

National Heart, Lung and Blood Institute

[www.nhlbi.nih.gov/health/public/heart](http://www.nhlbi.nih.gov/health/public/heart)

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

<http://nhlbisupport.com/chd1/lifestyles.htm>

Blood Pressure Risk Calculator

[www.americanheart.org/presenter.jhtml?identifier=3027275](http://www.americanheart.org/presenter.jhtml?identifier=3027275)

Act in Time to Heart Attack Signs

[www.nhlbi.nih.gov/actintime/index.htm](http://www.nhlbi.nih.gov/actintime/index.htm)

Find Delicious and Healthy Recipes

[www.deliciousdecisions.org](http://www.deliciousdecisions.org)

Shake Your Salt Habit

[www.americanheart.org/presenter.jhtml?identifier=2106](http://www.americanheart.org/presenter.jhtml?identifier=2106)

## Care Management

Sometimes navigating through the health care system can be challenging. That's where the Dean Health Plan Care Management Team comes in. Members diagnosed with a chronic health condition or a complex health care need are encouraged to take advantage of the following services to ensure needs are met and all questions and concerns are addressed.

### *All for a Healthier You*

Our Disease Management programs are designed to help members get answers to questions about disease and offer support to help manage chronic health needs. Along with the health care providers, the Disease Management program specializes in supporting self-management through:

- Telephonic counseling
- Care reminders
- Referrals
- Long-term patient advocacy and support

### *Additional Resources:*

American Diabetes Association

[www.diabetes.org](http://www.diabetes.org)

Wisconsin Diabetes Prevention and Control Program

<http://dhfs.wisconsin.gov/health/diabetes>

American Heart Association

[www.americanheart.org](http://www.americanheart.org)

National Heart, Lung and Blood Institute

[www.nhlbi.nih.gov/health/public/heart](http://www.nhlbi.nih.gov/health/public/heart)

Heart Failure Society of America

[www.hfsa.org](http://www.hfsa.org)

American Lung Association

[www.lungusa.org](http://www.lungusa.org)

Wisconsin Asthma Coalition

<http://dhs.wisconsin.gov/eh/AsthmaWAC.htm>

### **Support When You Need it Most**

Members may be identified for Case Management based upon a diagnosis, acute injury or from a referral by the health care provider. Members also have the option to request Case Management services themselves. Case Management is free of charge and provides the member with a registered nurse who serves as a resource during a time where health care may be intense or confusing. The Case Manager will work with members, health care providers and others on the health care team as needed to establish the best plan of care for the member. Case Management does not provide additional benefits or change a plan's benefit rules; however, the case manager will work with network providers to meet the member's needs using available resources with the goal of delivering quality cost-effective 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:

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

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

For more information about Dean Health Plan's Care Management programs, please contact Dean Health Plan's customer service center (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, and malpractice and disciplinary action history. The DHP Credentialing staff must then verify this information. When all the necessary information is obtained and verified, our Credentialing Committee, which is a multidisciplinary committee with representation from various types of practitioners and 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.