



An Independent Licensee of the  
Blue Cross and Blue Shield Association

October 2016

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## Attn: Medicare Advantage HMO Primary Care and PPO Physicians

### Effort to Help Patients Improve Health

It's tremendously important to us that our members achieve better health. Success in this mission is measured by the Healthcare Effectiveness Data and Information Set (HEDIS<sup>®</sup>), which was developed and is maintained by the [National Committee for Quality Assurance](#) (NCQA). We currently have an initiative underway to ensure that all Medicare Advantage HMO and PPO members with gaps in their care will receive this care by year end. Success in this effort will improve patient health.

Beginning October 20, 2016, Altegra Health's My Advocate will begin to call our Medicare Advantage members, on behalf of Florida Blue and our affiliate Florida Blue HMO (Health Options Inc.), to set up a visit with the member's physician. When the patient is available on the phone, their provider's office will be called to participate in a 3-way call to schedule the patient for a visit with their Primary Care Physician (PCP) or other physician/practitioner.

After the visit is scheduled, the patient will receive a reminder postcard and phone message a few days prior to the visit. The provider will receive a fax two days prior to each patient's appointment which lists the care needed (gaps in care) for the visit.

We appreciate provider support in ensuring our members with gaps in their care are able to fill them. If you are a Florida Blue Medicare Advantage HMO PCP or PPO physician or other practitioner, please be sure to have the My Advocate fax document available for your patient's appointment.

**HIPAA/Privacy:** Florida Blue has executed a business associated agreement with Altegra Health in accordance with the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule (45 CFS 164), and its regulations. This agreement allows Altegra Health to perform activities involving the use or disclosure of PHI on behalf of Florida Blue without a signed member authorization. Florida Blue contractually requires Altegra Health to safeguard and protect the confidential health information of individuals that it collects on their behalf.