

Healthmate

A Publication of Health Tradition Health Plan

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A MAYO HEALTH SYSTEM CHOICE IN WISCONSIN

FALL 2004



NEW!

VISION CORRECTION WHILE YOU SLEEP

Franciscan Skemp provides leading-edge vision-correction procedures, and now offers a new technique called Corneal Refractive Therapy (CRT), specially designed contact lenses that correct low to moderate nearsightedness during sleep.

"This is a new option that works well for many people," said Doug Wesely, optometrist. "It's a non-surgical process that gently reshapes the cornea while you sleep and provides natural vision when the lenses are removed upon waking."

Another advantage is that CRT lenses can be fitted on children and teen-agers, who would not be candidates for permanent correction such as laser surgery. The procedure also qualifies for the flexible spending account. It is not covered by your health insurance plan.

Franciscan Skemp continues to offer the latest in individualized, laser vision correction, including WaveScan, which is an extremely precise digital technology.

For more information, contact Jackie Sexe, Vision Correction Coordinator (608) 791-7889.



MayoClinic.com

HEALTH INFORMATION AT YOUR FINGERTIPS

NEW WEBSITE

Question about your claim? Check it out online

It's easier than ever to check on the status of your health claim. Health Tradition and its partner MMSI, Inc. have made benefit information more convenient and accessible, 24-hours a day!

YOU CAN:

- ◆ View claims
- ◆ View eligibility information
- ◆ Request a membership card
- ◆ Find a physician near you

We encourage you to start using this interactive website.

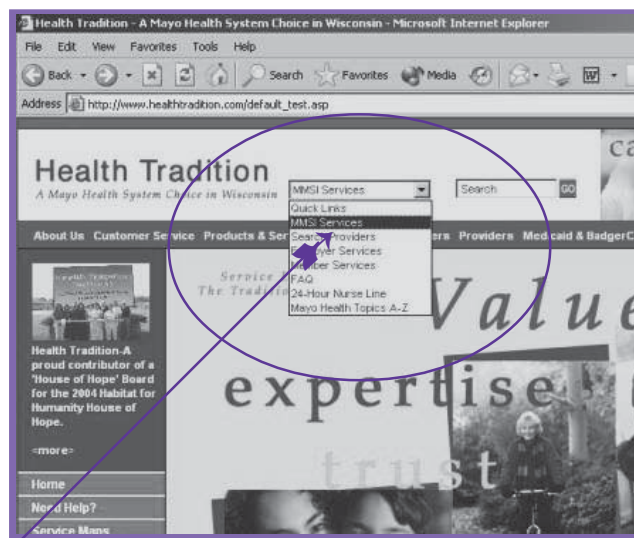
Simply go to the HealthTradition.com

website and click on the

link, [MMSI Services](#), to access these services. To protect your health information you will need to create an on-line account that will be protected by a password that you set. Please do not share your account ID or password with anyone.

For your protection when setting up your account, you will need to provide your membership number, group or Plan ID number, gender and date of birth. The account information displays by member, not by family, so each eligible individual on your policy must set up an account to use the service. For questions about this website or help in getting started, please call Customer Service at 877-832-1823.

[MMSIServices.com](#) can be accessed by logging onto the [HealthTradition.com](#) website and clicking on the [MMSIServices](#) link at the bottom of the page or under QuickLinks. Please note that you will be leaving the [HealthTradition](#) website. Or, you can type www.mmsiservices.com directly into your web browser.





MEDICAL DIRECTOR'S CORNER

Smoking Cessation Initiative is a Great Idea!

By Greg Whiteman, MD, Associate Medical Director



Ever try to quit smoking? Do you know someone who has?

Ending nicotine dependence may be one of the hardest things a person ever attempts. For some, nicotine is as addictive as heroin or cocaine. While thousands of people try to stop using tobacco every day, staying away forever takes a serious effort, involving changed behaviors and lifestyles.

The La Crosse Tribune and WXOW News 19 have teamed up once again for a community-wide Healthy Living initiative, this time focusing on smoking. They will be discussing the many issues related to smoking including: costs, policy, research, second-hand smoke and community resources to help people quit.

Health Tradition Health Plan supports this initiative. We help our members quit by offering the most effective smoking cessation intervention, which includes a combination of counseling and prescriptive medication. Members can call the Mayo Clinic Tobacco Quitline to receive **FREE** one-on-one counseling from friendly, professional counselors who will help you set a quit date and provide useful resources and tips for staying quit. You will also receive several follow-up phone calls throughout the quitting process. Health Tradition also covers a nicotine-free medication that, as part of a comprehensive program, can help you stop smoking.

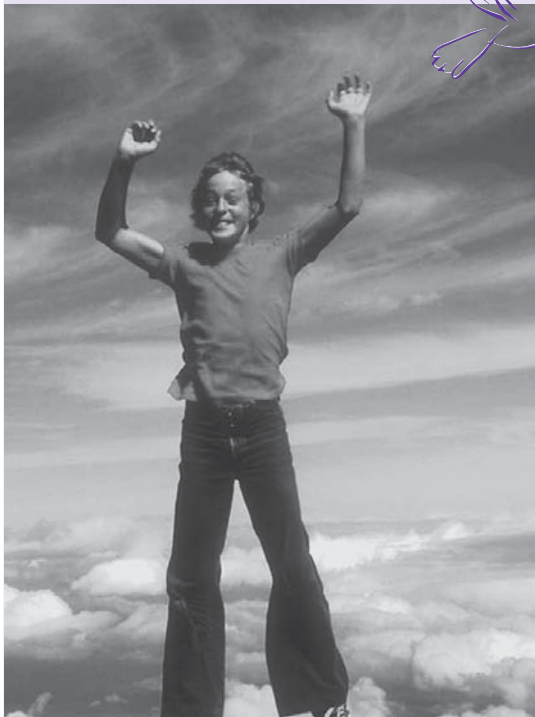
Nearly 40 percent of Mayo Clinic Tobacco Quitline users are tobacco-free six months after enrollment, a success rate comparable to face-to-face counseling. For more information on the Healthy Living Initiative visit healthylivingtoday.net. To enroll in the Mayo Clinic Tobacco Quitline call 1-888-642-5566.

For more information, talk to your healthcare provider.



Mayo Clinic Tobacco Quitline

a comprehensive, personalized program to help you stop using tobacco



Mayo Clinic's Tobacco Quitline is just one more benefit of belonging to Health Tradition Health Plan. It is an easy-to-use, innovative program designed by physicians, nurses, researchers and professional counselors at Mayo Clinic — offering members the education and support you need to quit successfully:

- ◆ An opportunity for the entire family to stop using tobacco
- ◆ A toll-free number for ease of access and use
- ◆ Comprehensive tobacco use assessment
- ◆ Personalized treatment plans and educational materials appropriate for the stage of readiness to change
- ◆ Different interventions at various stages of behavior change
- ◆ Counseling by phone in the privacy and convenience of your home
- ◆ Follow-up calls for continued support and counseling
- ◆ Relapse prevention strategies
- ◆ Access to **ASK MAYO CLINIC** nurses 24 hours a day, seven days a week for nicotine withdrawal support
- ◆ Access to translation services
- ◆ Evaluations to assess satisfaction and treatment outcomes

To enroll in the Mayo Clinic Tobacco Quitline call 1-888-642-5566.

Moving Indoors? How to Stay Active as the temperatures drop

Does the beauty of autumn — the crisp air and picture-postcard colors — inspire you to get up, get out and get moving? Make fall the most fit season of all. Near-perfect temperatures on some days make it possible to enjoy a variety of outdoor activities, including biking, walking or jogging, tennis and golf. Vary your fitness routine to keep it stimulating.

But as the days get chillier, you don't have to rush inside to become a winter couch potato. Bundle up and find fun activities to keep you motivated.

- ◆ go for a brisk fall walk then come inside to hot soup
- ◆ have a dance "party" with your kids
- ◆ go for a walk and collect leaves. Paste them on large colored paper and write what you're thankful for
- ◆ walk to the video store for an old movie; don't forget the hot cider and popcorn.
- ◆ walk to the library for a good mystery novel — take a longer route than usual!
- ◆ walk to the grocery store for supplies and then have a picnic in your living room



For best results, make your workouts social. Involve your family. Children's energy is infectious. Call a friend that you'd like to see more of and arrange to meet for a brisk walk. You can motivate one another, get a better workout, and have more fun together than you would alone. Enjoy the glorious season, and remember you have a trusted health resource at **Ask Mayo Clinic 1-877-817-0936**.

65 Plus Members: Do you know your diabetes coverage?

The 65Plus policy covers insulin, blood glucose monitor and diabetic supplies such as test strips, lancets, and syringes.

65Plus covers your insulin and syringes under the Prescription Drug Benefit at no co-payment. Please present your 65Plus membership card to any AdvancePCS pharmacy and they will file your insulin and syringes to AdvancePCS. The cost of oral diabetic prescription medication will be applied toward the annual \$6250 drug deductible.

Medicare pays the diabetic test strips, lancets and blood glucose monitor. Please have your supplier submit your charges to Medicare for payment. Then forward a copy of your Medicare summary notice to Health Tradition 65Plus for reimbursement of the Medicare coinsurance if your supplier will not file it for you.

Franciscan Skemp Home Medical Equipment will deliver your diabetic test strips and supplies to your home — free of charge. They will also file your claim to Medicare and 65Plus for you. Please contact them at (608) 791-9797 or 1-800-362-5454 (toll free) for more information.

HAVE YOU HAD YOUR FLU SHOT?

IF YOU ARE IN ONE of the identified high-risk groups, we encourage you to get your flu shot this season. Your healthcare provider may be the best source of the limited-quantity vaccine. Your clinic can best advise you if you should have a flu shot. More vaccine may become available in January 2005 so stay tuned for new recommendations that may open up the vaccine for more groups. The best defense against the flu is good handwashing. Keeping the virus away from your face limits your exposure. Staying rested and well hydrated will also limit your chance of infection.

FOR YOUR HEALTH

All presentations:

Marycrest Auditorium,
2nd floor, Franciscan Skemp
La Crosse Campus

9 AM Continental Breakfast
9:30 AM Presentation
10:30 AM Question & Answer

*Please join us at one or all
of these special offerings:*

Stress Management

by Jeffery Cavaness, MD, family
medicine, Franciscan Skemp Lake
Tomah Clinic

Tuesday, November 23

Changes in Healthcare

by Robert Nesse, MD,
Franciscan Skemp CEO &
President

Tuesday, December 28

Sessions are free of charge,
but registration is encouraged.
For more information or to register,
call Franciscan Skemp Elder
Services at (608) 791-9505.

YOUR FIRST CHOICE!

When you have questions about your coverage, check with **Healthtradition.com** or contact a customer service representative at 1-877-832-1823. You may reach a customer service representative from 7 AM - 7 PM. After 7 PM, you may use the automated system for your inquiries.

New Providers

LA CROSSE

- Franciscan Skemp - La Crosse
- ◆ Brian Watkins, MD, General Surgery
- ◆ Edward Sandy, MD, OB/GYN
- ◆ Michelle Rein, MD Family Practice

ARCADIA

- Franciscan Skemp - Arcadia
- ◆ Matthew Schultz, MD, Family Practice

BARRON

- Luther Midelfort - Barron Campus
- ◆ George Pfaltzgraff, MD, Surgery

EAU CLAIRE

- Eau Claire Anesthesiologists, Ltd.
- ◆ Gary Taylor, CRNA
- ◆ Susan Tazzell, CRNA
- ◆ Gary Balwierz, CRNA
- ◆ Dennis Kneller, CRNA
- ◆ Keith Larson, CRNA
- Luther Midelfort - Luther Campus
- ◆ Scott Cole, MD, Radiology
- ◆ Paramvir Singh, MD, Gastroenterology
- ◆ Sean Cabbage, PA-C, Cardiovascular Surgery
- ◆ Brenda Gagnon, CNM, Women's Health
- ◆ Sandra Christian, MSW, LCSW, Behavioral Health
- ◆ Jay Collier, MD, Behavioral Health
- Luther Midelfort - Clairemont Campus
- ◆ Abdulla Akfaly, MD, Internal Medicine
- ◆ Thomas TeSelle, OD, Ophthalmology

HOLMEN

- Franciscan Skemp - Holmen
- ◆ Martha Binn, MD, Family Practice

RUSHFORD, MN

- Rushford Clinic
- ◆ Terrance Donnal, MD, Allergy and Immunology

SPARTA

- Allied Health Chiropractic
- ◆ John J. Anderson, DC, Chiropractor

TOMAH

- Rudd Chiropractic Clinic
- ◆ Todd Volk, DC, Chiropractic

Providers Leaving

LA CROSSE

- Franciscan Skemp - La Crosse
- ◆ Charles Moore, PsyD, Psychology

EAU CLAIRE

- Luther Midelfort - Luther Campus
- ◆ Ronald Seningen, MD, Radiology
- ◆ Mary Dickerson, CNM, Women's Health
- ◆ Jay Schindler, MD, Neurosurgery
- ◆ Marius Stan, MD, Internal Medicine

BLACK RIVER FALLS

- Foster Primary Eye Care
- ◆ Nicolas Keszo, OD, Optometrist

DECORAH, IA

- Decorah Clinic
- ◆ Theresa Harrison, LISW, Clinical Social Worker
- Krohn Clinic
- ◆ Lenly Jackson, MD, Family Practice

NEW HAMPTON, IA

- New Hampton Clinic
- ◆ James Metcalf, DO, Family Practice

SPARTA/BLACK RIVER FALLS

- Allied Health Chiropractic
- ◆ Timothy Shaw, DC, Chiropractic

TOMAH

- Franciscan Skemp - Lake Tomah Clinic
- ◆ Thomas Valley, PA-C, Family Practice

Providers on the Move

CALEDONIA, MN

- Franciscan Skemp - Caledonia
- ◆ Ingrid Watkins, MD, Family Practice
- Provider will have limited availability*

Coverage of routine foot / nail care

The 65Plus policy limits coverage of podiatry services by an in-network healthcare provider to Medicare-eligible expenses only. The 65Plus policy excludes coverage for routine foot care for hygienic reasons or for paring/removal of corns, calluses, or toenails, unless services are Medicare-eligible expenses. Please contact your healthcare provider to see if you meet Medicare guidelines for coverage, or contact 1-800-Medicare for more details on the Medicare benefits.

For a current list of provider updates, refer to www.healthtradition.com

Health Tradition

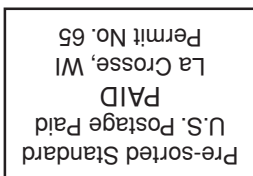
A Mayo Health System Choice in Wisconsin

- | | |
|--|--------------------|
| Executive Director | Steven M. Kunes |
| Medical Director | Alan Krumholz, MD |
| Director of Operations & Clinical Services | Beverly Larson, RN |
| Director of Sales & Marketing | Michael Eckstein |

The purpose of Healthmate is to inform and communicate with health plan members. Please submit suggestions or ideas to:

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