



United commitment

The Evercare Health Plan will soon be called UnitedHealthcare Nursing Home Plan. But that's about the only change members are likely to notice

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The Evercare Health Plan becomes UnitedHealthcare Nursing Home Plan but keeps a familiar, successful approach with nurse practitioners

New name, same

For years, the Evercare Health Plan has been part of UnitedHealthcare Insurance Company. But in 2012, in an effort to simplify members' plan experience, Evercare Health Plan will assume a new name: UnitedHealthcare Nursing Home Plan.

What does this mean for members? Aside from seeing a different name and new look on member plan materials, nothing else will change, company executives assured.

"Members will still get the same great coverage, benefits and service they have come to appreciate and expect under the Evercare Health Plan name," said Evercare CEO Mike Tudeen.

To maintain consistency and avoid confusion, members' 2011 plan name will not change and their coverage, premiums and co-pays will remain the same through the end of 2011, company officials emphasized. The name change will be reflected in members' Annual Notice of Changes for 2012, which they should have received in September. Members who are still enrolled in the plan at the end of 2011 will automatically stay enrolled for 2012.

A proven plan

Those familiar with the soon-to-be-renamed Evercare Health Plan for people in nursing homes know that the benefits often exceed those offered to this population by many other health plans.

"Evercare has a long history of national leadership in caring for vulnerable and chronically ill populations, primarily through the Institutional Special Needs Plans," said Ron Shumacher, M.D., Evercare's Chief Medical Officer. Not only do Evercare's plan offerings go beyond original Medicare, the plan's foundation and resulting strength lies in the coordination of care services by a dedicated nurse practitioner, provided at no extra cost.

"What has made Evercare so unique is that it's both a health plan and a care provider. You typically don't see those two offerings combined," explained Tudeen.



"Evercare has a long history of national leadership in delivering care to vulnerable and chronically ill populations."

Ron Shumacher, M.D., Chief Medical Officer Evercare

The dedicated and well-coordinated care approach, known as the Evercare Care Model, was what differentiated Evercare from other providers when it was founded more than 20 years ago by two forward-thinking Minnesota-based nurse practitioners. And it's that very care model that continues to set the provider apart today.

The two founding clinicians witnessed firsthand how those entering long-term care often had limited access to their primary care physicians — an unfortunate reality that they discovered made care coordination all the more challenging and, in many cases, led to frequent hospital and emergency department visits that took a further emotional, physical and financial toll. These quality-focused nurse practitioners recognized that care for even the neediest individuals could be improved through the availability of dedicated nurse practitioners. They could serve as an advocate and provide the most appropriate, personalized and compassionate care through coordination with physicians, nursing facilities, patients and family members.

This unique, resident-centric approach is what has made Evercare the preferred choice for hundreds of thousands of people in 38 states through Medicare and Medicaid health plans.

Good for patients, good for facilities

Evercare's clinical model puts patient needs first, helping the vulnerable, chronically ill, and medically complex senior population receive the individualized, timely, high-quality care they deserve — often, without the need to transfer them to another care setting.

Evercare nurse practitioners will continue to develop a personal and proactive relationship with their patients. This will allow them to promptly detect changes in health status, quickly determine needs for preventive or diagnostic services, and communicate with all parties to coordinate the most appropriate care and services. This allows all treatments and care approaches to work together.

trusted partner



“Since Evercare’s inception, we’ve been known for our strong patient care focus. We’re a long-term care special needs plan within nursing homes — and that will not change,” stressed nurse practitioner Joelle Frizzera, MS, NP. Frizzera currently manages 17 nurse practitioners across the mid-Atlanta region. “Each of our nurse practitioners in the field is — and will continue to be — fully invested in patient care and committed to being good advocates for the patients they serve.”

While this patient-centric care model benefits the individuals receiving the services first and foremost, it’s an approach that also rewards skilled nursing facilities.

“No question, when you’re doing the right thing for the patient and raising the bar for quality, that also raises the stature and reputation for facilities,” Tudeen reasoned. These factors, among others, have helped Evercare harness a 98% satisfaction rate among residents and their families, and a 92% satisfaction rate among nursing home administrators.

Everyone now eligible

Moving forward, facilities and the patients they serve will benefit even more from Evercare services. That’s because Evercare services will be available to all types of payers.

“In the past, the only way a resident or nursing home could get access to the Evercare program was if they were already part of UnitedHealthcare,” said Tudeen. “In the new world, we’ll be untethering the insurance side to allow greater participation. From the long-term care side, this will be significant because facilities have a lot of different payers in the mix and can now use our program without having to make an insurance decision.”

What makes dedicated NPs VIPs

- Continuity of care
- More coordinated care and personal attention
- One contact for better communication with members, their family, the doctors and nursing staff
- Nurse Practitioner visits once a month, or even daily, depending on the need
- Nurse Practitioners help avoid sometimes-traumatic hospitalizations because they can order tests and treatments normally done in a hospital (such as x-rays, IV therapy and dialysis).

Increased care accountability is an essential component of the Evercare philosophy.

“It’s really about providing accountable care and offering something that’s truly better and unique,” said Tudeen. “We’re committed to engineering systems and care practices around each patient, and demonstrating better quality, outcomes and satisfaction. And the fact that the Evercare model of care is able to do this for patients in their existing care environment means care costs are cut significantly — often by half.”

The correlation between the availability of dedicated nurse practitioners and appropriate, cost-effective accountable care has been well documented. Studies have shown that residents with ready access to skilled clinicians receive better care and outcomes, are better able to age in place, and enjoy a better quality of life. Of course, a care philosophy such as Evercare’s, which promotes aging in place, has a significant cost benefit.

According to a 2010 report by the Centers for Disease Control and Prevention, 8% of nursing home residents reviewed had been admitted to an Emergency Department in the prior 90 days, and 40% of those were preventable. Some of the conditions (such as urinary tract infections) that led to ED visits and hospitalization could be more appropriately treated in the nursing home, the CDC’s National Center for Healthcare Statistics reported.

The agency further noted that more professional nursing staff in long-term care facilities could lead to prompt, appropriate diagnosis and more effective on-site treatment of residents’ complex medical needs. ■

UnitedHealthcare at a glance

UnitedHealthcare offers a full range of health plans for individuals, employers, and Medicare and Medicaid beneficiaries. These plans cover every stage of life, which means members can continue to rely on UnitedHealthcare as their needs change. A business of UnitedHealth Group, UnitedHealthcare serves more than 37 million people and has a network of more than 650,000 physicians and care professionals and 5,000 hospitals nationwide.



Evercare®: A Revolutionary Care Model

**Helping members with
an on-site nurse practitioner**

Evercare uses nurse practitioners who coordinate with nursing home staff. Our nurse practitioners offer personalized, care coordination services to nursing home residents, and enhanced communication with the entire care team. Members get more benefits and services with Evercare than with Original Medicare.

Thanks to our nurse practitioners, Evercare is a leader in providing care coordination to the people who need it most.

Questions?

For more information, contact Evercare at:



1-877-386-0736

8 a.m. — 10 p.m. CST, Monday — Friday

8 a.m. — 5 p.m. CST, Saturday



www.EvercareNursingHomePlans.com

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The Evercare® clinical model is a primary component of the Evercare health plans, Medicare Advantage plans offered by UnitedHealthcare Insurance Company or its affiliated corporate entities.

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4 Reasons it Works

A patient-centric care model and partnering spirit are some of the reasons Evercare stands apart, says company CEO Mike Tudeen

1 Evercare’s patient-centered care philosophy is one of our greatest strengths. While much of today’s healthcare delivery system tends to come in and out of the patient’s life episodically, it’s the proactive, longitudinal nature of the Evercare model that really distinguishes us. When our nurse practitioners are assigned patients, they become their advocates and are dedicated to taking care of those patients’ individual needs — working with those individuals and their family members to help them maneuver all aspects of the care system, all across the continuum.

2 Preventative care and rapid response are critical for meeting the ongoing and often-changing needs of our patients, and it’s an area where Evercare really excels. In the nursing home environment, you see many people with elevated care needs and challenges. But because our clinicians get to know their patients so well, they are able to catch things early and prevent health issues that might have otherwise manifested in a full medical crisis — and often the need for hospitalization, which, in many cases, results in further health decline that can leave patients in worse shape than when they arrived.

Evercare believes that the best place to treat frail, elderly patients is to bring the care to them, and have caregivers they know and trust providing the care. The preventative nature of our care model is dramatically different from the traditional fee-for-service healthcare model that’s out there today.



“In our partnerships with nursing homes, we are able to successfully reconfigure healthcare.”

*Mike Tudeen,
CEO, Evercare*

3 Sadly, so much of what happens in the late stages of one’s life happens by default, as opposed to being driven by that person’s own wishes. Evercare takes a different approach. We understand and appreciate that the way patients and their family members feel today about their needs and wishes may be dramatically different from how they felt a year ago — or even three months ago.

We update patients and their family members regularly, and, of course, each time there’s a significant change in health status, so they can make the best, most informed decisions about the next steps in the care process. It’s Evercare’s belief that the only appropriate care decisions for a patient and their family are whatever a well-educated patient and his or her family decides is right.

4 If you went out and spoke with our nursing home partners, I believe they’d tell you that Evercare is indeed a good partner — not only as it relates to their residents and the degree of quality care provided, but also around their business operations. We do a lot to align incentives with nursing homes and help them benefit on the business side from the quality care being delivered.

In our partnerships with nursing homes, we are able to successfully reconfigure healthcare so it is always focused on what is right for each patient, as opposed to following a more traditional system that doesn’t always put the patient and their needs and wishes first. The bottom line is when things go well and as they are supposed to, everyone wins. ■

Reach broadens for hospice care

When Evercare's parent company, UnitedHealth Group, acquired Brentwood, TN-based Inspiris in March, the move broadened its hospice and palliative care reach. It also created new opportunities to better serve vulnerable, end-of-life patients nationwide.

"Even though we were two organizations, we shared very similar cultures, missions and values," said Tricia Ford, chief operating officer for Evercare and Inspiris.

The fact that both Evercare and Inspiris employ physicians as part of their care groups was another key similarity that underscores the companies' mutual commitment to delivering the best possible patient care and services.

Expanding horizons

The hospice and palliative care teams for both Evercare and Inspiris will remain intact.

"We have great people in both organizations and we want to keep those people in place so we don't disrupt the patient relationship," stressed President and CEO of Hospice Anita Messal.

That's even the case in Phoenix, AZ, the one overlap market where Evercare and Inspiris both already have a strong hospice presence. Although Evercare and Inspiris now operate under OptumHealth, a UnitedHealth Group company, the two remain separate entities in Phoenix, each with its own provider identification number and care teams. The two provider numbers will further benefit patients by expanding the reach of hospice services in the Phoenix market, Messal noted.

"Under hospice regulations, providers are confined to a certain mileage distance, so having that additional provider number will open up some areas that may have been out of reach to us previously," she explained.

The acquisition is also broadening Evercare's reach on a national level. Inspiris has a hospice presence in Philadelphia and San Antonio — two markets previously untapped by Evercare.

"Adding those two markets to Evercare's footprint is a real



benefit," said Messal. Likewise, the acquisition allows Evercare to bring hospice services into markets that Inspiris hadn't penetrated, such as Boston and Birmingham, AL.

Not only will the wider reach give patients and their family members a greater choice in hospice providers, the larger, blended team ensures even faster follow-up for those in need.

"By bringing Evercare and Inspiris together, we are now more resource-rich, which means we can step in more quickly and really deliver on our patient-centered model," Messal noted.

Those in need of hospice don't have to be a member of a UnitedHealth Group or Evercare plan to qualify for the services.

Pooling best practices

Having two best-in-class hospice providers operating under one umbrella is a golden opportunity to share best practices and further build on a commitment to quality care.

"We're fortunate to have the opportunity to bring together the best that both Evercare and Inspiris have to offer. Starting in Phoenix, we'll begin looking at best practices and how best to approach the market and our patients moving forward. We can then take those best practices [gleaned] from Phoenix and share them with our other markets," noted Messal. "We really are better together. And every patient will benefit." ■



Need a reason to choose Evercare™ Hospice and Palliative Care?

How about seven?

Within our power, we are committed to providing the best hospice and palliative care experience available. That commitment is expressed in our Seven Point Pledge.

Evercare Hospice & Palliative Care pledges to:

- 1.** Admit all hospice-eligible referrals the same day, unless requested otherwise. Patients deserve timely care and action, especially as they approach end-of-life.
- 2.** Provide direct, extensive physician involvement in the care of each patient. Experts highly trained in hospice and palliative care are involved and available to make personal visits.
- 3.** Achieve acceptable pain control on all patients. No patient should live in pain. That's why we place such an emphasis on delivering pain management in a timely and caring manner.
- 4.** Respond to all patient-related calls within 15 minutes, 24 hours a day, 7 days a week. A patient's condition doesn't take a day off, and neither do we.
- 5.** Provide a hospice staff presence at the time of death. We'll be there at this important time, as we have throughout the process, to provide comfort and support.
- 6.** Maintain an Unrestricted Options Philosophy regarding patient admissions. We believe in making hospice care available to all those who are eligible.
- 7.** Offer palliative care consults and advanced care planning services. These continuing health care services are important, so we offer expertise in both areas.

Questions?

For questions or referrals, call Evercare Hospice and Palliative Care at:

 **1-877-273-5534**

 **www.EvercareHospice.com**

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