

## Network Changes

Here are some recent changes to the Piedmont Provider Network. You can also check our Website at [www.pchp.net](http://www.pchp.net) for the latest provider information.

### Additions To Network

**Altavista Medical Center**  
Hubach, Kurt, MD

**Anesthesia Services of Lynchburg**  
Gonzales, Caesar, MD

**Big Island Medical Center**  
Uray, M. Semiha, S, MD

**Center for Infectious Disease**  
Brown, Johanna, P, MD  
Wade, J. Scott, MD

**Centra Emergency Services Group**  
Colvin, Hugh, MD  
Mehrotra, Mony, LPC

**Centra Health Breast Imaging**  
Wulff, Kristen, MD

**Centra Health Emergency Services**  
Scruggs, Diane, D, MD

**Centra Vascular Surgery**  
Messier, Robert, H, MD

**Central Virginia Community Health Svcs.**  
Bashore, Randall, MD

**Central Virginia Health Services, Inc.**  
Blackwell, Brian, K, MD  
Campanelli, David, M, MD  
Gardella, Lynn, MD  
Issacs, Ross, MD

**Chatham Family Eyecare Center**  
Debass, Bryn, MD

**Johnson Health Center/OB-Prenatal Clinic**  
Denti, Matthew, DO

**Light Counseling Center**  
Johnson-Snyder, Elaine, LPC  
Morykon, Michael, LPC

**Lynchburg Anesthesia Associates**  
Kozlowski, Matthew, MD  
Patel, Rantik, MD

**Lynchburg Dental Center**  
Crawford, Carrington, DDS

**Lynchburg Family Medicine Center**  
Johnson, Matthew, A, MD  
Uray, M. Semiha, S, MD

**Lynchburg Gynecology, PC**  
Gibney, Jessica, A, MD

**Medical Associates of Central VA**  
Coggin, Charles, MD  
Farmer, Mark, N, MD

**Piedmont Eye Center, Inc.**  
Golzaz, Javey, MD

**Piedmont Primecare-Centra Medical Group**  
Eakin, Stephen, W, MD  
Hubach, Kurt, W, MD

**Radiology Consultants of Lynchburg**  
Tweddale, Brian, MD

**The Cardiovascular Group**  
Cassada, David, MD

**The Orthopaedic Center of Central VA**  
Wisbeck, Jacob, MD

**The Woodland Family Practice**  
Bavuso, Salvatore, MD

**Village Family Physicians**  
Cox, Brandon, K, MD

**Women's Center of Forest**  
Brennan, Robert, O, MD

**Wound Care Center**  
Brennan, Robert, O, MD

## 2011 Walk To End Alzheimer's

The Alzheimer's Association Walk to End Alzheimer's™ is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Piedmont is proud to be a Platinum Sponsor for the Lynchburg Walk on Saturday, Oct. 1, at Miller Park.

Piedmont wishes to thank local businesses for their contributions and invites our members to call 434-947-4463, ext. 301 for more information on the walk, or associated fundraising events and raffles.

# HEALTHY futures

SUMMER 2011

## Summer Sun Safety



skin cancer. Heat illnesses, such as heatstroke, are another problem. Children and older adults are most at risk.

To protect your family:

- **Drink plenty of water to stay hydrated.**
- **Keep inside when it's hot. If it is very hot and you don't have air conditioning at home, go someplace cooler, like the library.**
- **If possible, stay in the shade when you're outdoors.**
- **Always use sunscreen.**

Even with sunscreen it is hard to tell what the actual UV Index is. The UV Index indicates the strength of solar UV radiation on a scale from 1 to 11+. You can use the Index to take appropriate sun-protective behaviors and avoid overexposure to UV radiation. Check out the EPA website at: <http://www.epa.gov/sunwise/uvindex.html>.

The sun can damage skin. And too much sun can lead to wrinkles, age spots and

## Piedmont Offers Medicare Advantage Plans

This fall Piedmont Community Health-Care will again be offering Medicare Advantage PPO benefit plans to our community. The official enrollment period begins on October 15, and lasts until December 7, and you don't have to be a current Piedmont member to sign-up. Anyone who is 65 or older, who already has or will be eligible for Medicare during the enrollment period can join.

Our Piedmont Select Medicare Advantage products are intended to provide the benefits now serviced by Medicare Parts A, B, and D, as well as the benefits typically associated with many private Medicare Supplement Plans.

We offer two PPO options with different benefit and payment options. For answers to specific questions about these



plans please call our dedicated Medicare Advantage approved customer service phone lines at:

- **434-947-3671 or toll-free at 1-877-210-1719.**
- **TTY users should call 1-877-295-1454.**
- **Customer service is available 8am – 8pm, Mon.-Fri. except for holidays.**

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## Wellness That Works

With the rising cost of healthcare in the last few years, Piedmont has been focusing on educating its employer groups and members about the importance of personal wellness. Meaning what you, the individual, can do to take charge of your health by embracing a healthier lifestyle and better managing any chronic health conditions. Being healthier also helps to keep healthcare costs down for everyone.

To that end Piedmont has a suite of wellness programs incorporated into its Healthy Directions Case Management Program (see page 3). We also provide employers with health risk assessments that can refer people onto a specific wellness track. Such was the case for two of our members employed at CENTRA.

Ms. Debra Acors and Ms. Pamela Hilty both are RN Clinical Educators working in professional development at CENTRA, and both have an interesting success story. Their health issues involved learning about diet, better nutrition, and exercise. Debra already had a problem with getting her type-2 diabetes under control. And her friend and co-worker Pamela had concerns about how weight was affecting her health, and was considering gastric bypass surgery. Instead both ladies were referred to work one-on-one with Piedmont's Wellness Coordinator, Ms. Rebekah Morris.

Rebekah normally conducts the group employee wellness classes and manages the wellness programs, but for cases that are

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Piedmont Community Health Plan  
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Lynchburg, VA 24501  
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Website: www.pchp.net

## We've Got Your Back



knees to minimize the stress on your back joints;

5. Maintain a healthy weight as excess weight can increase the pressure on your vertebrae and discs;
6. Keep your computer monitor and keyboard directly in front of you at work;
7. To keep your spine properly aligned, sleep on a supportive mattress and pillow;
8. Do not lift weights that are too heavy for you as this can overload the spine and cause disc compression;
9. Keep your spine healthy by getting it checked regularly by your Piedmont Primary Care Physician.
10. If pain does develop; don't ignore it. Get it checked out right away.

Most back pain disappears within a few days or weeks and does not need medical intervention. In some cases, however, you should seek advice from your Piedmont Primary Care Physician or other qualified healthcare provider.

Remember, if you take care of your back, your back will take care of you.

Everyone has a little back pain now and then. But even minor back pain can make you feel really miserable. Here are ten tips that can help you take better care of your back. They are simple to follow and can really benefit your back:

1. Stay active - keep moving to increase your blood circulation and keep your tissues flexible;
2. Make sure you get regular exercise - if your muscles are weak, you increase your risk for back pain;
3. Watch your posture - Sit up straight because slouching can strain your spine;
4. When you bend over, bend with your

## Big Trouble from Tiny Ticks

Lyme disease, an infection that causes joint pain and inflammation, is caused by bacteria spread by the bite of the tiny deer tick.

### Diagnosis and Treatment:

- Diagnosed with blood test.
- Treated with antibiotics.
- If you suspect Lyme disease, see a doctor; untreated, it can cause complications in joints, nervous system, and heart.

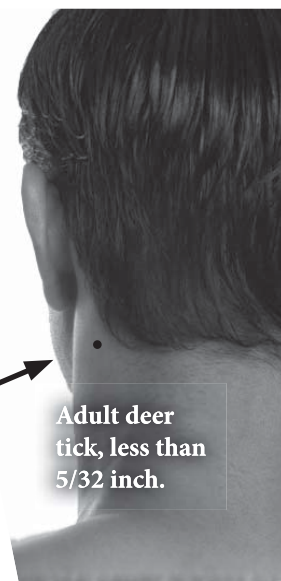
### Prevention:



- Check skin and scalp for ticks after being outdoors; remove ticks with tweezers, pulling in a straight, even motion.
- Stay out of woods and tall grasses; have pets wear flea-tick collars or give them preventive medication.



Adult deer tick, less than 5/32 inch.



## What Is A QR Code?



You've probably seen them popping up everywhere, but what the heck are they? Why they're Quick Response, or QR codes.

Okay, but what do they do? Well, for those of you who don't run with the "smart phone" crowd; a QR code is a specific matrix barcode that is readable by dedicated QR barcode readers and internet enabled camera telephones.

The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, a website URL, or other data. However, most companies use them to direct people to their website — including Piedmont.

So look for the Piedmont QR code on our ads or materials and give it a try. It should direct you to our website where you can find a wealth of information to help you with your healthcare plan decisions.

### go to [www.pchp.net](http://www.pchp.net)

Piedmont would like to remind our members about the convenience of our company's website at [www.pchp.net](http://www.pchp.net). Not only is it your online connection to participating providers, plan designs, and claim forms, but now you can create your own "My Menu" benefits page and access the following features:

At "My Menu" Benefits Center you can:

- Examine your employee benefit plan including deductibles and co-pays.
- Check your medical claims history with specialized searches.
- Track accumulators for deductibles and out-of-pocket maximums.
- Make eligibility inquiries.
- View and print forms/documents.
- Access online customer service.



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referred in through the case management program, she can sometimes do individual wellness counseling depending on the circumstances. Once they qualified, she worked for 12-weeks with both Debra and Pamela to help them understand the science behind nutrition, and how you can take control of your diet and be more active so you can lose weight.

Rebekah explains, "Debra and Pamela really took the information to heart and worked the program by keeping a diet journal and learning to change their eating habits. I'm glad I was able to help them."

Debra elaborates, "Working with Rebekah helped me to learn about practical eating habits so I could make an important lifestyle change." And Pam says, "I was able to apply myself with encouragement and support from Rebekah. I feel like a totally new person."

At the conclusion of the 12-weeks Debra had lost about 40 lbs. But more importantly her A1c went from 7.6 to 5.6 and she cut her insulin use in half. Pamela did herself very proud too by losing over 50 lbs.! Both are amazing accomplishments, and we want to congratulate them on their success. Keep up the good work and best wellness wishes to all of our members.

## Medicaid and CHIP

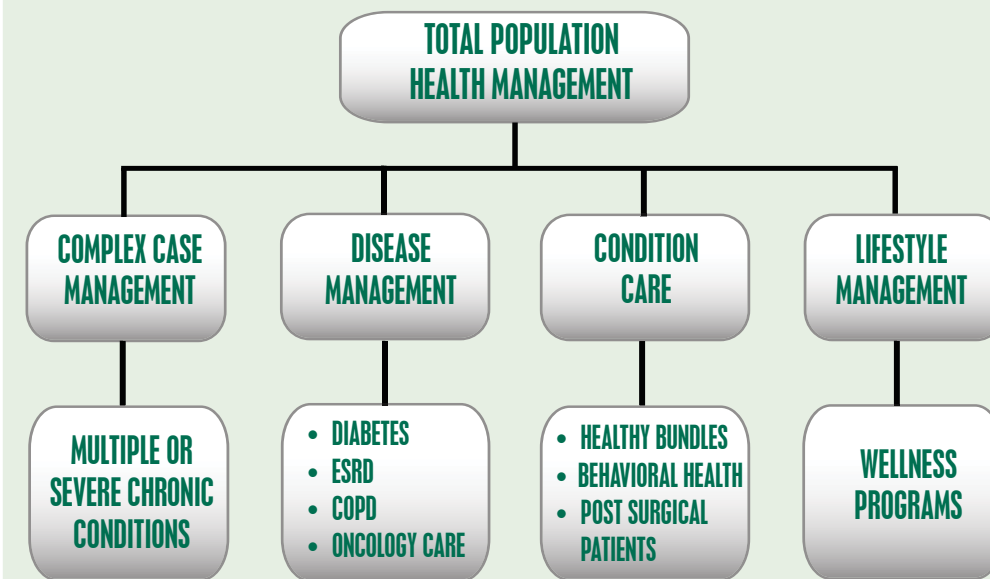
If you are eligible for health coverage from your employer but are unable to afford the premiums, the state of Virginia uses funds from Medicaid and its Children's Health Insurance Program (CHIP) to help people with paying their premiums.

Whether or not you or your dependents are already enrolled in Medicaid or CHIP, you can contact VA Medicaid, or the CHIP office to find out if you qualify for assistance.

Once it is determined that you or your dependents are eligible for premium assistance, Piedmont will permit you to enroll in your employer's plan. But you must request coverage within 60 days of being determined eligible for assistance.

To find out more contact the VA Medicaid office at 1-800-432-5924, or the CHIP office at 1-866-873-2647, or consult your Human Resources Department.

## Healthy Directions Case Management Program



The diagram above gives an overview of our Healthy Directions Case Management Program and outlines Piedmont's strategy to address participants' healthcare needs and promote wellness and positive lifestyle choices. The goal of the program is to improve quality of life by managing difficult and chronic conditions, while at the same time helping people to make appropriate lifestyle choices.

This is a "Total Population Health Management Program" that focuses on the individual and the issues or conditions that may affect his or her health over a continuum of time and is divided into four key areas:

- 1 Complex Case Management Program
- 2 Disease Management Program
- 3 Condition Care Program
- 4 Lifestyle Management

This Healthy Directions Case Management program also deals with preventive care issues such as lifestyle, weight control, exercise and nutrition. Here, there are two basic areas of concentration:

**Wellness Programs** - special "Lunch & Learn" employee seminar topics are offered on:

- high blood pressure
- nutrition
- exercise
- stress management

**Long Term Programs** - Behavior and Lifestyle issue classes are available to employers for:

- 6-week Tobacco Cessation Program
- 12-week Weight and Lifestyle Management Program

Piedmont's Case Management Programs are included for all covered members (except for wellness and long-term programs that must be developed with the employer). Members are automatically eligible for the programs as their specific conditions are identified. For more information please contact Piedmont's Medical Management staff at 434-947-4463, or 800-400-PCHP.

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) is a federal law governing the privacy of individually identifiable health information. Piedmont is required by HIPAA to notify you of the availability of our Notice of Privacy Practices. The notice describes our privacy practices, legal duties and your rights concerning your Protected Health Information. We must follow the privacy practices described in the notice while it is in effect. You may obtain a copy of our Notice of Privacy Practices on our website at [www.pchp.net](http://www.pchp.net), or you may contact Piedmont customer service at 800-400-PCHP, or 434-947-4463.

## HIPPA Update