No excuses, preventive tests save lives
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Security Health Plan
Promises kept, plain and simple.
Six years and thousands of patients later
Mobile Mammography Unit still saving lives

In 2007 Security Health Plan donated $500,000 to Marshfield Clinic for the purchase of a state-of-the-art digital mobile mammography unit to perform on-site breast cancer screenings.

It was the first of its kind in the Midwest, and there’s no question about the lives that it has saved and is still saving. Marshfield Clinic now operates three digital mobile mammography units. The newest unit went into service in early May.

“Our investment in that mobile mammography unit improved the lives of Wisconsin women by ensuring that they had greater access to important health care services,” said Security Health Plan Chief Administrative Officer Steve Youso. “Preventive screening, including regular self-breast exams and mammograms, is the first line of defense against breast cancer. Early detection is especially critical for successful treatment.”

According to the Centers for Disease Control, cancer is the second leading cause of death among all women, and breast cancer is the most common cancer among all women. Only heart disease and lung cancer cause more deaths among women.

“Donors such as Security Health Plan help put the mobile mammography units on the road. And businesses throughout Wisconsin are inviting us to their worksites and making it possible for their employees to get the routine screening that can save lives,” said Gene Santilli, radiology services director at Marshfield Clinic. “It’s bringing the exact same technology that could be found in a fixed site like a clinic or hospital to rural communities and worksites.”

Last year 5,426 women received breast cancer screening through the mobile mammography units.

“We are reaching people who otherwise wouldn’t be getting the preventive screening that they need,” said Myron Gadke, mobile services manager. “Our schedule for 2013 is packed and at this time we only have 10 days open for 2014.”

One of the factors that make the mobile mammography units so special is the support team of dedicated certified technicians and radiologists, said Emmanuel Omoba, M.D., Marshfield Clinic Radiologist.

“We hear from women who come in and say ‘you saved my life’ or ‘you saved my daughter’s life,’” said Diane Kremer, who drives the Mobile Mammography Unit and is a bone density technician. “When I explain what I do, people will say ‘you drive the booby bus?’”

“I say: ‘Whatever you call it, it’s nice to be on a team that’s saving lives.’”

One woman’s story: Mammography saved Dawn Strack’s life

MARSHFIELD – Dawn Strack has no doubts about the importance of a regular mammogram. All she needs to do is look at the pictures of her family, including her 7-year-old twin grandsons, Ben and Hunter.

“I just marked my seven-year anniversary,” Strack said, recalling when she was diagnosed and treated for breast cancer. “I tell friends and family to make sure they get their breast cancer screening. There’s no question that it saved my life.”

Strack, an ultrasound technician at Marshfield Clinic and a Security Health Plan member, belongs to a breast cancer support group and advocates preventative screening to anyone who will listen.

“I was 54 at the time and due for my annual physical. I felt fine and had no inclination there was anything wrong,” she recalled. “I forget what was going on, but I was busy and thinking about canceling. But I decided to go ahead, and thank goodness.”

A mammogram detected a mass that appeared to be cancer.

“It all went pretty fast,” she said. “I had a follow-up bone scan on Thursday, and on Monday my husband and I were meeting with the surgeon. On Tuesday I had a lumpectomy,
followed by chemotherapy and radiation."

Seven years later, Strack is thankful she didn’t procrastinate when it came to preventive screening. It’s a message she shares with friends and family, even strangers.

“The other day I overheard a woman discussing cancelation of a mammogram and couldn’t help but step-in and encourage her to get that screening if at all possible,” she said. “It saved my life.”

According to the American Cancer Society
1 in every 8 women will develop breast cancer.

We all know plenty of excuses for avoiding preventive screenings.

“I’m too young…”
“It doesn’t run in my family…”
“I don’t have signs…”
“I’d be too embarrassed…”
“I don’t want the pain and discomfort…”
“I don’t have the time…”

I have yet to hear one excuse that outweighs the consequences. Especially when you consider the lives that can be saved and sadness prevented by routine, regular, recommended screenings.

In 2007 Security Health Plan invested $500,000 to help Marshfield Clinic purchase a state-of-the-art digital mobile mammography unit. Six years and thousands of “mammos” later, there are daughters and sisters, mothers and grandmothers who are living proof of the value of preventive screening.

By traveling to workplaces and community centers the mobile mammography units knock down the excuse of inconvenience. They are so successful that Marshfield Clinic now has three mobile mammography units traveling throughout Wisconsin.

In this edition of Security Health Plan Cares, you’ll find several articles about preventive care. We want you to know your health risks and, even if you feel fine today, get recommended screenings. And we want you to know that as a Security Health Plan member you receive common preventive services and screenings with no out-of-pocket cost to you.

As a husband, a father and grandfather, I owe to those I love to make sure that I get regular preventive screenings. And I encourage them to do the same.

Don’t let excuses – even good excuses - get in the way of what really matters. Encourage those you love to get recommended preventive screenings.
Preventive screenings for four silent threats

Many illnesses display obvious symptoms – a rash, a cough, a lump, pain. But four of the most serious cancer threats often develop silently. Each is easily detected, and if caught early there’s less chance of long-term risk.

“The U.S. Preventive Services Task Force provides rigorous evidence-based recommendations to guide the ordering of preventive screening tests by primary care providers,” said Phil Colmenares, M.D., M.P.H., senior medical director for Security Health Plan.

As a Security Health Plan member your regular preventive screenings are covered. Talk with your primary physician about making sure you stay on schedule for regular recommended screening.

Security Health Plan recommends screenings for these four silent threats:

<table>
<thead>
<tr>
<th>Cancer Type</th>
<th>Recommended Screening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cervical Cancer</td>
<td>Every three years beginning at age 21. It’s important to have a Pap test and pelvic exam regularly because they can detect abnormalities before they lead to cancer of the cervix.</td>
</tr>
<tr>
<td>Colorectal Cancer</td>
<td>Everyone over 50 (age 45 for African-Americans) should be screened regularly for colon cancer – we recommend a colonoscopy every 10 years.</td>
</tr>
<tr>
<td>Breast Cancer</td>
<td>According to the American Cancer Society a woman has a 1 in 8 chance of developing breast cancer during her lifetime. While many things can increase a woman’s risk of developing breast cancer, age is the most important factor. Most breast cancers occur in women over age 50. We encourage women over 50 to have a mammogram (a breast X-ray) every one to two years.</td>
</tr>
<tr>
<td>Chlamydia</td>
<td>Chlamydia is the most common sexually transmitted disease, and perhaps the most sinister, because infected women display very few symptoms. If untreated chlamydia causes irreversible damage, such as affecting a woman’s ability to have children. We want sexually active women under age 24 to be screened for chlamydia. Ask your doctor to combine it with your Pap test. When detected it is easy to treat and cure with antibiotics.</td>
</tr>
</tbody>
</table>

Good reasons to get tested for colon cancer

Marshfield Clinic invited its employees to share their views on the best thing about having a colonoscopy. We hope they help you find your good reason to get your preventive screening:

1. “The best thing about having a colonoscopy is having the reassurance that I do not have colon cancer, even though colon cancer runs on my paternal side. Strange as it may sound, I find it very comforting and peaceful to be under the anesthetic, and having had four colonoscopies, I have not once experienced any pain.”

2. “The best thing about a colonoscopy is that it gives you that great feeling of being ‘cleaned out.’ Needless to say it is the five to seven pounds you drop overnight.”

3. “The best thing about a colonoscopy? The sedation, those 45 minutes or so of pure, ultimate relaxation every few years makes it worth the prep.”

4. “You can talk your partially sedated spouse into just about anything - like a stop at the jewelry store as you have to drive them home anyway ... and they will never remember agreeing to it.”

5. “The best thing about having a colonoscopy is when it’s over with. That’s when you get the feeling of satisfaction from having made a healthy choice to get screened, no matter what the outcome is.”

You can visit www.securityhealth.org for a complete listing of the care you should receive. If you have more questions or would like a paper copy of these materials, please call Security Health Plan at 1-800-472-2363.
Not all generic drugs are inexpensive

Generic drugs can save you money when compared with a brand name counterpart and they can effectively address your health needs. But not all generic drugs are cheap.

“It’s important to ask your doctor or pharmacist about generic alternatives, and find out whether there are any that could treat your condition and save you money,” said Patrick Burt, assistant director of pharmacy services at Security Health Plan. “We encourage our members to ask about generic alternatives, because they offer the best value when appropriate. But not all generic drugs are inexpensive.”

“Generally generic drugs are less expensive than brand name medications,” Burt said. “But the differences may be small during the first few months a new generic becomes available.”

Also, fewer companies are making some of the less commonly used generic versions, leaving less competition to lower the price.

Myths about generic drugs

Myth – Generic drugs are not as strong as brand name drugs
Truth – If they are A-rated, generic drugs are equal in strength, quality and stability

Myth – Generic drugs take longer to work
Truth – Generic drugs must be absorbed and distributed the same in your body as brand-name medications

Myth – Generic drugs are made in sub-standard facilities
Truth – To manufacture and sell in the United States, generic manufacturers must meet the same standards as brand-name makers

Approach with caution

wholesale diabetic supply offers

It sounds like a deal too good to let pass - a telephone offer or a television commercial featuring a famous face urging you to get new products in quantity. There’s even an offer for a free new test meter.

Patrick Burt, assistant director of pharmacy services at Security Health Plan, cautions members who might be tempted. “Offers that on the phone or TV sound too good to pass, could end up costing more than you expect.”

Reasons to be cautious:

• Sometimes the meter that you receive doesn’t match the brands covered by your insurance
• Once you get on an auto-ship list you might find yourself with more test strips than you need
• Test strips can expire
• Your health needs might change and you could wind up with a stockpile of unused items

“If you have any questions about these offers, call our Customer Service Department. They can help you,” Burt said. “If you are not interested in receiving your diabetic supplies from these companies, don’t hesitate to tell them to remove you from their lists.”

Understand your pharmacy benefit

For members with a drug benefit, the online Formulary Guide will help you find drugs covered by your policy. It is updated by the fifth business day of each month. It also lists which drugs require prior authorization or a formulary exception review.

To learn more visit: www.securityhealth.org/formulary
We’re always improving quality

Security Health Plan wants to ensure you get high-quality health care. We work with your doctors to improve programs and services for you. To find out more about our quality-improvement efforts, visit www.securityhealth.org and click on About Us, then select Quality Assurance. To request a paper copy, call 1-800-472-2363.

How we protect your privacy

On January 25, 2013 the Department of Health and Human Services issued a final rule modifying the Privacy, Security, Breach Notification, and Enforcement Rules under the Health Insurance Portability and Accountability Act (HIPAA). This newly released rule is sometimes called the “HIPAA Omnibus Rule.” The HIPAA Omnibus Rule also adopts changes to reflect amendments made by the Health Information Technology for Economic and Clinical Health Act (HITECH). It replaces the interim Breach Notification Rule. It finalizes rules to implement Title I of the Genetic Information Nondiscrimination Act (GINA).

The HIPAA Omnibus rule requires health plans update their Notice of Privacy Practices (NPP) and post the revised notice on their website by September 23. Security Health Plan will post its revised NPP on its website, www.securityhealth.org, by September 23. Information on the revised NPP will be provided to all members at a later date.

If you have any questions on the HIPAA Omnibus Rule or our Notice of Privacy Practices, please call our privacy hotline at 1-866-339-0289.

See your health insurance information online

Visit www.securityhealth.org to view these health insurance documents:

- Provider Directory
- Member Handbook
- Security Health Plan Website Privacy Statement
- Privacy notice
- Fraud, waste and abuse information
- Certificate (available by logging in to Security Health Online)
- Schedule of Benefits (available by logging in to Security Health Online)
- Personal Health Statement (available by logging into Security Health Online)

If you are not already registered for Security Health Online, sign up today. Just go to www.securityhealth.org and register for Security Health Online. It’s simple, it’s protected and it’s always available.
Thank you for helping us serve you better

The reply card in the last Security Health Plan Cares asked you to tell us how we can improve our service to you. Here are some of the comments you sent to us, and our responses.

I need more information on health topics

R: One of our main goals is to help our members improve their health. That’s why each issue of Security Health Plan Cares includes articles and tips on health issues. Members who give us their name and address when they return a reply card will receive a personal phone call to address any concerns they have.

How will we be able to afford health insurance when it’s mandated?

R: One way health insurance will be more affordable is through tax credits to help pay out-of-pocket expenses for services. These are available to people in certain income levels.

Give patients other ways to lose weight other than surgery

R: We agree surgery is a last resort when it comes to weight loss. That’s why we offer our Life Focus program. Members can get advice on how to lose weight through exercise and diet. Visit our website – www.securityhealth.org - and click on Life Focus. There you’ll find tips on eating, exercise and other tools to help you lose weight. Our digital coaching program is available to any member who completes a health assessment and asks for extra help losing weight.

Security Health Plan Cares is published for members of Security Health Plan.

Information comes from a wide range of medical experts. Models may be used in photos and illustrations. If you have any concerns or questions about specific content that may affect your health, please contact your health care provider.

How to reach us:

Customer Service:
1-800-472-2363
(TTY: 1-877-727-2232)
7 a.m. to 5:30 p.m., Monday - Friday

Website:
www.securityhealth.org

Email:
shpcsweb@securityhealth.org

New address?
Let us know by calling our Customer Service Department.

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Security Health Plan of Wisconsin, Inc.
Our Care Management team will help you with your health care

“Our Case Management and Disease Management programs can help you deal with overlapping health problems, repeated hospital admissions and chronic conditions.”

—Judy LeMaster, R.N., B.S.N., Nurse Manager for Disease Management

**Disease Management program**

Our Disease Management program can help you take good care of yourself when you have a chronic condition, and make sure you get the care you need. Our registered nurses and social worker work closely with you and your providers. We’ll help you with such chronic conditions as:

- Adult and child asthma care
- Adult diabetes care
- Adult heart care (such as high blood pressure, cholesterol, heart failure or heart attack)
- Tobacco cessation
- COPD (chronic obstructive pulmonary disease), life-threatening lung disease
- Depression

Our partnership with AccordantHealth also gives you specialized support for conditions such as multiple sclerosis, lupus, rheumatoid arthritis and epilepsy.

To learn more or participate in our Disease Management programs call 1-888-788-6488.

**Care Management program**

If you have health issues or questions, medication concerns or need help in managing your health care, our registered nurses can help you understand your health care needs and match you with appropriate health care professionals or community services. Our Care Management team, including registered nurses, social workers, physicians, pharmacists and physical therapists, is ready to help you.

- We can help you find a primary care provider
- We will create a care plan that is tailored to your needs

To learn more or to participate in these programs call Care Management at 1-888-799-1599.