

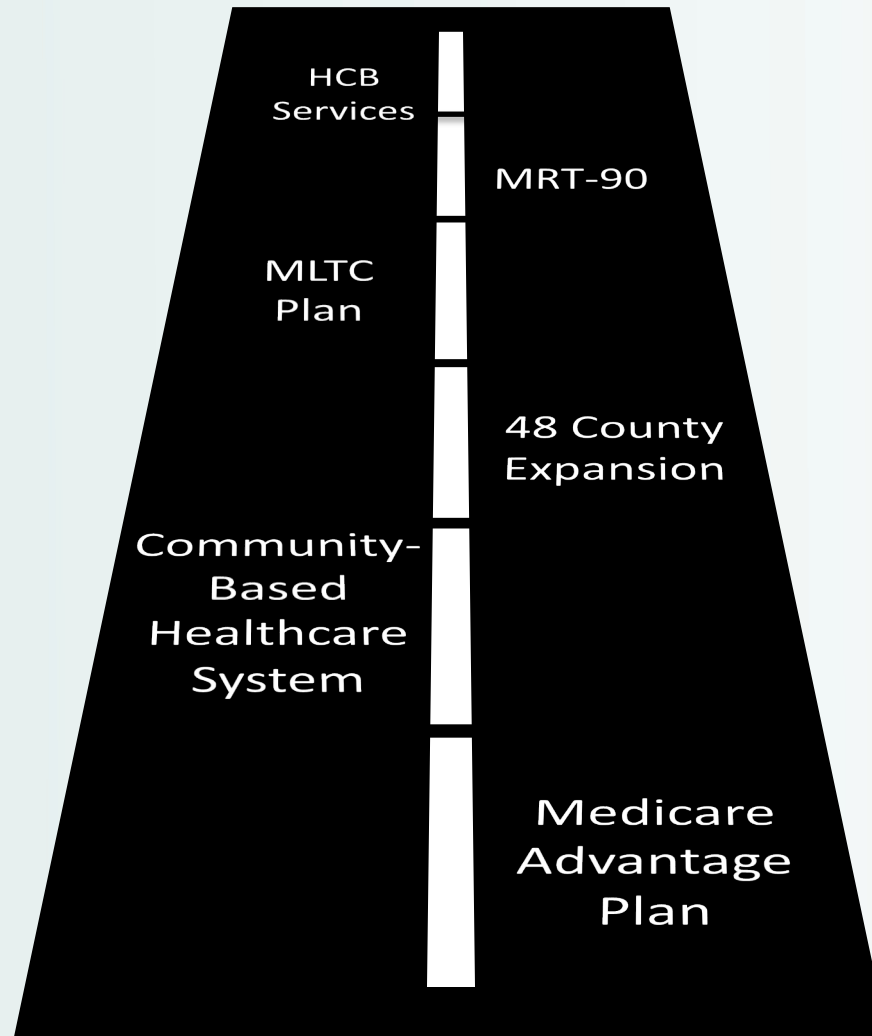


TOMORROW'S HEALTHCARE TODAY

# **MEDICARE DUAL ADVANTAGE SPECIAL NEEDS PLAN (D-SNP)**




# Nascentia Health's Journey



# Who We Are Today



- A healthcare system without walls, focused on the patient as a whole.
  - A critical long-term care safety net provider in upstate, rural New York.
  - A collaborative approach to care that serves over 5500 homecare patients and over 7000 MLTC beneficiaries through long-term care services and supports.
  - An innovative organization committed to serving patients in community settings across 48 NYS counties.
  - An agency continuously investing in high quality, integrated services and technology.
  - A large employer headquartered in Syracuse with over 600 employees across multiple lines of business.
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# Mission



The mission of Nascentia Health is to be the premier home and community-based care system for the regions we serve.

As such, we hold ourselves to the highest standard of excellence as a healthcare leader and promise to deliver exceptional care.

At the heart of Nascentia are the people who define our healthcare system and who make positive results possible.

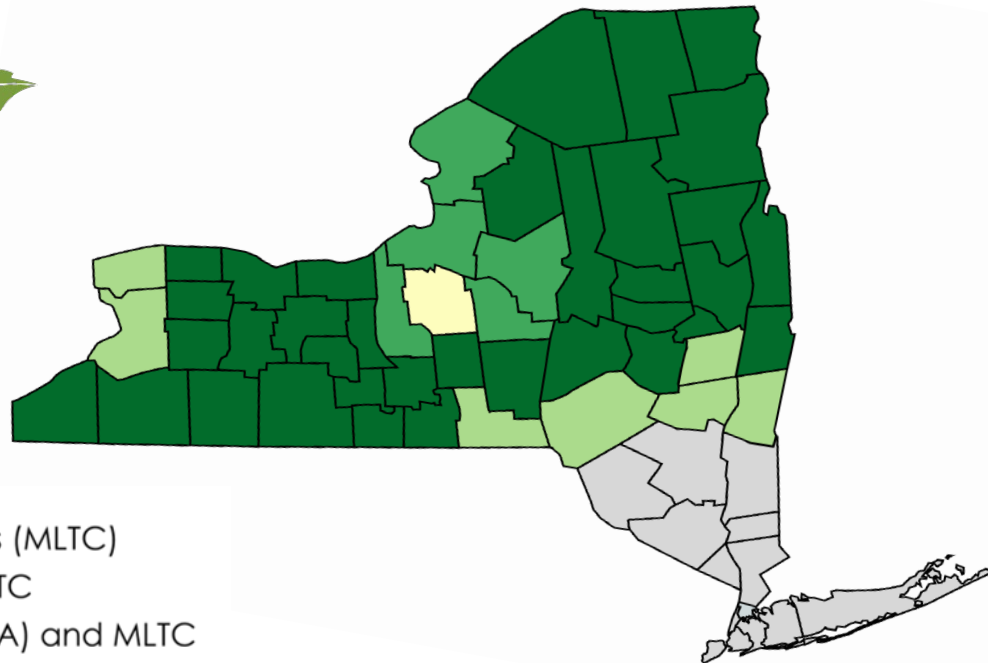
We take pride in our work and in helping the people we serve.



# Operational Footprint



- Nascentia Health Options (MLTC)
- In Home Services and MLTC
- Medicare Advantage (MA) and MLTC
- In Home Services, MLTC and MA
- Non-Service Area



# Regional Locations



## **Syracuse Home Office:**


1050 West Genesee St  
Syracuse, NY 13204

## **Branch Locations**

- Albany
  - Buffalo
  - Rochester
  - Rome
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# Provider Based Perspective



- Nascentia Health's roots date back to 1890 as a foundational provider of home and community based care in New York State.
  - For almost 130 years, their clinicians have worked side by side with providers, patients, caregivers and families to improve the health and quality of life for those entrusted into their care.
  - Today, Nascentia Health brings that same caring, compassion and understanding to the members of their health plans.
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# Management of Complex Population



- Care Management Expertise
    - Skilled in managing high-cost, complex, chronically ill & frail population in Upstate NY
    - Leverage cross-sector collaborations to address social determinants
    - Understand the dual eligible population
    - Integrating chronic and palliative care
  - Gaps in care/coverage in rural counties
    - Creative in meeting needs with limited resources, using technology to lessen gaps
    - Acquired several vehicles to place in underserved locations with our own highly trained drivers to meet additional needs other vendors simply don't accommodate: shoveling, assist with groceries, etc.
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# Nascentia Health Plus Medicare Advantage

```
graph TD; A[Nascentia Health Plus Medicare Advantage] --> B[Special Needs Plans]; B --> C[Dual Eligible D-SNP]; B --> D[Institutional I-SNP]; C --> E[All Duals]; C --> F["Medicaid Advantage Plus (FIDE)"]; D --> G[Nursing Homes];
```

## Special Needs Plans

Dual Eligible  
D-SNP

Institutional  
I-SNP

All Duals

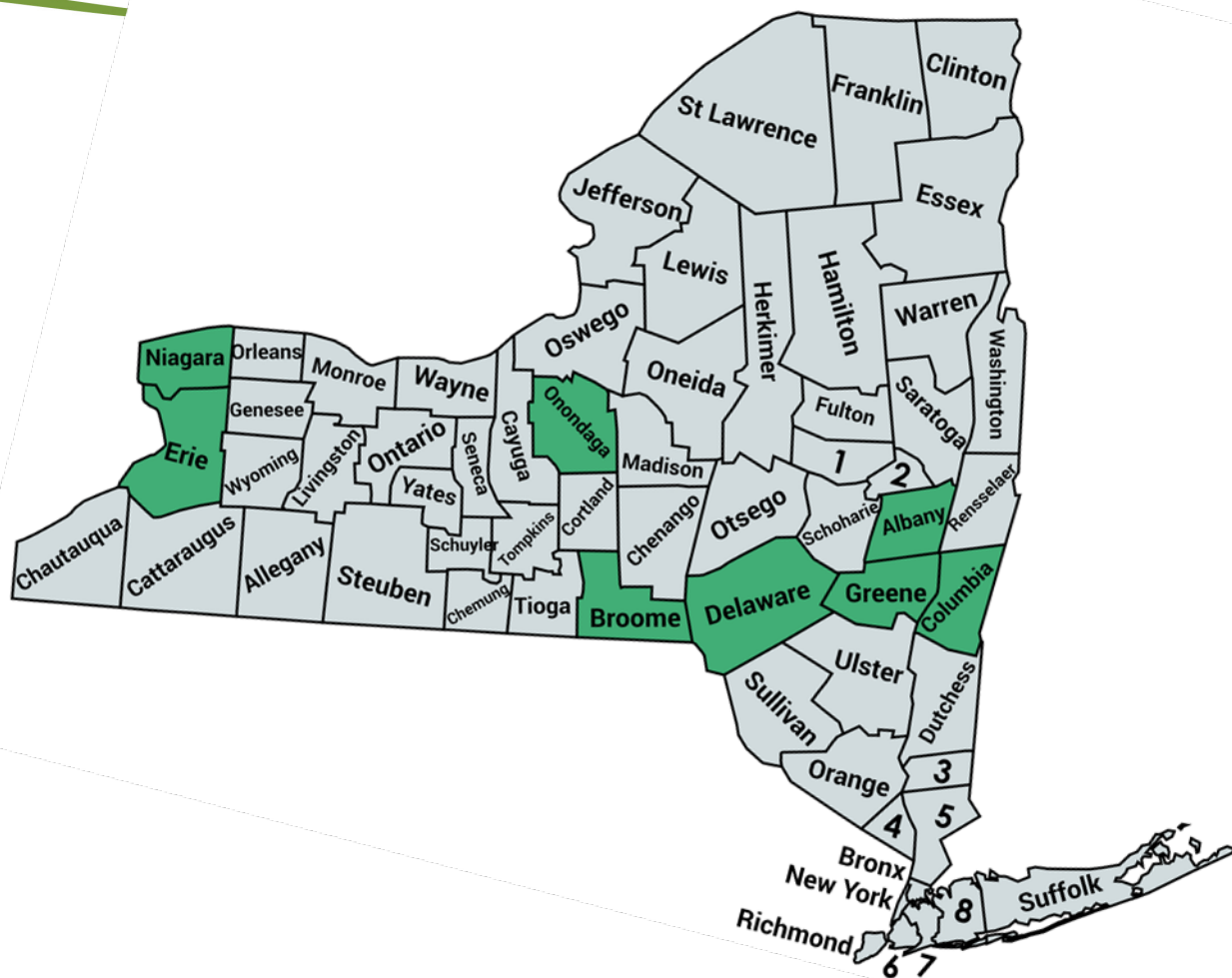
Medicaid Advantage  
Plus (FIDE)

Nursing Homes

# The Nascentia Health Difference




# Service Area



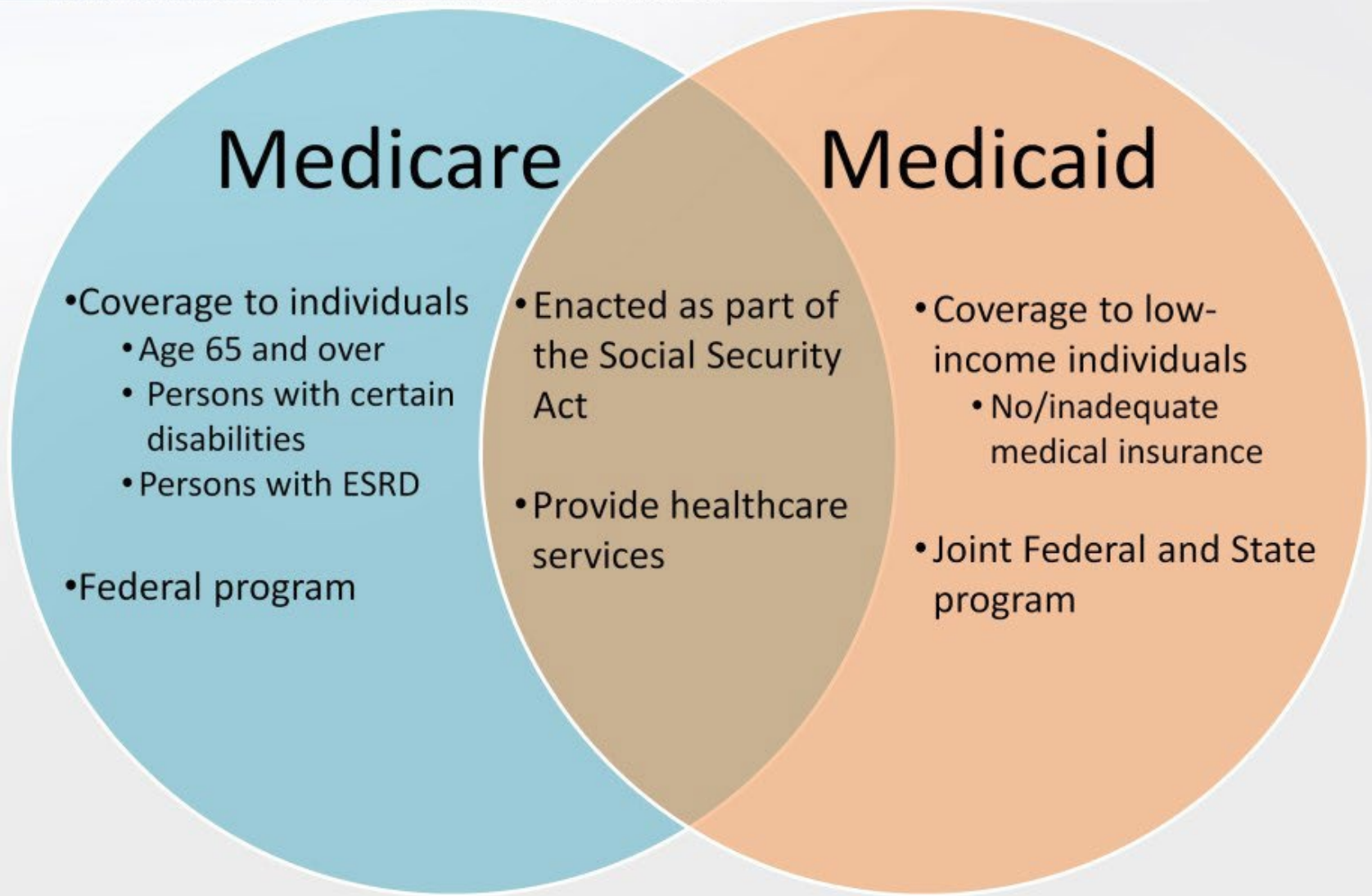
# Eligibility



## **To join our Nascentia Health Dual Plan (HMO SNP):**

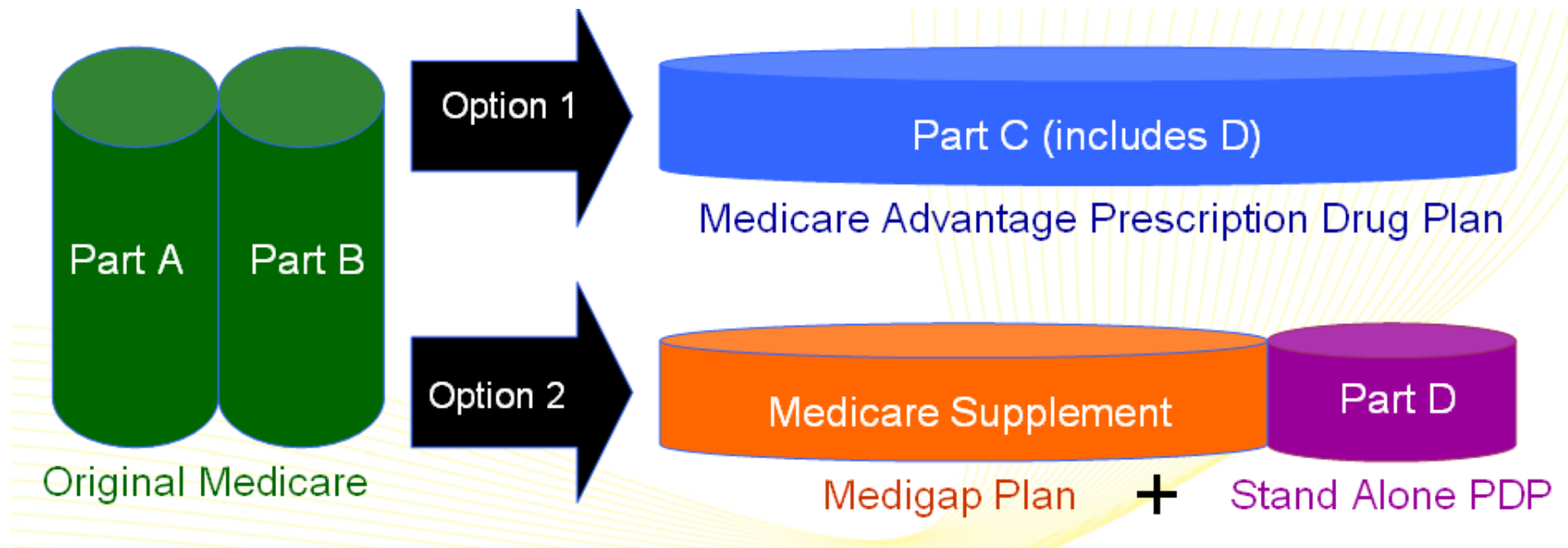
- Must be enrolled in Medicare Part A and Part B
  - Must be enrolled for full Medicaid benefits and/or assistance with Medicare Premiums or cost sharing
  - Must continue to pay your Medicare Part B premium if it's not paid for by Medicaid or another third party
  - Must live in the Nascentia Health Plus service area.
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# Medicare vs. Medicaid



# Basics of Medicare

There are two ways for Medicare beneficiaries to get comprehensive Medicare coverage





# Medicare Part A-Coverage



## Inpatient care in hospital/skilled nursing facility

- Semi-private room
- Meals
- Skilled nursing
- Rehabilitative services
- Other services/supplies



## Home Health Care

- Medically necessary part-time/intermittent skilled nursing care
- Physical therapy
- Speech-language pathology
- Continuing occupational therapy



## Hospice

- For those with terminal illness

# Medicare Part B - Coverage



## Doctors' Services



## Outpatient Care



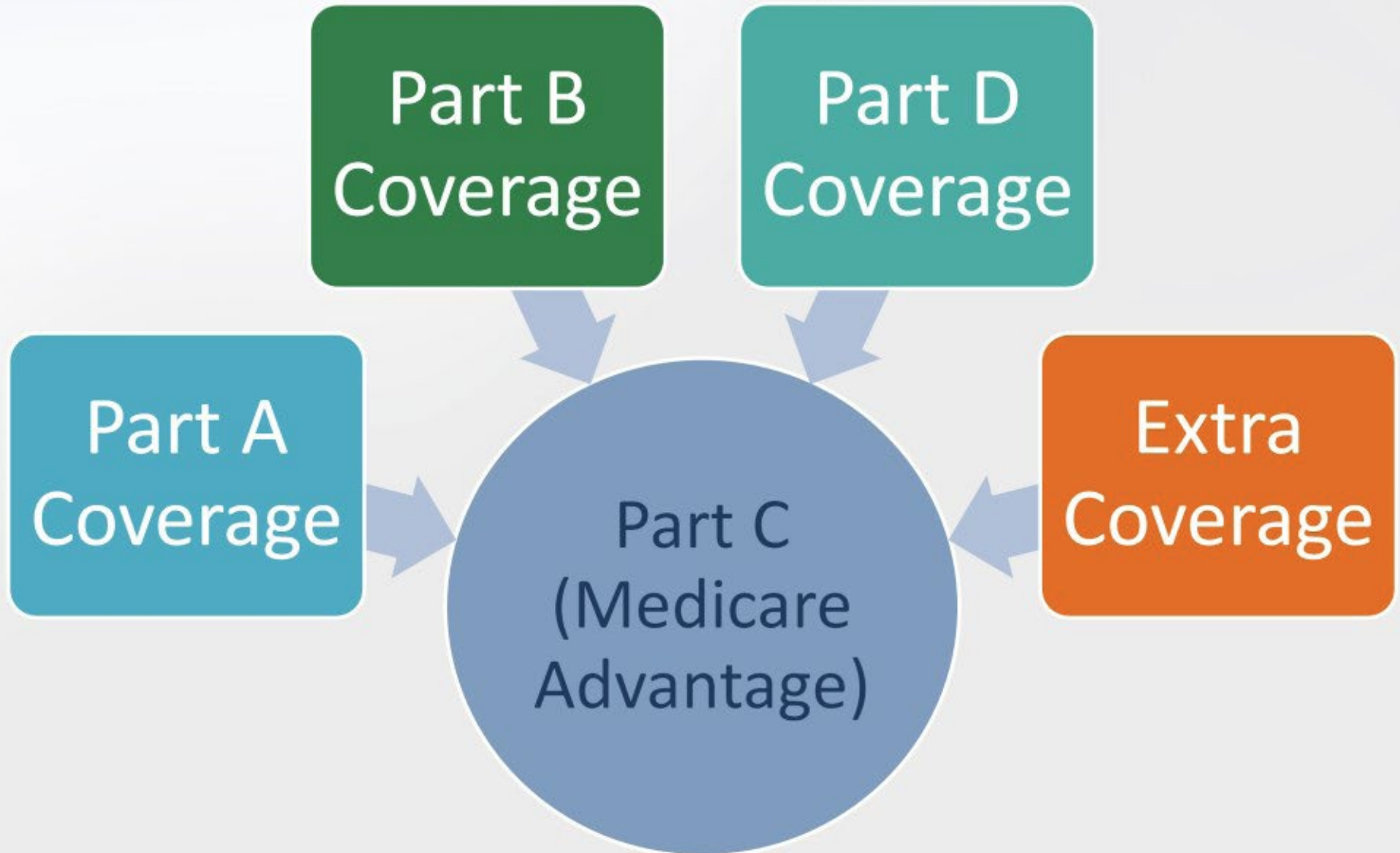
## Other Medical Supplies and Items

### Examples:

- Ambulance
- Lab services
- Diabetic supplies
- Durable medical equipment
- Emergency room services
- Flu shots
- Screening mammograms
- Outpatient mental health services
- Tests
- Certain transplants



## Medicare Part C - Coverage



# Part D Coverage

Three stages of Medicare drug coverage:

- Stage 1: Initial Coverage Period
- Stage 2: Coverage Gap
- Stage 3: Catastrophic Coverage
- Most Part D plans are subject to the gap
- The gap is also known as “the doughnut hole”



# Enrollment Periods



## **Initial Enrollment Period (IEP)**

- Applies when first eligible for Medicare Part A and/or Part B
- Seven month period

## **Annual Election Period (AEP)**

- October 15 thru December 7
- Changes will be effective January 1

## **Medicare Advantage Plan Disenrollment Period (MADP)**

- January 1 thru February 14
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# Enrollment Periods



## **Special Enrollment Period (SEP)**


- Applies when certain life events occur
- Low Income Subsidy eligibility

## **SNP Enrollment**

- As beneficiaries become eligible
  - May enroll throughout the year
- 


# Sales Procedure



1. Beneficiary initiates contact
  2. Agent completes Scope of Appointment (48 hours in advance)
  3. Agent conducts presentation in person
    - Medicare Basics, Part D, Enrollment Periods
    - Summary of Benefits, Formulary, Directory
    - Answer questions
    - Complete Enrollment Application
  4. Agent submits application within **24 hours**
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# Scope of Appointment




- Forty-eight hours prior to any sales appointment, sales representatives must clearly identify the types of product(s) that will be discussed, obtain agreement from the beneficiary and document that agreement
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# Marketing Appointments




During individual appointments, brokers may not:

- Promote non-health care related products
  - Solicit/accept an enrollment request for a January 1 effective date prior to the start of the Annual Election Period on October 15.
  - Discuss plan options that were not agreed to in the Scope of Appointment
- 

# Prospective Medicare Members



## Prospective Member (PM) Education Options:


- Sales kits (can be mailed upon request)
  - Home appointments
  - Phone – customer service
  - Medicare ([medicare.gov](https://www.medicare.gov) or 1.800.MEDICARE)
- 



# Marketing/Sales Activities




## **Inappropriate and prohibited Marketing/Sales Activities**

- Conduct health screenings
  - Provide cash or monetary rebates
  - Making unsolicited contact
- 

# Marketing/Sales Activities



Potential consequences of engaging in inappropriate or prohibited Marketing/Sales activities


- Disciplinary action
  - Termination
  - Forfeiture of future compensation
- 

# Marketing/Sales Activities



## **Sales Event**

Example of do's and don'ts:


- Do provide light snacks, refreshments
  - Don't solicit enrollment applications prior to start of the Annual Election Period (AEP)
  - Don't require information as a prerequisite for events (contact information)
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# Marketing/Sales Activities



## **Educational Events**

Example of do's and don'ts

- Don't talk about Medicare plan specific premiums and or benefits.
  - Don't display and or distribute summary of benefits provider directory
  - Don't - absolutely no sales activities
  - Do provide light snacks refreshments
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# Formulary

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- Must show beneficiary how to access and use formulary
- Available for download off of [www.nascentiahealthplus.org](http://www.nascentiahealthplus.org)
- Explain exception process for non-formulary medications



# 2020 Medicare Sales Kit

- Summary of Benefits
- Enrollment application
- Postage paid return envelope
- Multi language insert
- Provider Directory, Formulary
- Privacy Policy
- Stars Rating



***Always use a complete kit***

# 2020 Benefits at a Glance



Low monthly premiums

Prescription drug coverage

Out-of-pocket maximums

Additional benefits

Preventive services and  
screenings

- OTC Benefit

Inpatient/Outpatient care


- Dental



# Added Value Services



## Intensive Care Management


- Assessment, planning, implementation, monitoring, evaluation and coordination of medical services
  - CCM nurses collaborate with various Nascentia Health Plus providers to ensure quality, cost-effective care.
  - For members with complex or serious medical conditions
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# Added Value Services




## Medication Therapy Management (MTM)

- Designed to target Medicare members who may benefit from added support with their medication therapies.
  - Offered free to members who meet the following qualifications:
    - Member must accumulate total drug costs exceeding \$750 in one quarter
    - Beneficiary must have filled seven or more chronic covered Part D drugs, **and**
    - Must have documented illnesses in at least two chronic conditions
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# Member Services




- Annual Medicare Member Benefit Sessions
  - Local Customer Service
  - Beneficiary grievance and appeal rights (refer to EOC)
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# Premium Payment Options



## **For monthly premium**

- Monthly invoices
  - Check payment
  - Social Security withhold
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# Help for Beneficiaries Paying Costs

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## **Medicare Part D Low Income Subsidy (LIS)**

“Extra Help” to pay for prescription drug costs and be exempt from the Coverage Gap

## **Medicare Savings Program (MSP)**

Assists with paying for Part A and/or Part B premiums

Medicaid may also help pay deductible, copays and coinsurance

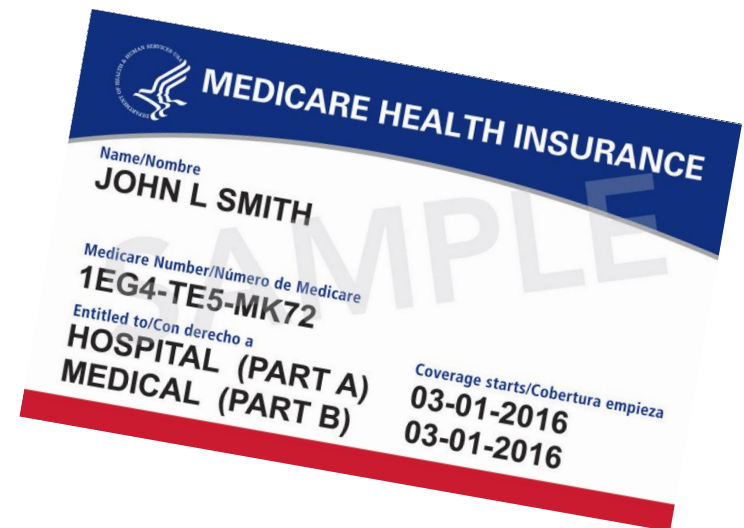
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# New Medicare ID

*It is not required to submit a copy of the Medicare card.*

Use the beneficiary Medicare ID card to:

- Verify name and spelling
- Verify and record Medicare Claim Number
- Verify and record Medicare Part A and Part B effective dates




# What to Expect Next



## **Within 10 calendar days they will receive:**

- An **Acknowledgment letter** showing their Member number, plan name and effective date. They use this as proof of coverage until they receive the ID card.
- A **Medicare Enrollment Confirmation letter** included with the **Evidence of Coverage (EOC)** document, also known as the contract.

## **Within 15 calendar days they will receive:**

- An **Outbound Enrollment Verification letter**. This letter verifies enrollment request onto the plan.
  - A **Membership ID card** to be used for all medical and prescription needs in place of the red, white and blue Medicare card.
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# Privacy Policy



Nascentia Health Plus wants you to be aware of our Privacy policy which is available online at [www.nascentiahealthplus.org](http://www.nascentiahealthplus.org).


If you would like a copy of our Privacy policy mailed to you or if you have any questions, please contact our Customer Service department at:

**1-888-477-4663**



# Anti-Discrimination Policy



- Nascentia Health Plus does not discriminate based on race, ethnicity, national origin, religion, gender, sex, age, mental or physical disability, health status, claims experience, medical history, genetic information, evidence of insurability or geographic location.
  - Nascentia Health Plus is an HMO Special Needs Plans (SNPs) and limits enrollments to individuals meeting eligibility requirements. Basic services and information must be made available to individuals with disabilities, upon request.
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# Disclaimers



- Nascentia Health Plus is an HMO SNP plan with a Medicare contract and a Coordination of Benefits Agreement with New York State Department of Health. Enrollment in Nascentia Health Plus depends on contract renewal.
  - This information is not a complete description of benefits. For more information, call 1-888-477-4663 (TTY 711), 7 days a week 8am-8pm October 1-March 31, Monday-Friday for the rest of the year.
  - Assistance services for other languages are available, free of charge at the number above.
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