

Brand New Day Models of Care

Brand New Day (**BND**) is a Health Maintenance Organization (HMO) that offers Special Needs Plans (**SNPs**; plans that are designed to take care of a specific population) and traditional Medicare plans. All of the plans include Medicare Advantage (Part A hospital and Part B professional services) as well as Prescription Drug coverage (Part D). Plans that offer Part A, B, and D benefits are called **MAPDs**. Brand New Day has the following MAPD plan types:

- **Traditional MAPDs** with \$0 to low copayments for services. In addition to services covered under Medicare Part A and Part B, members receive benefits such as dental, vision, acupuncture, and unlimited transportation to plan-approved locations.
- **D-SNP – for Dual eligible members, “Medi-Medi” members**
To join this plan, an individual must have “dual eligibility” in both Medicare and Medi-Cal. Every member is assigned a caring “Member Advocate” to help coordinate and maximize benefits from the two government programs. BND Member Advocates help qualified members apply for services like “In Home Supportive Services,” (IHSS) “Meals on Wheels,” life-sustaining utility reimbursement, and free cell phone minutes from a federal program. Brand New Day provides medical and prescription drug benefits; vision and dental benefits; and unlimited transportation when approved for medical appointments.

Members are also entitled to a free gym membership at their local gym. The Member Advocate helps the member schedule necessary appointments for preventive care to help our members stay healthy. When needed, BND physicians can send a “field intervention nurse” (FIN) to a member’s home to help the member with medications, wound care, injections, health education, etc. BND has a web-based communications network through which the member’s Care Team coordinates care between the providers who all share a single care plan to help the member reach his or her health goals.

- **Chronic Care SNP (C-SNP) for members with Mental Illness**
To join this plan, an individual must have been diagnosed with Schizophrenia, Schizoaffective Disorder, Bipolar Disorder, Major Depressive Disorder, or Paranoid Disorder. In this model every member selects or is assigned to (and have direct unlimited access to) a Psychiatrist, Licensed Clinical Social Worker (LCSW), “Life Coach” (behavioral health case manager), and has a local drop-in Activity Center. Members enjoy recreation, socialization, job training, computer access, art, dance, exercise, individual and group therapy and classes at the Activity Center. There are monthly theme parties and a monthly field trip. The Life Coach helps the member schedule needed preventive care and accompanies the member to appointments as needed. All these services are at \$0 copay.

Brand New Day has vision and dental benefits as well as unlimited transportation when approved for medical appointments. Members are also entitled to a free gym membership at their local gym. Physicians, nurses, and even psychiatrists make home visits as needed. BND has a web-based communications network through which the member’s Care Team coordinates care between the providers who all share a single care plan to help the member reach his or her health goals.

- **Chronic Care SNP (C-SNP) for members with Diabetes**
To join this plan, an individual must have been diagnosed with Type II Diabetes. In this model each member is given an electronic cellular 2-way Glucometer that speaks multiple

languages. The meter connects the member to a 24-hour Diabetes Counseling Center where a Certified Diabetic Educator receives immediate messages from the Glucometer when the member's sugar reading is at a dangerous level. The Counselor may call the member, the PCP, or other designated person. This enables the quickest response to the member's situation. The Glucometer, Insulin, test strips, and other diabetic supplies are furnished at no cost to the member.

Each member is assigned a "Health Coach" to help the member schedule needed preventive care and specialist appointments. Members have vision and dental benefits as well as unlimited transportation when approved for medical appointments. BND has a web-based communications network through which the member's Care Team coordinates care between the providers who all share a single care plan to help the member reach his or her health goals. Depending on the specific Diabetes C-SNP plan the member chooses, one has a gym membership and the other has lower drug costs.

- **Chronic Care SNP (C-SNP) for members with Dementia**

Each member is assigned a "Health Coach" to help the member and family / caregivers with the complex care for this member. Members also are assigned a Complex Care Nurse Manager to help coordinate care with the PCP, Neurologist, and other specialists that may be needed. An assessment is conducted upon enrollment to determine if there is a risk of falling as this is common for people with dementia and is often preventable. The Health Coach has many community resources and materials available to assist the family / caregivers. The Health Coach may assist in scheduling needed preventive care and specialist appointments.

Members have vision and dental benefits as well as unlimited transportation when approved for medical appointments. BND has a web-based communications network through which the member's Care Team coordinates care between the providers who all share a single care plan to help the member reach his or her health goals. Depending on the specific Dementia C-SNP plan the member chooses, one has a gym membership and the other has lower drug costs.

- **Chronic Care SNP (C-SNP) for members with Congestive Heart Failure (CHF)**

To qualify, beneficiaries must have been diagnosed as having "Congestive Heart Failure" and must be in treatment for it. CHF is a disease with many "stages" from the least severe to the greatest severity. Some physicians diagnose CHF when the member is in "Stage A" which includes one or more common conditions such as: hypertension, high blood pressure, coronary artery disease, metabolic syndrome, history of alcohol abuse, or history of rheumatic fever.

Each member is assigned a "Health Coach" to help the member and family / caregivers with the complex care for this member. The Health Coach may assist in scheduling needed preventive care and specialist appointments. Members also are assigned a Complex Care Nurse Manager to help coordinate care with the PCP, Cardiologist, and other specialists that may be needed. An assessment is conducted upon enrollment to help the member's Interdisciplinary Care Team (ICT) develop an Individualized Care Plan (ICP) with / for the member. The Health Coach issues to the member a 2-way scale to monitor the member's weight. The scale connects to a center where especially trained care managers are ready to contact the member or PCP when the member's weight gain is greater than 2 lbs. in a day or 5 lbs in a week. Based on the member's conditions, Brand New Day may also send the member a blood pressure cuff to monitor blood pressure, or a pulse oximeter to monitor oxygen levels in the blood. The scale, cuff, and pulse oximeter are provided by BND at no cost to the member.

Members have vision and dental benefits as well as unlimited transportation when approved for medical appointments. BND has web-based communications network through which the

member's Care Team coordinates care between the providers who all share the ICP, thus helping the member reach his or her health goals. Depending on the specific CHF C-SNP benefit package that the member chooses, the member may have a gym membership.

Member Advocates, Health Coaches, and Life Coaches

Member Advocate	D-SNP members	A Member Advocate is a BND employee who is assigned to each D-SNP member. Member Advocates are responsible for coordinating and maximizing Medicare and Medi-Cal benefits, as well as helping the member navigate resources found in the community.
Health Coach	C-SNP members	A Health Coach is a professional with some medical background. Health Coaches are assigned to each C-SNP member to help the member navigate plan benefits, focus on chronic care management, and stay on top of preventive care.
Life Coach	C-SNP for members with mental illness	A Life Coach is a behavioral health case management professional assigned to each member in the C-SNP for mental illness. Life Coaches help members navigate plan benefits, focus on chronic care management, and stay on top of preventive care.

Other Resources for Brand New Day Members

Member Services	All members	Any member may call our Member Services Department for "best friend" service during our open hours.
Answering Service	All members	After hours, our answering service fields calls that can't wait until the next day.
Nurse Advice Line	All members	Nurses are available around the clock to provide clinical advice.

Test Section F.

1)	Brand New Day has traditional Medicare Advantage Part D (MAPD) plans and a variety of Special Needs Plans (SNPs.)	True / False
2)	The BND D-SNP has an unlimited transportation benefit for members.	True / False
3)	The C-SNP for Mental Illness includes a psychiatrist, PCP, Life Coach, LCSW, and Activity center at no cost to the member.	True / False
4)	The C-SNP for Diabetes gives each member a 2-way cellular Glucometer that alerts a Diabetic Call Center when a member's blood sugar reading is at a dangerous level.	True / False
5)	Each member in the C-SNP for Diabetes has a Member Advocate assigned to help the member.	True / False
6)	The C-SNP for Diabetes charges members high copayments for the Glucometer, Insulin, and Diabetic Supplies.	True / False
7)	Depending on the specific Dementia C-SNP plan the member chooses, one has a gym membership and the other has lower drug costs.	True / False
8)	The Dementia C-SNP has many community resources and materials available to assist the family / caregivers.	True / False
9)	To qualify for the CHF C-SNP members must have been diagnosed by a physician with CHF (at any stage) and must be in treatment for CHF.	True / False
10)	Each Congestive Heart Failure C-SNP member is assigned to a psychiatrist and a social worker.	True / False
11)	The CHF Health Coach issues a 2-way scale to members so a care management center can monitor the member's weight gain and call the member or PCP as needed.	True / False
12)	The scale, blood pressure cuff, and pulse oximeter will cost the CHF C-SNP member a great deal of money.	True / False

Quality Improvement Program

In accordance with Medicare requirements and guidelines, Brand New Day (**BND**) has a robust Quality Improvement Program. The program includes but is not limited to the following:

Medication Therapy Management Program (MTMP)

Members with polypharmacy, co-occurring chronic conditions, and a drug spend over \$750 in any quarter are enrolled into the MTMP. They may opt out but are encouraged to participate in a comprehensive medication review (CMR) with a pharmacist or other qualified provider. The purpose of the review is for safety purposes and to reduce costs when appropriate. Members enrolled remain in the program the entire year.

Chronic Care Improvement Project (CCIP)

Each SNP must submit a CCIP specific to its special needs population. At least one CCIP per SNP must contribute to the Medicare national initiative, “The Million Hearts Campaign,” to reduce cardiac events. BND reports measurements, interventions, and findings to Medicare annually. BND CCIP topics include:

- Control HbA1c to Reduce Cardiovascular Disease and to Reduce Cardiovascular Events
- Increase Statin Use in Persons with Diabetes to Reduce Cardiac Events and Prevent or Slow the Progression of Chronic Kidney Disease (CKD)

Quality Improvement Project (QIP)

Each SNP must submit a QIP specific to its special needs population. BND reports measurements, interventions, and findings to Medicare annually. BND QIP topics include:

- Reduce Hospital Readmissions Through Appropriate, Timely, and Complete Transition of Care (TOC) Processes
- Increase the Number of Members who had an Acute Inpatient Discharge or ED Visit and who were Dispensed Appropriate Medications (Systemic Corticosteroid and/or a Bronchodilator)

HEDIS Preventive Care Measures

Brand New Day and its providers are required to participate in the HEDIS preventive care screening measures and in measures that monitor how a provider “controls” certain conditions (LDL, Diabetes, and Blood pressure). Medicare awards “STARS” to plans based on a 5-STAR system. Plans strive to be 4 or 5 STAR Plans.

Test Section G.

13)	Brand New Day has a robust Quality Improvement Program.	True / False
14)	Medication Therapy Management increases costs and decreases safety.	True / False
15)	One BND CCIP aims to control HbA1c to reduce cardiovascular disease.	True / False
16)	One BND QIP aims to reduce avoidable hospital readmissions.	True / False
17)	Providers don't have to participate in HEDIS data collection.	True / False

I hereby attest that I have completed the foregoing mandated training in the form of this study guide and test. I understand that if I have questions at any time I may go to the Brand New Day Compliance Department staff or the Compliance Officer to seek guidance and clarification. Furthermore, I understand that failure to comply with State and Federal requirements will result in disciplinary action commensurate to the infraction including the possible termination of services from the company if appropriate. I understand that no one is exempt from these requirements.