



## **New Health Care Product Marketing Collateral**

As a consultant at Commonwealth Care Alliance (CCA), working with a small internal team and liaising with an external agency, my work focused on driving, and helping to develop, consumer and provider communications and marketing, as well as developing new product orientation and educational material for CCA employees.

## YOUR CARE COORDINATED

We work with you and your primary care provider to develop a care plan based on your unique needs, and give you:

- A care manager who is your single point of contact
- A team of experts you choose to deliver your care

## YOUR CARE DELIVERED

Our doctors, nurses and community outreach workers support you when and where you need it. We offer:

- Better medical care including home visits for monitoring chronic conditions
- Services in the community that support your wellbeing and independent living
- Responsive phone support available 24/7
- Access to a large network of doctors, community health centers and hospitals

## YOUR CARE PERSONALIZED

We provide services that you need to enhance your quality of life that may include:

- Transportation for medical and other reasons
- Personal care assistance including bathing/dressing, housekeeping, shopping and other activities
- Medical equipment that makes it easier for you to live independently



30 Winter Street, Boston, MA 02108

Toll Free: 866.610.2273 (TTY 711)  
FAX: 617.426.1311  
[www.commonwealthcarealliance.org](http://www.commonwealthcarealliance.org)

ONE CARD.  
ONE CALL.  
ONE CARE.

Commonwealth Care Alliance (Medicare-Medicaid Plan) is a health plan that contracts with both Medicare and MassHealth to provide the benefits of both programs to enrollees. Limitations and restrictions may apply. For more information, call CCA's Member Service at 866-610-2273 (TTY 711) or read CCA's One Care Member Handbook. Benefits, List of Covered Drugs, pharmacy and provider networks may change on January 1 of each year. H0137\_BRO1 Approved

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UNITED STATES





# MEMBER BENEFITS

All the benefits and services you receive today with MassHealth and Medicare coordinated and expanded at no cost to you:

- \$0 Coverage for prescription and over-the-counter medicines and supplies
- \$0 Transportation for medical services
- \$0 Dental and vision services
- \$0 More mental health services and support

# ALL AT ZERO COST TO YOU

- NO co-pays
- NO out-of-pocket expenses
- NO premiums

## MEET COMMONWEALTH CARE ALLIANCE

### AN APPROVED ONE CARE PLAN

For over a decade, Commonwealth Care Alliance has been helping people with disabilities live healthier, more independent lives. We understand the challenges many people face finding and getting the care and support they need.



### ENROLL TODAY!

For information on Commonwealth Care Alliance and other options for your healthcare, call MassHealth Customer Service Center at **800.841.2900** (TTY 800.497.4648), Monday through Friday, 8 am to 5 pm, or visit [www.mass.gov/masshealth/onecare](http://www.mass.gov/masshealth/onecare).

Or simply call us at **866.610.2273** (TTY 711) seven days a week, 8 am to 8 pm, or visit [www.commonwealthonecare.org](http://www.commonwealthonecare.org).



HEALTHY IS HARDER FOR SOME. THAT'S WHY WE'RE HERE.

**I'D LIKE TO KNOW MORE.**  
PLEASE HAVE A COMMONWEALTH CARE ALLIANCE REPRESENTATIVE CONTACT ME ABOUT THE ONE CARE PROGRAM.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_



Please fill out this card and drop it in any mailbox. Postage is free.

HEALTHY IS HARDER FOR SOME. **That's why we're here.**



# EXTENDING YOUR REACH.

Meet Commonwealth Care Alliance.

Commonwealth Care Alliance's One Care is a health plan that contracts with both Medicare and MassHealth to provide benefits of both programs to enrollees. Limitations [co-pays] and restrictions may apply. For more information, call CCA's One Care Member Service at 1-866-610-2273 (TTY #711) or read CCA's One Care Member Handbook. Benefits, List of Covered Drugs, pharmacy and provider networks [and/or copayments] may change on January 1 of each year. CCA029(8/13)

# REIMAGINING PRIMARY CARE

for Massachusetts dual eligibles.

Over 30 years ago, we saw a growing need in primary care. As you know, there are some people who are not well served by the traditional health care delivery system. You see this all the time. That's why we developed a model of care designed to help individuals with complex care needs. Based on our experience, we know that caring for those who are eligible for both MassHealth and Medicare can be very challenging. We're here to help you extend the reach of your care, so you can better meet the needs of your dual-eligible patients. By supporting you and working with multidisciplinary teams—that include clinicians and social services providers – we serve to extend your care into the community. That way, your patients receive care and support where and when they need it.

**Commonwealth Care Alliance is an approved One Care plan.** The One Care plan is a three-year state demonstration program for people who are dual eligible funded by the Centers for Medicare and Medicaid Services (CMS). It's based on a model of enhanced primary care and support services that we have been providing for many years. The goals of the demonstration include:

- Improved member experience of care
- Fewer emergency room visits and hospitalizations
- Better health and greater independence for people with disabilities
- Savings from reduced hospital and institutional care

## A person-centric care model

**We believe that the individual should have a powerful voice in the decisions impacting his or her care. We partner with you to develop and deliver individualized care solutions with input from the individual. The Commonwealth Care Alliance model is simple but powerful:**

- 1** Develop personal care plans based on your patients' needs and wants, not insurance company rules and algorithms, to help optimize their health and maintain their independence.
- 2** Assemble a multidisciplinary care team that includes you, specialists, behavioral health counselors, social services providers and other community-based services to meet *all* their needs, even at home and in the community.
- 3** Assign a dedicated care manager to serve as a single point of contact to ensure appropriate delivery of all medical and non medical services and support.
- 4** Deliver care and support to patients in their homes or in their communities when needed to extend your reach and enhance your effectiveness.

**Not for use with prospective members.**

“We view primary care in a virtual way. It takes place in a person's home, and/or in their community. For some populations it takes place in supported housing arrangements or group homes, and for others it takes place under a bridge or over a subway grate. It's really where people are at.”

— **Robert J. Master, MD**, Chief Executive Officer, Commonwealth Care Alliance

## Care delivery without barriers

Because many primary care providers are overworked and underresourced, they can't provide the continuity of care they would like to their patients, especially those with complex medical and behavioral health conditions. That's where we can help by providing hands-on patient care in partnership with you and your practice.

**We provide a team of nurse practitioners, behavioral health clinicians and others who can support you and your patients with:**

- Integration of care and coordination of services
- In-home monitoring of chronic conditions
- Elastic urgent response to episodic care needs
- Transition of care from hospital to home
- Supportive care management

With Commonwealth Care Alliance, your role as primary care provider remains central to the patient's experience but your reach is extended.

**You benefit from:**

- Reduced administrative burden for referrals and pharmacy
- Seamless communication through a centralized enrollee record
- Increased effectiveness and better patient outcomes

## Member eligibility and benefits

There are approximately 90,000 people eligible for the demonstration program in the Commonwealth of Massachusetts.

**Eligible members are:**

- Massachusetts adults between the ages of 21 and 64
- Dually eligible for Medicare and Medicaid.

**Members will receive all the benefits and services they receive today and more, based on their needs.**

- No premiums, co-pays or out-of-pocket costs
- Coverage for prescription and over-the-counter drugs and supplies
- Comprehensive dental and vision services
- More mental health services
- Durable medical equipment and assistive technologies including repairs and training
- Transportation for medical or other approved reasons
- Personal care assistance, including bathing/dressing, housekeeping, shopping and other activities

## Results that make a difference

**Over the years, our unique approach has been proven to improve member outcomes and reduce the overall cost of care.**

- Of the 5,200 elders in care through our Senior Care Options Program (SCO), 76% are eligible for nursing home-level care, yet live in the community
- Significant reductions in hospital admissions and days
- Significant reductions in hospital readmissions
- Significant reductions in permanent nursing home placements
- Seven-year cost trend significantly below Medicare trend
- CMS Quality Star rating = 4.5 Stars (2013) out of a possible 5 — no other SCO in the state is rated higher
- In a recent survey, 97% of physicians agreed that Commonwealth Care Alliance “helps me achieve better outcomes for my SCO patients”



## One Care

### Patient-Focused High Level Talking Points

When you become a member of Commonwealth Care Alliance's One Care plan, your life becomes easier:

- You will receive all the benefits you receive now through Medicare and MassHealth plus additional benefits and services – all through one plan – Commonwealth Care Alliance One Care.
- You don't have to figure out who covers what anymore, how to get what you need – it's all under one plan, it's all coordinated for you. And – it's all at no cost to you!
- You will keep your PCP.
- Your relationship with your PCP, and your visits to your PCP will not change.
- What *will* be different is that you will have more support and services outside of your PCP office – in your home or someplace in your own community – when and wherever you need them.
- In addition to your PCP – who will always be involved in your care – a care team will work with you to ensure you get all the care you need to keep you as healthy and independent as possible.
- Your care team will consist of your PCP, a care manager, and whichever providers you need to meet your specific health care and daily living needs.
- Benefits in addition to what you have now include comprehensive vision and dental services and, if you need them, expanded community-based services such as personal care assistance, transportation services, and peer advisors.
- Other benefits include no co-pays or out-of-pocket costs; coverage for prescription and over-the-counter medication and supplies, mental health services and support, and responsive phone support available 24/7.
- If you need medical care in your home, if you're worried about coming home from the hospital, if you have problems with your prescriptions or, if you need better equipment to help you live independently - call your care manager, he or she will make sure you get what you need.
- One Care is all about you. It's about your own PCP, other providers that you choose, and Commonwealth Care Alliance all working as part of your team to give you the care and support you need to improve your quality of life through better health and greater independence.

H0137\_NewMemBRO (5/15) 1,500 APPROVED

**CommonwealthOneCare.org**

Call member services at **1-866-610-2273 (TTY 711)**

30 Winter Street, Boston, MA 02108

# WELCOME TO ONE CARE.

Healthy is harder for some. That's why we're here.



## WELCOME, YOU ARE NOW A MEMBER OF THE COMMONWEALTH CARE ALLIANCE ONE CARE PLAN.

Commonwealth Care Alliance has been successfully helping people with disabilities live healthier, more independent lives for the past 10 years. We understand the challenges many people face finding and getting the care and support they need.

**Healthy is harder for some. That's why we're here.**



### Who is Commonwealth Care Alliance?

Commonwealth Care Alliance is a health plan that contracts with both Medicare and MassHealth to provide the benefits of both programs.

### What will One Care do for me?

One Care will provide all your Medicare and Medicaid services and benefits and coordinate them for you, making your life simpler. You will have one card, one phone number, and one person to coordinate your care.

### Will One Care cost me anything?

There is no cost to you. That means no co-pays, no premiums and no out-of-pocket expenses. All your benefits and services are covered by Medicare and MassHealth.\*

### What benefits and services will I receive?

You will get all the benefits and services you receive from Medicare and MassHealth now, with additional services as needed, including:

- **Comprehensive dental and vision services**
- **Coverage for prescription and over-the-counter medicines and supplies**
- **Durable medical equipment and assistive technologies**
- **All forms of mental health services, including peer support**
- **Medical care delivered in your home when needed**
- **Services that support your independence and well-being in the community and at home**

\*CommonHealth members who pay a premium to MassHealth must continue to pay their MassHealth premium if they switch to Commonwealth Care Alliance.

Call member services at **1-866-610-2273 (TTY 711)**



## How does the plan work?

1. You will have a Care Team made up of providers and other people you choose. The core members of the team are you, your Care Manager and your Primary Care Provider. You may choose to have others on your team depending on your needs. Services provided through the team can include: specialty and mental health services and long-term services and supports. You and your Care Team will also create your Personal Care Plan. You will be the most important member on your Care Team.
2. You will have a Care Manager who will be your single point of contact to coordinate all the efforts of your Care Team members and to make sure your Care Plan is followed. Your Care Manager may be a nurse, nurse practitioner, social worker, or health outreach worker, depending on your needs.
3. We are here to help you receive the care and support you need.

## What is a Care Team?

A Care Team is a group of people who will get to know your needs and work with you to help you create and carry out your Personal Care Plan. Your Care Team will talk with you about the services that are right for you. They'll talk with you about who you would like to provide those services, and when and where you would like to receive them. Your Care Team will also work with you to help you become more independent or stay independent. You get to choose your Care Team. And as your needs change, your team can change.

## What is a Personal Care Plan?

Your Personal Care Plan is a plan created by you and your team to help organize the services you will receive under this program. The plan will include services for your physical and mental health care, as well as long-term support services. You will include your goals for your health and, if appropriate, for living independently in the community and for mental

health recovery. You can also include ways for your family members or other people to be involved.

## How will Commonwealth Care Alliance know what services I need?

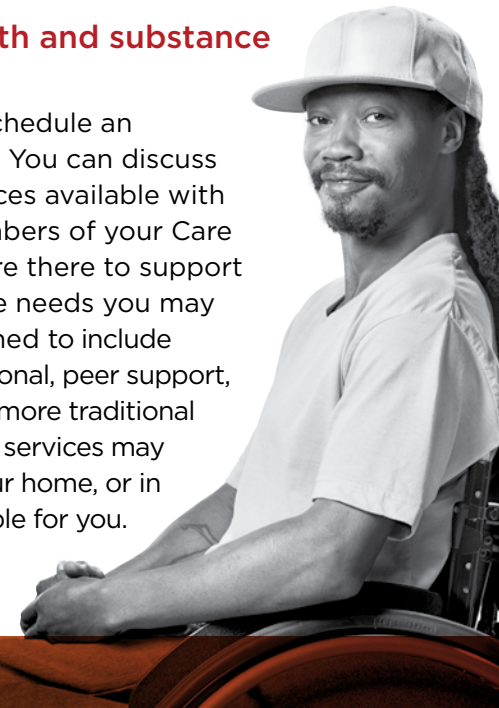
CCA will start by doing an assessment of your needs. We will meet with you to review your medical, mental health, functional, social support, and other needs you may have. You will discuss your goals, preferences, medical concerns, and social support needs at the meeting.

## Do I need to change providers?

When you become a member of Commonwealth Care Alliance, you will be required to choose a plan provider to be your primary care provider (PCP). Your PCP can be a licensed primary care physician, a nurse practitioner, or a physician assistant who meets state requirements and is trained to give you basic medical care. If your doctor has already contracted with Commonwealth Care Alliance, you do not need to change doctors.

## How do I access mental health and substance abuse services?

Your Care Manager will help you schedule an assessment and identify resources. You can discuss the various behavioral health services available with your Care Manager and other members of your Care Team. Behavioral health services are there to support mental health and substance abuse needs you may have. Such support is broadly defined to include emotional, social, educational, vocational, peer support, and recovery services, in addition to more traditional psychiatric or medical services. Such services may be provided in the community, in your home, or in another place that is most comfortable for you.



## How do I get long-term support services?

Long-term services and supports are non-medical services that help people live independently in the community. Such services may include personal care attendants, rehabilitation specialists, day habilitation, adult day health, adult foster care, peer support, assistive technology, and non-medical transportation. You will need to work with your Care Manager or an Independent Long-Term Services (LTS) Coordinator to obtain these services. Members may choose to have an independent LTS Coordinator in addition to a Care Manager. We will arrange for an LTS Coordinator to meet with you, discuss your care needs, and help you find the right services.

## What if I get sick?

Call your doctor, your Care Manager, or our 24-hour nurse line at **1-866-610-2273 (TTY 711)**.

## What if I have an emergency?

Call 911 or go to the nearest emergency room or hospital as fast as you can. Call for an ambulance if you need it. You do not need to get approval or a referral first. As soon as possible, make sure that you tell your Care Manager about your emergency.

## Who do I call if I have questions about my plan?

Call member services at **1-866-610-2273 (TTY 711)**. This call is free. We are available 8 a.m. – 8 p.m., 7 days a week. We have free interpreter services for people who do not speak English.

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.....  
My Care Manager

.....  
My Primary Care Provider

.....  
My emergency contact



Call member services at **1-866-610-2273 (TTY 711)**