

Letter from the President



Dear KelseyCare Advantage Members,

Thank you for reading the latest edition of House Call, our exclusive member newsletter!

Read inside to learn more about:

- KelseyCare Advantage's five-star commitment to customer service and quality
- Choosing the right kind of eye doctor
- Preparing for summer travel
- The opening of Kelsey-Seybold Clinic's newest clinic in Cinco Ranch
- How to get extra help with your medical and prescription drug costs
- A complete listing of Kelsey-Seybold Clinic's NCQA-designated doctors

This newsletter also discusses what you, as a KelseyCare Advantage member, can expect from health care reform.

If you have any questions about KelseyCare Advantage, please don't hesitate to call our Concierge Service at 713-442-9540. Our trained staff can offer you personalized assistance in resolving a wide range of questions and issues.

In good health,

Marnie Matheny
President, KelseyCare Advantage

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8900 Lakes at 610 Drive | Houston, Texas 77054

KelseyCare Advantage

KelseyCare Advantage House Call

Houston's Only Five-Star Rated Medicare Advantage Plan

July 2010

Our Five-Star Commitment ★★★★★

Find KelseyCare Advantage in the *2010 Medicare and You* guide and you will see that your health plan is the only Medicare Advantage plan in Houston to receive a five-star quality rating from Medicare. But what does this rating mean to you as a member?

"At KelseyCare Advantage, the five-star rating represents an ongoing responsibility to our members," says Marnie Matheny, president for KelseyCare Advantage. "From our dedicated member concierge to regular member education meetings, our mission is to enhance the lives of our members by providing high quality health care benefits at an affordable price."

We consider it a privilege to serve our members. Here is our five-star commitment to you:

★ Outstanding Customer Service

"KelseyCare Advantage is dedicated to maintaining excellence, respect, and integrity in all aspects of our operations," says Theresa Devivar, Vice President of Operations for KelseyCare Advantage. "As a member of KelseyCare Advantage, you have access to old-fashioned

customer service through the KelseyCare Advantage Concierge. We're here to assist with all kinds of issues such as answering benefit questions and resolving complex billing or eligibility issues. Our Pharmacy Services team also offers help in getting the most out of the prescription drug benefit. We are continuously looking for ways to enhance our level of service."

★ High Quality, Compassionate Health Care

"We are proud to have Kelsey-Seybold Clinic as the cornerstone of our provider network," says Dr. Donnie Aga, Medical Director for KelseyCare Advantage. "Their unique model of coordinated care makes high quality, collaborative care a reality, along with many conveniences like after-hours nurse guidance and 24-hour appointment scheduling. And, Kelsey-Seybold Clinic physicians regularly receive recognition for health care excellence from organizations such as AAAHC and NCQA."

★ Affordable Benefits

"We are committed to lowering the cost barrier to medical care, whenever possible," says Dr. Aga. "Oftentimes, our benefits

have low or no copay, such as \$0 copay to see any Kelsey-Seybold Clinic primary care physician. Even with recent government legislation, KelseyCare Advantage remains committed to providing comprehensive, affordable benefits."

★ Education

"The key to getting the most out of your Medicare Advantage benefits is to understand how those benefits work," says Raymond Estrada, Director of Sales for KelseyCare Advantage. "That's why we host regular member meetings to talk about how KelseyCare Advantage benefits work. We also discuss the ins and outs of Part D prescription drug coverage. It's very rewarding to help a member get more out of their KelseyCare Advantage membership!"

★ Plan for the Future

Recently passed legislation aims to improve the quality of health care in the U.S. In the future, you will begin to see changes to the Medicare system, including Medicare Advantage. However, KelseyCare Advantage is committed to remaining a secure option for Medicare beneficiaries well into the future.

Choosing the Right Eye Doctor

For KelseyCare Advantage members, choosing which doctor to see is often an easy task. Think you might have the flu? A quick call to your primary care physician and you're on the road to recovery.

But when it comes to caring for your eyes, the choice can seem confusing. Do you call an optometrist or an ophthalmologist? And what exactly is the difference?

An optometrist receives a doctor of optometry (OD) degree after four years of college and four years at a college of optometry. Some optometrists then do a year of fellowship in a specific area of optometry.

Ophthalmologists are physicians who specialize in the diagnosis and treatment of medical and surgical problems related to eye diseases and disorders. An ophthalmologist attends four years of college, four years of medical school, an internship year related to general medical practice and then a three-year residency in ophthalmology. Some ophthalmologists also do an additional fellowship in a subspecialty, such as retina, cornea or pediatric ophthalmology.

For most KelseyCare Advantage members, a doctor of optometry can serve as your primary care provider for eye health. They are well trained to examine, diagnose, treat and manage eye diseases and disorders and provide more than two-thirds of all primary eye care in the United States.

Whether it is blurry vision, headaches, eye strain, glaucoma, or a diabetic eye exam, the optometrist is your initial point of contact. Treatment, patient counseling, and management of many conditions can be effectively done by your optometrist, whose role is very much like that of a family physician for your overall eye care.

And just like your family physician, the optometrist may refer you to a specialist for additional care. That's where an ophthalmologist comes in. The most common referral is to an ophthalmologist who can provide surgical care for cataracts or for more advanced diseases such as age-related macular degeneration. Of course in the case of a serious eye injury, such as retinal detachment, an ophthalmologist is the right choice.

According to Dr. Nancy Webb, Chief of Optometry and Ophthalmology at Kelsey-Seybold Clinic, regular eye exams by an optometrist are a vital part of your overall health. "The eye is one of the most important organs in the human body," she says. "An annual comprehensive eye examination assures optimal eye health and vision performance."

KelseyCare Advantage provides routine eye care through Kelsey-Seybold Clinic and Vision Service Providers (VSP). To find a VSP provider call 1-800-877-7195 or visit www.vsp.com. To schedule an appointment with a Kelsey-Seybold Clinic optometrist, call 713-442-0000.



Important Phone Numbers to Remember

KelseyCare Advantage Concierge
713-442-9540

For personalized assistance with physician selection, benefits issues, billing questions

To speak with a **pharmacist** on the KelseyCare Advantage team, please call
713-442-4820.

The pharmacy team can review all of your medications and help you identify cost savings opportunities.

Kelsey-Seybold Clinic After-Hours Nurse Hotline
713-442-0000

To reach a registered nurse outside of business hours

Summer Travel



Summer is here and many of you are making travel plans to see family, friends, or even a different country! But before you depart, don't forget to pack some medical peace of mind by catching up

on your prescription drug refills, annual physical and immunizations.

"Make sure you're up to date on your prescription drug refills and that you have enough to cover you during your vacation," says Dr. Donnie Aga, Medical Director for KelseyCare Advantage. "It's also important to get current on your flu and pneumonia shots, as well as any other vaccines your doctor recommends. If you haven't had an annual physical for more than a year, then now is the perfect time to schedule one. Identifying

medical issues before you leave can help prevent an unexpected detour later on."

"If you're going someplace warm, don't forget to drink plenty of water and stay out of the sun during the hottest part of the day," continues Dr. Aga. "And no matter where you go, don't forget to pack sunscreen and your KelseyCare Advantage card."

To schedule a physical, call KelseyCare Advantage Concierge at 713-442-9540.

Kelsey-Seybold Opens Second Katy Location in Cinco Ranch

To meet growing demand for the health care needs of residents in Katy, Houston's fastest-growing suburb, Kelsey-Seybold Clinic will open its newest facility in the heart of the Cinco Ranch community on August 2, 2010.

Construction is near completion on the new Cinco Ranch clinic, a 16,000-square-foot facility located at 23000 Highland Knolls Dr. at Peek Road in Katy. The new clinic is located about three miles from Kelsey-Seybold's Katy Clinic, which opened in 1985.

Patients of the Cinco Ranch clinic will be offered a full range of primary care services including Family Medicine, Internal Medicine, and Obstetrics and Gynecology.

The clinic also will offer specialty care services including Cardiology and Orthopedics. Diagnostic and ancillary services including laboratory, X-ray, MRI, ultrasound and digital mammography will be provided. Primary care, Occupational Medicine and other specialty services, including Pulmonary Medicine, will continue to be offered at the current Katy location at 21660 Kingsland Blvd.

"Due to the growth of the Katy area, we have created greater access to critically important primary and specialty

care services for our patients," said Spencer Berthelsen, M.D., board chairman and managing director of Kelsey-Seybold Clinic. "This expansion brings more Kelsey-Seybold quality care to the doorstep of Katy residents who live and work in this thriving and vibrant community."



Do You Qualify for Extra Help?

You may qualify for extra help to pay for your medical care or prescription drugs. There are state and federal programs that could increase your Social Security check by as much as \$110.50 each

month or lower your out-of-pocket drug costs, without reducing your current coverage. These programs are free, and qualification depends on your current household income and assets. Participation will not

change or reduce your Medicare benefits. To find out if you qualify, call KelseyCare Advantage at 713-442-CARE (2273), 1-866-535-8343 (TTY/TDD 1-866-302-9336).

KelseyCare Advantage's Four Unique Plans

KelseyCare Advantage Essential:

- Works well for those who need comprehensive medical coverage, but have prescription drug coverage through a former employer
- Offers coverage for routine vision, routine hearing and medical transportation

KelseyCare Advantage Essential+Choice

- Works well for those who need comprehensive medical coverage, but have prescription drug coverage through a former employer
- Offers coverage for routine vision, routine hearing and medical transportation
- Option to access doctors who are outside of the KelseyCare Advantage provider network

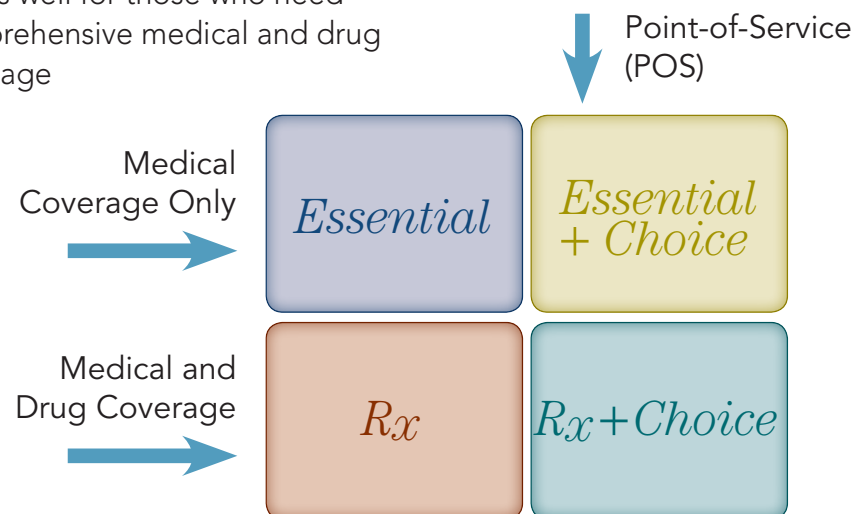
KelseyCare Advantage Rx

- Works well for those who need comprehensive medical and drug coverage
- Offers coverage for routine vision, routine hearing and medical transportation

KelseyCare Advantage Rx+Choice

- Works well for those who need comprehensive medical and drug coverage

- Offers coverage for routine vision, routine hearing and medical transportation
- Option to access doctors who are outside of the KelseyCare Advantage provider network
- This plan has a monthly premium.



Are you interested in receiving updates from KelseyCare Advantage electronically?

If so, please call 713-442-9540 and give us your email address!

Kelsey-Seybold Clinic Physicians Lead Texas in NCQA Designation

Kelsey-Seybold Clinic now has a total of 63 National Committee for Quality Assurance (NCQA)-certified physicians. Kelsey-Seybold Clinic is proud to have more NCQA-recognized physicians under one roof than any health care organization in Texas. More importantly, members can be assured that Kelsey-Seybold Clinic physicians are meeting and exceeding quality standards in caring for them.

Certification through NCQA's national Diabetes Recognition Program is achieved as the result of a comprehensive, individualized review process that verifies a physician's adherence to national standards of excellence in caring for patients diagnosed with diabetes.

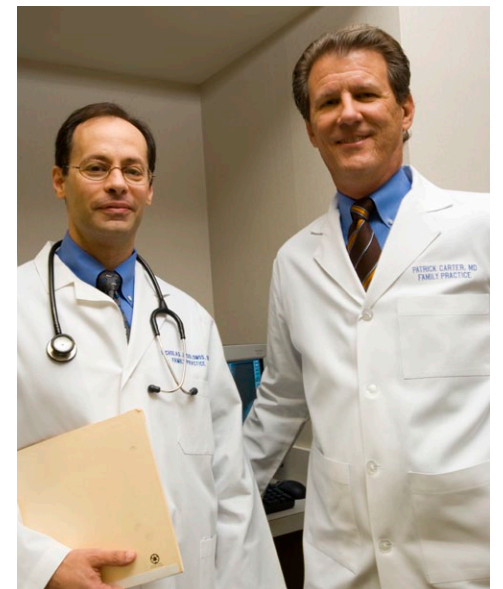
All NCQA-recognized Kelsey-Seybold Clinic physicians include:

Donnie Aga, M.D., *Internal Medicine*
 Maria Argao, M.D., *Family Medicine*
 Savitri Ariyaratna, M.D., *Family Medicine*
 Tahirih Baker, M.D., *Family Medicine*
 Cynthia Basaldua, M.D., *Internal Medicine*
 Daniel Belley, M.D., *Family Medicine*
 Dennis Brown, M.D., *Family Medicine*
 Kelly Cajahuaranga, M.D., *Family Medicine*
 Patrick Carter, M.D., *Family Medicine*
 Chandra Chaudhuri, M.D., *Family Medicine*
 Olethia Chisolm, M.D., *Internal Medicine*
 Cherice Conley-Harvey, M.D., *Internal Medicine*

Enrique Cuevo, M.D., *Family Medicine*
 Carminia Davidsohn, M.D., *Internal Medicine*
 Robert Dickinson, M.D., *Internal Medicine*
 Hafiza Docrat, M.D., *Internal Medicine*
 Thomas Doneker, M.D., *Internal Medicine*
 Tricia Elliott, M.D., *Family Medicine*
 Donna Espey, M.D., *Family Medicine*
 Leonardo Espitia, M.D., *Family Medicine*
 Meena Eswaran, M.D., *Family Medicine*
 Fahim Farhat, M.D., *Family Medicine*
 Manish Gandhi, M.D., *Family Medicine*
 Nicizaki Guzman, M.D., *Family Medicine*
 Rahim Haikal, M.D., *Family Medicine*
 Peter Halvorson, M.D., *Family Medicine*
 Lisa Hauser, M.D., *Family Medicine*
 Jaesoon Hite, M.D., *Family Medicine*
 Son Hoang, M.D., *Family Medicine*
 Sandra Irving, M.D., *Family Medicine*
 Gurjit Kaur, M.D., *Internal Medicine*
 Mervyn Klein, M.D., *Internal Medicine*
 Azam Kundi, M.D., *Internal Medicine*
 Tri Lee, M.D., *Endocrinology*
 James Lewis, M.D., *Internal Medicine*
 Amy Lothian, M.D., *Internal Medicine*
 Cecilia Lowder, M.D., *Internal Medicine*
 Bret McAden, M.D., *Internal Medicine*
 Abdulrasul Meghji, M.D., *Family Medicine*
 Shahid Muhammed, M.D., *Endocrinology*
 Satish Naik, M.D., *Internal Medicine*
 Nasreen Notta, M.D., *Internal Medicine*
 Hugh Poindexter, M.D., *Family Medicine*
 Carlos Rivera, M.D., *Internal Medicine*
 Jeffrey Rochen, M.D., *Endocrinology*
 Kathleen Ryan, M.D., *Internal Medicine*
 Lucia Sandoval, M.D., *Family Medicine*

Ifikhar Sarwar, M.D., *Internal Medicine*
 Michael Shelton, M.D., *Family Medicine*
 Victor Simms, M.D., *Internal Medicine*
 Irene Sobolevsky, M.D., *Internal Medicine*
 Nicholas Solomos, M.D., *Family Medicine*
 Thomas Stasicha, M.D., *Internal Medicine*
 John Tam, M.D., *Internal Medicine*
 Quyen Trinh, D.O., *Family Medicine*
 Robert Turner, D.O., *Family Medicine*
 Debbie Walcott, M.D., *Internal Medicine*
 Thomas Watts, M.D., *Family Medicine*
 Thomas Williamson, M.D., *Internal Medicine*
 Lansing Yee, M.D., *Family Medicine*
 Amy Yee-Ru Chen, DO, *Family Medicine*
 Tasneem Yakoob, M.D., *Internal Medicine*
 Michael Zionts, M.D., *Internal Medicine*

To schedule an appointment with one of these NCQA diabetes certified doctors, please call 713-442-0000.



Health Care Reform: How Will It Affect KelseyCare Advantage?

In recent months, the United States government fiercely debated how to best improve the quality of health care in our country. On March 23, 2010, the results of that debate became law with the signing of the Patient Protection and Affordable Care Act (PPACA), also known as the "health care reform bill".

How will health care reform impact KelseyCare Advantage? Here are a few things to keep in mind:

Medicare Advantage is not going away.

"The new health care reform legislation does not do away with Medicare Advantage plans," says Marnie Matheny, President for KelseyCare Advantage. "Rather, it gradually reduces payments to Medicare Advantage plans over a number of years, bringing payments closer to traditional Medicare. While these reductions will challenge us to do more with less, we are confident that KelseyCare Advantage will remain a secure option for Medicare beneficiaries well into the future. The cornerstone of our provider network is Kelsey-Seybold Clinic, which has been delivering efficient, patient-centered care for more than 60 years. Organized systems of care like Kelsey-Seybold Clinic are leading the way by focusing on evidence-based medicine, physician collaboration through Electronic Medical Record and preventive services."

Most changes will happen gradually. "The new health care reform law includes changes that will take effect over years," says Matheny. "For instance, Medicare beneficiaries will begin to receive a 50% discount on covered brand name drugs starting in 2011, but the donut hole remains in effect until 2020.

You will still receive your "guaranteed" Medicare benefits.

"The new health care bill does not negatively change any of the benefits you are entitled to under traditional Medicare," says Dr. Donnie Aga, Medical Director for KelseyCare Advantage. "In fact, starting in 2011, annual physicals will be covered under traditional Medicare. It is possible that reduction in Medicare Advantage payments could result in changes to KelseyCare Advantage benefits, but KelseyCare Advantage remains committed to providing

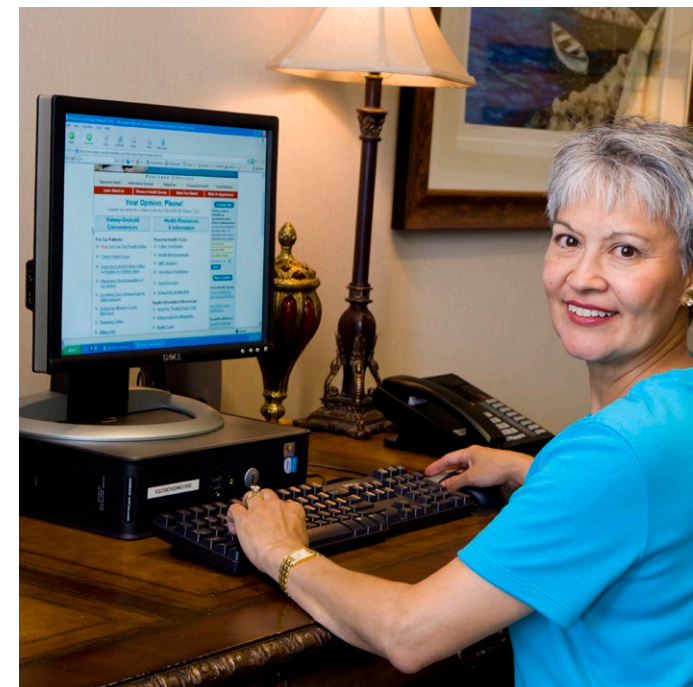
comprehensive, affordable benefits to our members, now and in the future."

The 2010 Annual Enrollment Period (AEP) will occur at its normal time - November 15-December 31.

However, in 2011 there will no longer be an Open Enrollment Period (OEP) that allows a one-time switch to a "like" plan.

The OEP has been replaced with a "disenrollment period" from January 1-February 15. During this period, you may only go back to traditional Medicare.

If you intend to stay with KelseyCare Advantage in 2011, it's very important that you do not enroll in any other plan in the AEP, because you will not be able to re-enroll in KelseyCare Advantage for another year.



Did You Know?

KelseyCare Advantage now covers both standard and U.S. Food and Drug Administration (FDA)-approved Human Immunodeficiency (HIV) rapid screening tests for Medicare beneficiaries at increased risk for HIV infection.

If you have any questions about your KelseyCare Advantage's coverage of HIV screening, please contact Member Services at 713-442-CARE (2273) or 1-866-535-8343, 8:00 a.m. to 8:00 p.m., seven days a week. TTY/TDD users should call 1-866-302-9336.

Coming Soon, A New Drug Search Tool Just for you!

On August 1, 2010 KelseyCare Advantage's "Find A Prescription Drug" webpage will have a new drug search tool to make it easier to find your prescription drugs!

We've simplified the navigation and layout, and improved the "drug search" tool.

Our goal is to help members of KelseyCare Advantage easily locate their formulary drug and any formulary changes by providing them with the access and tools they need to stay informed.

To find out more about the list of approved drugs or formulary, please visit www.kelseycareadvantage.com and click on "Find a Prescription Drug."

Find a Prescription Drug

Search Options

Please select your search criteria by specifying any or all of the fields below:

Drug Name:

Drug Category:

SEARCH

CLEAR

Or, click letter to search alphabetically:

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

This Drug List (Formulary) was updated on 6/1/10