



# The Provider PARTNER

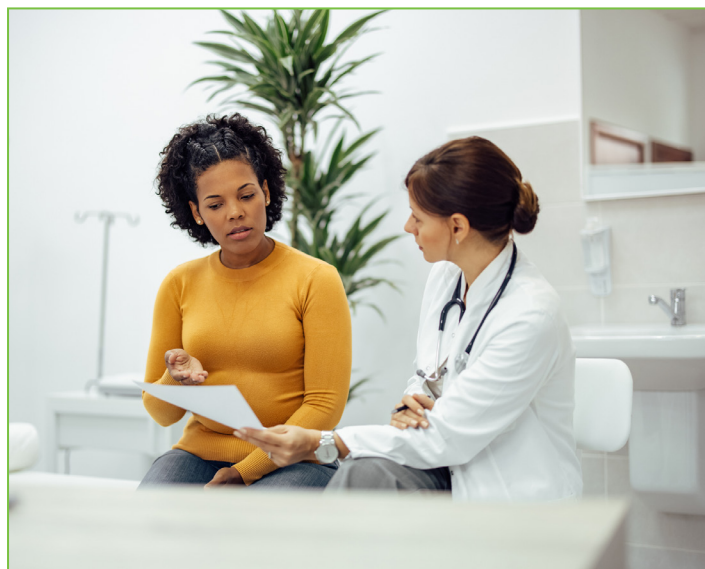
The quarterly PROVIDER newsletter of eternalHealth

## An Ongoing Commitment of Exceptional Care for 2024!

Our commitment to keeping our healthcare providers informed about eternalHealth remains unwavering. In this edition, we share insight into important updates and developments, as well as crucial information about eternalHealth's 2024 Medicare Advantage Plans. These updates are designed to equip you with the tools needed to provide exceptional care to our members as we usher in the New Year.

We would like to express our deepest gratitude for your extraordinary commitment, and we are eagerly looking forward to embarking on the **Next Generation of Medicare Advantage** with your ongoing partnership.

Thank you for playing a vital role in eternalHealth's incredible journey!



# Happy 2024

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## A MESSAGE FROM OUR CEO

### *A Journey Filled with Gratitude*

My name is Pooja Ika, founder and CEO of eternalHealth. Since our inception in 2019, our unwavering commitment has been to deliver top-tier, affordable healthcare to the residents of Massachusetts and beyond. As I write this today, I am so excited that we are now bringing our Medicare Advantage products into Suffolk, Worcester, Middlesex, Norfolk, Plymouth, and Bristol counties in Massachusetts, as well as Maricopa County in Arizona.



Our journey began with a simple yet profound goal: to elevate the standards of healthcare nationwide. The team at eternalHealth is aware of the vast opportunities for improvement within the healthcare industry, and we are committed to being the driving force behind transformative progress.

At the heart of eternalHealth lies a steadfast belief in conducting our operations with trust and integrity, and we work to build strong and lasting relationships with our providers. We are dedicated to cultivating transparent and data-driven relationships and recognizing the invaluable care that providers bring to our members.

Our partnership with providers has been marked by a sincere commitment to understanding and addressing the challenges you face. We have actively taken measures to alleviate these concerns, vowing to reduce administrative burdens and excessive paperwork. Our ultimate aim is to prioritize what truly matters – delivering exceptional care to your patients and our members.

I want to extend my deepest gratitude for your continued support within the eternalHealth community. Your steadfast commitment to the well-being of your patients and our members drives our shared mission. As we expand our reach into new counties in Massachusetts and Arizona, we are excited to continue this journey of providing exceptional healthcare services with the same dedication and care.

A handwritten signature in black ink, appearing to read 'Pooja Ika'. The signature is fluid and cursive, with a long horizontal stroke at the end.

**Pooja Ika**  
Founder and CEO

# BENEFITS HIGHLIGHTS

## The Advantages of an eternalHealth Medicare Advantage Plan

### Over-the-Counter & Healthy Grocery Allowances\*

With an eternalHealth Medicare Advantage Plan, your patients will receive quarterly OTC and \*Healthy Grocery allowances. These perks are conveniently loaded onto a Mastercard® Prepaid Flex Card, which can be used at participating local stores, through mail order, or even online with the added convenience of complimentary 2-day shipping.

\*The healthy grocery benefit mentioned is part of a special supplemental program for the chronically ill. Not all members qualify.

### Unlimited Transportation

Do you have patients who often miss appointments due to unreliable transportation? With eternalHealth, your patients can enjoy unlimited stress-free travel to medical appointments and pharmacies at zero cost to them. Patients can assess their transportation needs and establish a profile by calling **1 (888) 617-0350 (TTY 711)**. Transportation can be arranged on-demand or pre-scheduled through a dedicated call center, and there are many transportation methods to accommodate their needs.

### In-Home Assistance

Do any of your patients require a helping hand around the house or are in need of general companionship? Whether it's for light cleaning, tech support, or just to incorporate socialization, our in-home support benefit offers your patients 60 hours annually. Members can call **1 (855) 485-8835 (TTY 711)** to be connected with a companionship "pal" today!

### Dental Benefits

eternalHealth knows that healthy teeth and gums are essential to older adults' general health and quality of life. eternalHealth members receive **up to \$4,500 annually** for dental procedures with the flexibility to choose any dentist. Members can simply visit their preferred dentist and use their Mastercard® Prepaid Flex Card for payment, just like a debit card. Members can also easily track their dental benefit utilization in their member portal to stay informed about their remaining coverage before incurring out-of-pocket expenses.



## BENEFITS HIGHLIGHTS *(Continued)*

### Fitness

Elevate your patients' well-being with eternalHealth's fitness benefit! eternalHealth provides exclusive access to local and national fitness facilities, at-home fitness kits, and an extensive library of over 28,000 on-demand fitness videos, all accessible from the comfort of their homes. Additionally, our program encourages cognitive training through the "Brain HQ" platform and facilitates social connections by helping them discover activities, clubs, and classes in their local areas. The best part is that all of these health-enhancing benefits come at absolutely no cost to them!

### Vision

eternalHealth is dedicated to preserving your patients' vision and eye health year-round. We offer a range of Medicare-covered vision services, including specialized eye exams for conditions like Diabetic Retinopathy, cataract surgery, glaucoma screening tests, and Age-related Macular Degeneration (AMD) testing and treatment. This comprehensive service also includes \$0 routine eye exams and an annual allowance of \$200 for eyeglass lenses and frames!

### Hearing

Do you have patients experiencing tinnitus or expressing concerns about difficulty understanding people during conversations? The onset of hearing loss can be subtle, and at eternalHealth, we prioritize maintaining your patients' hearing health. With an eternalHealth Medicare Advantage Plan, your patients can enjoy \$0 routine hearing exams and can purchase hearing aids as low as \$595 per ear.

### Personal Emergency Response System (PERS)

Ensure the safety and independence of your patients with eternalHealth's Personal Emergency Response System (PERS). This discreet wearable device boasts advanced fall detection and GPS technology, offering immediate assistance with just the press of a button. Featuring a water-resistant design and a long-lasting battery, the PERS device operates seamlessly over cellular networks, eliminating the need for extra subscriptions or landlines. Encourage your patients to call us today to set up their own PERS device for added peace of mind.

### **eternalHealth now offers Member Incentives to ensure our members are staying on top of their health**

We are excited to introduce our Member Incentives Program at eternalHealth, designed to empower our members in 2024. By engaging in specific healthy activities and appointments, your patients can earn monetary rewards on a Mastercard® Prepaid Flex Card, which can be used for over-the-counter items and healthy groceries\*.

As an eternalHealth member, your patients have access to these additional dollar amounts:

**Annual wellness visit within the first 90 days of enrollment:** Earn \$10

**Colorectal/breast cancer screening:** Earn \$15

**Flu shot between September 1 – December 31:** Earn \$10

**Health Risk Assessment (HRA) completion within the first 90 days of enrollment:** Earn \$10

**Three routine diabetic exams (HBA1C test, eye exam, kidney health evaluation):** Earn \$15

# A NOTE FROM CASE MANAGEMENT

## February is American Heart Month

As a dedicated healthcare provider, you recognize the gravity of heart disease, a relentless enemy affecting the lives of your patients and their families on a daily basis. The rapid pace of today's schedules often leaves us with few moments to address even the most essential concerns, let alone delve into preventive education. However, the truth remains that if we are to revolutionize the quality of life for our older patients, we must break free from our hectic routines and invest those extra minutes in providing crucial knowledge that can empower our communities to better their cardiovascular health.

*Consider these strategies when meeting with your patients:*

### **Promote Physical Activity:**

Encourage patients without contraindications to engage in regular physical activities, urging them to seize the benefits of the eternalHealth fitness program. Physical activity is not just a luxury but a crucial weapon in the fight against cardiovascular disease.

### **Embrace Healthy Dietary Habits:**

Advocate for healthy dietary habits for all patients, regardless of their cardiovascular health status. When necessary, guide them to a nutritionist or dietitian to tailor dietary plans that align with their specific needs, which is particularly important for those managing coronary artery disease (CAD).

### **Tailor Medication Therapy:**

Tailor medication therapy to individual needs. Consider options like beta blockers, calcium channel blockers, and statin therapy—which are especially important for our diabetic population. These pharmacological interventions play a pivotal role in managing and preventing cardiovascular complications.

### **Support Smoking Cessation:**

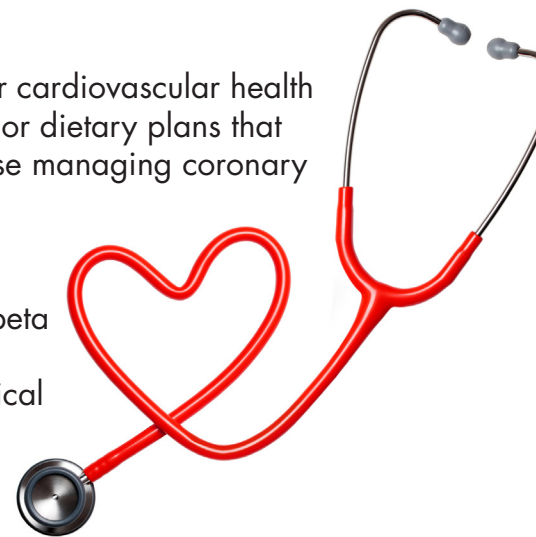
Pave the way to improved cardiovascular function through smoking cessation. Actively refer patients to smoking cessation programs, offering them the resources and support needed to kick this harmful habit to the curb.

### **Regular Monitoring through Labs:**

Institute a proactive approach by ordering regular laboratory tests to monitor cholesterol levels, kidney function, and diabetes. Timely assessments empower us to intervene promptly, steering our patients away from potential cardiovascular pitfalls.

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*This National Heart Month, take the opportunity to ensure your patients are equipped with the knowledge and resources for optimal heart health. Together, we can elevate cardiovascular function and enhance the overall quality of life for the population under our care. Should you have any questions or concerns, please do not hesitate to reach out to our dedicated Case Management Department. Together, let us forge a path towards a healthier, heart-strong community.*



## A NOTE FROM PROVIDER RELATIONS

Ensuring a seamless claims payment process is paramount to the success of our partnership. To support this process, we urge all providers to proactively submit timely updates to their demographic information. This includes critical details such as changes to tax IDs, NPIs, names, addresses, and panel status (open or closed).

To facilitate this, we kindly request each provider to visit our comprehensive provider directory, which can be found at [www.eternalHealth.com](http://www.eternalHealth.com). Please verify that all your information is accurate and up-to-date, as this is crucial for maintaining the integrity of our records.

As a token of appreciation for your cooperation, eternalHealth is delighted to offer an exclusive incentive. Providers who take the proactive step of submitting an email to **ProviderRelations@eternalHealth.com** confirming the accuracy of their information will receive a \$5 gift card to Dunkin Donuts.

To ensure eligibility for this incentive, please send an email with the following details:

- Practice name
- NPI (National Provider Identifier)
- TIN (Tax Identification Number)
- Any necessary changes to address or panel status



The deadline for submitting this confirmation email and being eligible for the gift card is **February 15th, 2024**. We value your commitment to maintaining accurate records, and this gesture is a small token of our gratitude for your dedication to providing exceptional care.

Thank you for your prompt attention to this matter. We appreciate your partnership in upholding the highest standards of service.



## Working Together to Improve Health Outcomes

eternalHealth strives to improve our members’ access and quality of care, and we appreciate all that our providers do to help our members improve their health. As we begin 2024 and work together to help our members achieve their health goals, one important area is medication management.

Some of the key initiatives for eternalHealth are ensuring appropriate medication use and removing barriers to medication adherence. Keeping our members adherent to blood pressure, diabetes, and statin medications can be a challenge. Upon request, we would be happy to provide you with a list of your patients who have a history of poor medication adherence or late refills. Reinforcement of the importance of adherence and feedback on any barriers that are encountered would help us towards our mutual goal of improving outcomes for our members.

Other initiatives we are addressing are shown in the table below. Contact our case managers or pharmacist with any questions or to discuss our members’ clinical cases at **1-800-787-5076**.

Safety Initiative	Consideration	What You Can Do
<b>Concurrent use of opioids and benzodiazepines</b>	<p>While there are situations where concurrent use of prescription opioids and benzodiazepines is appropriate, it is a safety concern for most Medicare beneficiaries.</p> <p>Additional information and the current Centers for Disease Control and Prevention (CDC) guidelines are available at: <a href="https://www.cdc.gov/opioids/healthcare-professionals/prescribing/guideline/recommendations-principles.html">https://www.cdc.gov/opioids/healthcare-professionals/prescribing/guideline/recommendations-principles.html</a></p>	Evaluate concurrent, chronic use (greater than 30 cumulative days) of opioids and benzodiazepines and consider alternatives if clinically appropriate.
<b>Polypharmacy use of multiple anticholinergic medications in older adults</b>	<p>The American Geriatric Society Beers Criteria (list of potentially harmful medications for use in patients over 65 years) cautions against the use of multiple anticholinergics and multiple CNS-active medications in older adults due to the risk of cognitive decline and increased risk of falls, respectively.</p> <p>The updated Beers Criteria is available at: <a href="https://agsjournals.onlinelibrary.wiley.com/doi/epdf/10.1111/jgs.18372">https://agsjournals.onlinelibrary.wiley.com/doi/epdf/10.1111/jgs.18372</a></p>	<p>Inquire if your patients are taking any over-the-counter medicines which may contain diphenhydramine (e.g., Tylenol PM®).</p> <p>Evaluate concurrent, chronic use (greater than 30 cumulative days) of anticholinergic and/or CNS-active agents. Consider alternatives if clinically appropriate.</p>



31 Saint James Ave., Suite 950, Boston, MA 02116

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**PROVIDER SERVICES:** 1 (800) 680-9255  
For payments, billing, and claims-related questions.

**PROVIDER RELATIONS:** 1 (617) 546-5733  
For Network and contracting-related questions.

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MEMBER SERVICES: 1 (800) 680-4568  
BEHAVIORAL HEALTH\*: 1 (800) 892-1361  
DENTAL: 1 (800) 680-4568  
VISION: 1 (866) 944-0347  
HEARING: 1 (866) 559-0158  
PHARMACY SERVICES: 1 (800) 891-6989  
OTC BENEFIT: 1 (800) 680-4568  
GROCERY\*\*BENEFIT: 1 (800) 680-4568  
IN-HOME SUPPORT: 1 (855) 485-8835  
TRANSPORTATION: 1 (888) 617-0350  
PERS: 1 (877) 909-4606

eternalHealth is an HMO plan with a Medicare Contract for HMO, HMO-POS and PPO offerings. Enrollment in eternalHealth depends on contract renewal.

\* If this is a Behavior Health emergency, please call 911.

\*\* The healthy grocery benefit mentioned is part of a special supplemental program for the chronically ill. Not all members qualify.



[www.eternalHealth.com](http://www.eternalHealth.com)