



UCARE NOTICE
OF PRIVACY PRACTICES
PAGE 3



COLON CANCER – TAKE ACTION
AND GET TESTED TODAY!
PAGE 6



UCAN! UCARE ACTIVITY
NETWORK PAGE 7

Get connected!

1-888-778-8204
1-877-728-3311 (TTY)

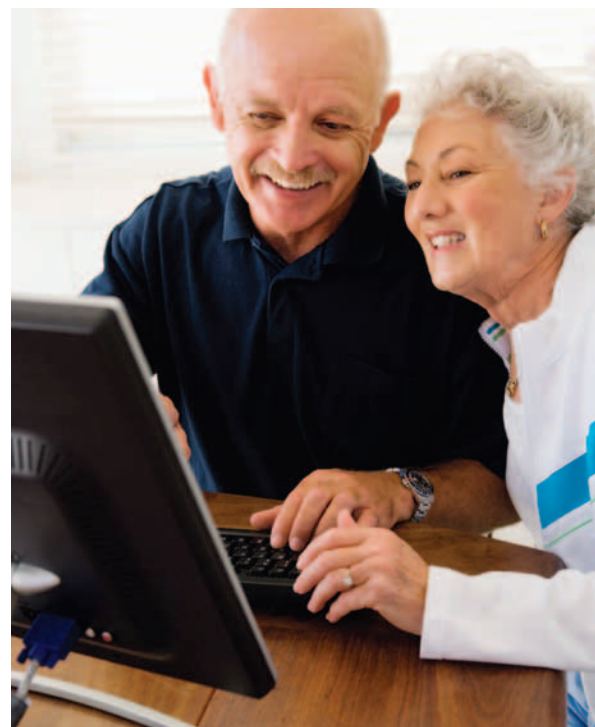
For reliable health information 24 hours a day, you can call the nurses at Health Connection. They can offer health advice when you're not feeling well, or answer your health questions. This service is included in your *UCare for Seniors* membership.

Introducing **My Health Decisions**

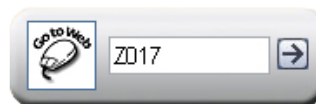
WE KNOW THAT SOME HEALTH CARE decisions are not always clear and easy to make. And not all treatments are one size fits all. A health decision that's right for one person might not fit you or your particular situation. That's where "My Health Decisions" comes in. We are excited to offer you an informative new interactive web tool to help you make the best health care decisions for you and your loved ones. Simply visit www.ucare.org, and click on *My Health Decisions* in the *News and Tools You Can Use* box in the lower right corner. Or you can access the tool directly by visiting www.ucare.org/myhealth.

My Health Decisions offers helpful information about various health conditions, treatment options and preventive testing, risks, and outcomes. The tool walks you through all the decision points you go through when deciding on the best possible course of action to treat a condition. Interactive features help you understand how a decision fits with your personal values, priorities, and health goals.

The next time you are faced with a difficult health decision, try out this great new tool. For example, maybe you have back pain caused by a herniated disc, and



want to know more about your treatment options. You can go directly to the section on herniated discs by typing z017 in the *Go to Web search* box in My Health Decisions.



Future issues of *PrimeTime* will provide more good tips about how to use My Health Decisions for different health conditions. Test-drive it today to stay on top of your health decisions. 🐾



A message from **Nancy Feldman**

PRESIDENT AND CEO

Nancy J. Feldman

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DEAR UCARE FOR SENIORS MEMBER:

Thank you to the 2,500 members who were able to attend our recent UCare member meetings. We hope that you were able to learn more about your 2011 benefits and have your questions answered. If you weren't able to attend but still have questions, you can send a secure message to Customer Services by logging onto our new member site at www.ucare.org or by calling the number located on your UCare member ID card.

I have another exciting update about the Medicare Plan Ratings. Medicare rates how well health plans perform in different categories including quality of care, customer service, and overall member experience. I am pleased to say that *UCare for Seniors* received 4½ out of 5 stars for the second year in a row. This high rating is a real testament to the shared collaboration between UCare, our provider partners and our members.

In another repeat performance, the eighth State's Largest Senior Stretch & Stroll was held at the Minnesota State Fair this summer. More than 1,000 enthusiastic people came and learned how to safely stretch their muscles before strolling the fairgrounds. This year at the Fair, UCan! EnhanceFitness class participants were asked to join the Stretch & Stroll Physical Activity Challenge. Everyone in each class tracked their physical activity for one month with the goal of being the class with the most minutes of activity. This year, the class from South Washington Senior Center logged 26,752 minutes! Some class members were invited to come on stage and help lead the audience through different exercises. A good time was had by all.

Thank you again for choosing UCare. Best wishes for a happy and healthy new year.

Sincerely,

Nancy J. Feldman
President and Chief Executive Officer



Take a shot at preventing flu

A flu shot is an important way to shield yourself and others from the threat of flu. UCare encourages you to visit your provider, or bring your UCare member ID card to a flu shot clinic in the community, to get a free flu shot. A shot can still protect you even after flu season starts. Talk to your doctor if you are unsure about getting the vaccine. Be sure to ask your doctor if you need a pneumococcal shot – it can help protect you from pneumonia.



UCare Notice of Privacy Practices

This Notice describes how medical information about you* may be used and disclosed and how you can get access to this information. Please review it carefully.

Why are we telling you this?

UCare believes it is important to keep your health information private. In fact, the law requires us to do so. The law also requires us to tell you about our legal duties and privacy practices. We are required to follow the terms of the Notice currently in effect.

What do we mean by “information”?

In this Notice, when we talk about “information,” “medical information,” or “health information,” we mean information about you that we collect in our business of providing health coverage for you and your family. It is information that identifies you.

What kinds of information do we use?

We receive information about you as part of our work in providing health plan services and health coverage. This information includes your name, address, date of birth, gender, telephone numbers, family information, financial information, health records, or other health information. Examples of the kinds of information we collect include: information from enrollment applications, claims, provider information, and customer satisfaction or health surveys; information you give us when you call us about a question or when you file a complaint or appeal; information we need to answer your question or decide your appeal; and information you provide us to help us obtain payment for premiums.

What do we do with this information?

We use your information to provide health plan services to members and to operate our health plan. These routine uses involve coordination of care,

preventive health, and case management programs. For example, we may use your information to talk with your doctor to coordinate a referral to a specialist.

We also use your information for coordination of benefits, enrollment and eligibility status, benefits management, utilization management, premium billing, claims issues, and coverage decisions. For example, we may use your information to pay your health care claims.

Other uses include customer service activities, complaints or appeals, health promotion, quality activities, health survey information, underwriting, actuarial studies, premium rating, legal and regulatory compliance, risk management, professional peer review, credentialing, accreditation, antifraud activities, as well as business planning and administration. For example, we may use your information to make a decision regarding an appeal filed by you.

In addition, we may use your information to provide you with appointment reminders, information about treatment alternatives, or other health-related benefits and services that may be of interest to you. We may also share information with family members or others you identify as involved with your care, or with the sponsor of a group health plan, as applicable.

Who sees your information?

UCare employees see your information only if necessary to do their jobs. We have procedures and systems to keep personal information secure from people who do not have a right to see it.

(Continued on page 4)

* In this Notice, “you” means the member and “we” means UCare.



UCare Notice of Privacy Practices

(Continued from page 3)

We may share the information with providers and other companies or persons working with or for us. We have contracts with those companies or persons. In those contracts, we require that they agree to keep your information confidential. This includes our lawyers, accountants, auditors, third-party administrators, insurance agents or brokers, information systems companies, marketing companies, disease management companies, or consultants.

We may share your information with a medical record locator service. This can help caregivers find health plans and other caregivers that have health information about you. The caregiver can then get that information to help make better decisions about your treatment. If you prefer not to be included in the medical record locator service, you may opt out by calling **I-888-329-5270** (toll free). If you are hearing impaired, please call the TTY number at **I-888-341-4487** (toll free).

We also may share your information as required or permitted by law. Information may be shared with government agencies and their contractors as part of regulatory reports; audits; encounter reports; mandatory reporting such as child abuse, neglect, or domestic violence; or in response to a court or administrative order, subpoena, or discovery request. We may share information with health oversight agencies for licensure, inspections, disciplinary actions, audits, investigations, government program eligibility, government program standards compliance, and for certain civil rights enforcement actions. We also may share information for research, for law enforcement purposes, with coroners to permit identification or determine cause of death, or with funeral directors to allow them to carry out their duties. We may be required to share information with the Secretary of the

Questions

If you have questions or want to file a complaint, you may contact our Privacy Officer at UCare Attn: Privacy Officer, P.O. Box 52, Minneapolis, MN 55440-0052. You may also file a complaint with the Secretary of the U.S. Department of Health & Human Services at the Office for Civil Rights, U.S. Department of Health & Human Services, 233 N. Michigan Ave., Suite 240, Chicago, IL 60601. We will not retaliate against you for filing a complaint.

Department of Health and Human Services to investigate our compliance efforts. There may be other situations when the law requires or permits us to share information.

Other uses and disclosures not described above will be made only with your written permission. We will also accept the permission of a person with authority to represent you (such as a guardian).

That permission may be cancelled at any time. However, the cancellation will not apply to uses or disclosures we made before we received your cancellation. Also, once we have permission to release your information, we cannot promise that the person who receives the information will not share it.

We do not sell or rent information to anyone. We treat information about former members with the same protection as current members.


What are your rights?

- You have the right to ask that we don't use or share your information in a certain way. *Please note that while we will try to honor your request, we are not required to agree to your request.*
- You have the right to ask us to send information to you at an address you choose or to request that we communicate with you in a certain way. For example, you may request that your mailings be sent to a work address rather than your home address. We may ask that you make your request in writing.
- You have the right to look at or get a copy of certain information we have about you. This information includes records we use to make decisions about health coverage, such as payment, enrollment, case, or medical management records. We may ask you to make your request in writing. We may also ask you to provide information we need to answer your request. We have the right to charge a reasonable fee for the cost of making and mailing the copies. In some cases, we may deny your request to inspect or obtain a copy of your information. If we deny your request, we will tell you in writing. We

may give you a right to have the decision reviewed. Please let us know if you have any questions about this.

- You have the right to ask us to correct or add missing information about you that we have in our records. Your request needs to be in writing. In some cases, we may deny a request if the information is correct and complete, if we did not create it, if we cannot share it, or if it is not part of our records. All denials will be in writing. You may file a written statement of disagreement with us. We have the right to disagree with that statement. Even if we deny your request to change or add to your information, you still have the right to have your written request, our written denial, and your statement of disagreement included with your information.
- You have the right to receive a listing of the times when we have shared your information in some cases. Please note that we are not required to provide you with a listing of information shared prior to April 14, 2003; information shared or used for treatment, payment, and health care operations purposes; information shared with you or someone else as a result of your permission; information that is shared as a result of an allowed use or disclosure; or information shared for national security or intelligence purposes. All requests for this list must be in writing. We will need you to provide us specific information so we can answer your request. If you request this list more than once in a 12-month period, we may charge you a reasonable fee. If you have questions about this, please contact us at the address provided on page 4.
- You have the right to receive a copy of this Notice from us upon request. This Notice took effect Oct. 27, 2008.

What else do you need to know?

We may change our privacy policy from time to time. As the law requires, we will send you our Notice if you ask us for it. The Notice can also be seen online at www.ucare.org. If you have questions about this Notice, please call UCare Customer Services at the toll free number listed on the back of your member card. 

LivingWell

UCare's Healthy U Program

Colon cancer – Take action and get tested today!

COLON CANCER TESTS CAN DETECT CANCER, AND they can also prevent it. Testing allows doctors to find growths – called polyps – and remove them before they turn into cancer.

If you've never had the screening, you may feel apprehensive, but as you'll learn through one *UCare for Seniors* member's experience, having peace of mind makes the process worthwhile.

It seemed like a typical afternoon. Jon and his wife were sitting in their family room going through the mail. Jon came across a postcard from UCare reminding him to get tested for colon cancer. For years he had received health reminders, but had never responded to them.

However, at that moment, something struck a chord with Jon. He simply picked up the phone and called his clinic and scheduled an appointment. "Well, schedule me, too," his wife chirped in while Jon was talking to the scheduling nurse.

Both in their 70s, Jon and his wife had put off the test for years. But now they realized that there was a huge reward in knowing the results. Even if a growth was found, it would be good to find it early and have it removed.

Jon admits that having someone go through the test around the same time as him – whether a spouse or a friend – made it easier to handle.

Soon the results were in and Jon and his wife were both cancer free. They wondered why they hadn't done it



sooner. They both say that when the time comes, they will definitely do the test again. Their experience has encouraged other family members to get tested as well.

Jon says, "You just have to do it. It's not when, it's now." 🐾

Did you know?

- Early stages of colon cancer often have no symptoms.
- Colon cancer is the third most common cancer and the second leading cause of cancer death among Americans.
- Thanks in part to routine testing, the death rate for colon cancer has steadily decreased over the past 15 years.

Your opinion matters

Every year the Centers for Medicare & Medicaid Services randomly mails surveys to help monitor and improve the quality of care provided to Medicare members.

The surveys may look similar, but they collect different kinds of information. With both surveys, your information is kept private and won't affect your UCare membership.

UCan! UCare Activity Network: A perfect fit for you

CHOOSE ANY OR ALL OF THE three great UCan! fitness options in 2011 – health club savings, EnhanceFitness classes, or a Do-It-Yourself kit. Starting January 1, there will be some changes to UCan!

Health Club Savings

In 2011, members who belong to a participating health club can receive a reduction of up to **\$15** in their monthly health club membership fees – without a minimum visit requirement.

To qualify, bring your UCare ID card to a participating facility and complete a health club participation form.

Do-It-Yourself Kits

The UCan! Do-It-Yourself kit contains portable exercise

equipment gear for use at home or away. In 2011, you have two kits to choose from!

Each kit is available for \$10 (includes shipping and handling). One additional kit may be purchased for \$40 each calendar year.

Kit #1

Includes:

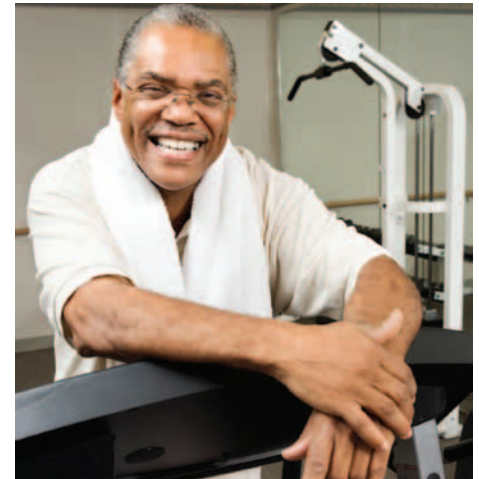
- A high-end pedometer.
- A resistance band.*
- An activity program booklet.
- A UCan! Be Fit DVD.

Kit #2

Includes:

- A walking and interval workout instructional DVD.
- A strength training DVD.
- Resistance tubing.*

**The resistance band and tubing contain natural rubber latex which may cause an allergic reaction in sensitive individuals. A non-latex replacement band can be substituted in either kit at the member's request.*



Find a participating health club or order a Do-It-Yourself kit by going online to www.ucare.org or by calling Customer Services at the numbers listed on page 8. To receive information by e-mail or to receive the UCan! Be Fit e-newsletter, please e-mail us at ucan@ucare.org. ➔

The Medicare Health Outcomes Survey (HOS) asks questions about your health status, including:

- Your physical and mental health.
- If you have had osteoporosis testing or bone density testing.
- If your doctor has given advice to start, increase, or maintain your level of exercise or physical activity.
- If you have discussed how to manage your risk of falling with your doctor.

- If you have discussed any problems with urine leakage with your doctor.

The Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey collects information on your experience and satisfaction with your health care:

- Overall health care and health plan satisfaction.
- Health plan customer service.

- Personal doctor and specialist satisfaction.
- Receiving needed care and getting care without delays.

If you receive one or both surveys, please fill them out and send them back in the self-addressed, stamped envelope provided. By doing so you can help UCare members continue to receive high-quality care.



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Send comments to: PrimeTime | UCare | P.O. Box 52 | Minneapolis, MN 55440-0052


Find out what's new online


HAVE YOU BEEN TO WWW.UCARE.ORG LATELY? We've added and enhanced our online tools to help you easily get the information you're looking for.


Get more from your membership at our new member site



All of your personal, secure health plan information is just a click away. Go to www.ucare.org and click on *Member sign-in* located in the top menu bar. If you are new to the site you will need to click on *Register* located under the Login button and go through the registration process to access the site. Please note that if you were registered at our old site, you will need to re-register. After registering, you will receive an e-mail to confirm your account. Once you are confirmed you can:

 **Go green and start going paperless** – Opt-in to view some member materials online instead of receiving them in the mail – including *PrimeTime!* Now it's easier than ever to cut down on clutter and waste.

 **Send secure messages** – Due to security issues, sending personal information via regular e-mail is never a good idea. Now with the new member site you can send your questions and comments safely and securely to UCare Customer Services.

 **Order a new member ID card** – Whether you simply misplaced your member ID card or accidentally ran it through the washing machine, you can now order a new card with the click of a button.

 **Change your address and phone number** – Keep your contact information up-to-date by changing your address or phone number online.

 **View claims** – Can't remember when you had your last annual exam? Now you can view your claims history and see when you went to the doctor. 

Important plan information.

This information is available FREE in other forms to people with disabilities by calling:

Customer Services

612-676-3600

1-877-523-1515 (toll free)

TTY machine/Hearing Impaired

612-676-6810

1-800-688-2534 (toll free)

8 a.m. to 8 p.m.,
 seven days a week

www.ucare.org



WENDY WICKS

Managing Editor

KRISTEN MUELLER

Associate Editor

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