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NEWS RELEASE

FOR IMMEDIATE RELEASE:
November 16, 2022

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NEW YORK HEALTH PLAN ASSOCIATION PUTS SPOTLIGHT ON CONSUMERS ***“Real New Yorkers, Real Stories” Highlight Health Plans’ Care for Patients***

Highlighting the value health plans are providing to their members and their contributions to the communities they serve, the New York Health Plan Association (HPA) today unveiled *Real New Yorkers, Real Stories*. The new series features stories that illustrate the work health plans are undertaking to support the health care needs of consumers regardless of whether they purchase coverage on their own, obtain insurance through their employer, or are enrolled in a variety of government-sponsored programs.

“HPA’s member plans provide a broad range of programs to meet the unique health needs of New Yorkers and improve the care of the communities they serve,” said Eric Linzer, HPA President and CEO. “For the millions of individuals that our health plans cover, including some of the state’s most vulnerable residents, these stories offer examples of the innovative approaches health plans are taking to support their members’ care and the vital role they play in strengthening our communities.”

The stories, will appear on the Consumer Stories section of HPA’s website (<https://nyhpa.org/consumer-stories/>), and feature consumer vignettes from the following health plans:

- **Capital District Physicians’ Health Plan (CDPHP):** After suffering a heart attack, one CDPHP member says he actually felt “lucky” because the cardiac rehabilitation program offered by the plan helped him prioritize caring for himself, helping him to eat and sleep better and exercise more so that, a year after his heart attack, he has more energy, feels stronger, and is just overall healthier.
- **Cigna:** The plan’s Cancer Support Program is a whole person care model that offers patients education on what to expect, help in setting up treatment plans, and address gaps in care including identifying and meeting behavioral health needs and support services. The program assists patients throughout their treatment and recovery journey.

- **EmblemHealth:** To help the 2022 school year get off to a good start, EmblemHealth not only provides children and families with free backpacks, school supplies and care packages, but also uses its 14 Neighborhood Care centers located throughout the New York City Metro Area and Long Island to provide free in-person and virtual health education and wellness classes, and connect individuals and families to community resources to address social determinants of health.
- **Empire BCBS HealthPlus:** When a 27-year-old Spanish-speaking, expectant first-time mother started experiencing feelings of stress and occasional hopelessness, the OB case management team at Empire BCBS HealthPlus jumped into action, providing an array of services to the expectant mom and baby to be. In addition to connecting her to medical and nutritional services as well as counseling to help her deal with her anxiety, the plan even threw her a virtual baby shower.
- **Fidelis:** Looking to use telehealth services to engage members living in rural communities who are not currently seeing their assigned PCP, Fidelis instituted a new telehealth pilot program that offers care management services that are specialized for the individual member. Different aspects of the program are tailored for specific patients' needs such as reducing barriers for LGBTQIA+ members living in rural areas and addressing food insecurity issues to help a member learn about better nutrition and healthier meal choices.
- **Healthfirst:** Looking to provide improved timely postpartum visits for low-income, high-risk mothers, Healthfirst joined forces with Mount Sinai hospital to develop an innovative intervention program to educate new moms about health conditions, common postpartum symptoms and to connect them with needed community support services.
- **Highmark:** When a Highmark member was looking to make – and stick to – lifestyle changes, Highmark's personalized care management program was the help he needed. Education and supports are individually tailored to help members meet and maintain their goals.
- **Independent Health:** The health plan's RedShirt program helps members with acute and chronic conditions coordinate their care, as well as connect them with programs to improve their health and maintain a healthier lifestyle, and provide support to patients who may be non-compliant with their prescriptions, including assisting them with proper drug utilization or managing multiple medications.
- **MetroPlusHealth:** When a family of five experiencing long term homelessness came to the attention of the MetroPlusHealth housing task force, the plan quickly determined they were eligible for the Emergency Housing Voucher program and then helped place them in a 3-bedroom apartment in the Bronx. The plan also worked to coordinate connections to medical providers and identify community-based resources to further assist the family.
- **Molina Healthcare of NY:** When a 47 year old member of Molina Healthcare of NY was admitted to the hospital with dangerously high glucose levels, the plan's case management team stepped in to support her. With preventive medication interventions and supports, the member was able to lose weight and get her blood sugar levels under control.

- **MVP Health Care:** Recognizing the benefits that therapy dogs can provide to people of all ages, MVP Health Care teamed up with the Albany Police Department to start a therapy dog program with three specially trained dogs that provide affection, comfort and support to people in need.
- **UnitedHealthcare:** When one of its members became seriously ill while on vacation and out of the country, UnitedHealthcare's Health Advocate program helped to coordinate medical and transportation services and get the member back to the U.S. to receive care at the family's local hospital.

The website will be updated with new stories on a regular basis.

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The New York Health Plan Association represents 29 managed care health plans that provide comprehensive health care services to more than 8 million New Yorkers.