# Regions Served by the HMOs of Coventry Health Care, Inc. (Commercial Group Business)

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www.CoventryHealth.com

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Coventry’s Gold Standards

Coventry has established a set of quality standards that all Coventry plans are committed to implementing and meeting. These standards are based on the process of continuous quality improvement and apply to both the quality of service and health care delivered to our members. They include:

- Practitioner & Provider Network
- Customer Satisfaction
- Utilization Management
- Information Management and Analysis
- Clinical Quality Improvement
- Service Quality Improvement
- Internal Process Improvement
- Outcome-based Performance
- Patient Safety
- Delegation

In addition to adhering to Coventry’s Gold Standards, Coventry plans seek external accreditation to meet State, Federal or local market area requirements.

INTRODUCTION

The Coventry Health Care, Inc. Quality Performance Report was developed to present HEDIS® 2005 quality performance measures and to describe the improvement initiatives Coventry plans have undertaken to improve the quality of care and service delivered to our members.

Our members think of Coventry as a health improvement company. Through initiatives such as post card reminders for various health screenings and assistance in managing complex cases and diseases, we make it easier for members to receive the necessary services for their health. The HEDIS measures reflect how well we are assisting members in improving their health.

The ability to measure and chart the gradual increase in our organization's HEDIS scores is an important part of Coventry's overall focus on continual improvement. Since 2000, Coventry has demonstrated improvement in 21 out of 22 HEDIS measures (and the 2005 score exceeded the national average in the remaining category).

During this six year period, member satisfaction with customer service has improved over 10 percentage points, and 2005 scores for overall satisfaction with quality of care, quality of claim processing, as well as member satisfaction with Coventry plans exceed national averages.

Coventry plans have also shown marked improvement in scores pertaining to health care services received by our members. For instance, since 2000, the HEDIS scores of Coventry plans have improved by over 10 percentage points in each of the following key categories:

- Adolescent Immunizations
- Cervical Cancer Screening
- Comprehensive Diabetes Care (Diabetic Eye Exam)
- Comprehensive Diabetes Care (HgA1c Testing)
- Comprehensive Diabetes Care (Diabetic Lipids)
- Comprehensive Diabetes Care (Kidney Disease)
- Beta-Blocker Treatment after Heart Attack

Coventry plans monitor progress on new HEDIS measures. For example, in 2001, HEDIS introduced measurements pertaining to High Blood Pressure and Cholesterol Screening, both of which have demonstrated significant improvement over the past five years.

Developing HEDIS measures and conducting clinical and service improvement studies are part of our ongoing efforts to systematically monitor, evaluate and improve the quality and adequacy of health services provided within the Coventry plans. Continuously improving core performance measures, as measured by HEDIS, is also an integral part of Coventry Gold Standards.
WHAT IS HEDIS 2005?

The Health Plan Employer Data and Information Set (HEDIS) is a standardized set of performance measures developed by the National Committee for Quality Assurance (NCQA). HEDIS allows health plans to develop meaningful information about the quality of their services and permits employers to understand the value of health care that they are purchasing. It also provides the health plans with measures upon which to continuously improve their clinical and customer services.

This report presents the results of HEDIS 2005 for Coventry for care and services delivered prior to and during 2004. HEDIS 2005 specifications were followed to obtain data to develop these measures.

NCQA Quality Compass®

We used Quality Compass 2005 national averages as benchmarks. Quality Compass 2005 is NCQA’s comprehensive national database of health plans’ HEDIS and the Consumer Assessment of Health Plan Survey (CAHPS®) results.

HEDIS 2005

The measures presented on the following pages look at Coventry plans’ performance across a broad spectrum of health care services that fall into these general areas:

Effectiveness of Care
• Childhood Immunizations
• Adolescent Immunizations
• Breast Cancer Screening
• Cervical Cancer Screening
• Chlamydia Screening in Women
• Comprehensive Diabetes Care
• Beta-Blocker Treatment after Heart Attack
• Controlling High Blood Pressure
• Cholesterol Management After Acute Cardiovascular Event
• Use of Appropriate Medications for People with Asthma
• Follow-Up After Hospitalization for Mental Illness

Access/Availability of Care
• Prenatal and Postpartum Care

Use of Services
• Childhood and Adolescent Well-Care Visits

Member Satisfaction
• Health Care
• Getting Needed Care
• Personal Doctor
• Health Plan
• Customer Service
• Claims Processing

Questions
Any questions? Please call Pamela Mittelstadt, RN, MPH, Corporate Quality Management Director, Coventry Health Care, 301-581-5895.
HEALTH PROMOTION AND CARE MANAGEMENT ACTIVITIES

This report also includes the description of quality improvement initiatives taken by the Coventry plans to improve the health and service to members.

Member and Practitioner Reminder System
One of the tools that Coventry plans use is the Member and Practitioner Reminder System. This system assists Coventry plans in identifying members who are in need of preventive screening tests, immunizations or special monitoring tests because of a chronic condition, such as diabetes. Coventry plans will send reminder cards or telephone members to let them know about the test or service they need to have to maintain their health and detect early or prevent disease.

The system also provides the Coventry plans with a list of practitioners whose patients are in need of tests or immunizations. The practitioners are sent the lists to assist them in remembering the services their patients need.

Disease Management Programs
Coventry plans provide disease management services to members with chronic conditions. These programs encourage self-care and provide telephone management and complex case management to those at risk. The Plans also work with physicians to promote evidenced-based care.

Health Information on Coventry’s Website
Coventry provides our members with easy access to health information with a click of a mouse. Our website’s “Health Information” area offers links to nationally recognized websites such as the National Heart, Lung and Blood Institute, March of Dimes, American Diabetic Association, American Lung Association and the American Heart Association. Additionally, all of our members can link directly to WebMD as a reliable source for medical information.

The Coventry member page provides information and links to credible and effective sources for chronic conditions, such as diabetes, asthma and heart disease. Coventry also provides helpful, age-specific information for men, women and children.

Coventry members can request and receive email reminders for the scheduling of mammograms, pap smears, colon cancer screenings and cholesterol testing. Coventry provides links to national non-profit organizations that allow members to request reminders.

Coventry members have access to a simple to follow online health risk assessment tool. Using this evaluation instrument, members can easily benchmark and improve their wellness.
Childhood immunizations are the most effective means of preventing a variety of diseases affecting children and one of the most cost-effective strategies in preventive health care. This measure shows the percentage of children in Coventry plans who received their appropriate immunizations by their second birthday. These immunizations help to prevent serious illnesses such as polio, tetanus, whooping cough, hepatitis and influenza and assist in preventing the potentially harmful effects of mumps, measles and chickenpox.

For the past seven years, Coventry plans have continued to increase the percentage of children receiving their immunizations, and this year exceed the national average.

Coventry plans utilize a variety of initiatives to promote the receipt of immunizations for children who are two years and under. These include reminder letters to parents, follow-up telephone calls, birthday card reminders to children, lists of children not immunized to members’ physicians, articles in the member newsletters and distribution of preventive health guidelines to physicians and members. Many Coventry plans have partnered with State Immunization Registeries to promote the receipt of immunizations, and to ensure they have the complete information.

Coventry 1998 and 1999 rates are based on Combo 2 (Four DTP, three OPV, one MMR, three Hepatitis B, and two Hib vaccines). Beginning in 2000, Coventry reported childhood immunization rates based on * Combo 1, which is the same as Combo 2 of 1998 and 1999 and the same as the NCQA benchmark. Coventry 2005 rate is based on Combo 1.

* As of HEDIS 2002, Combo 1 includes three Hib vaccines.
Immunizations protect adolescents against preventable and serious illness, and are one of the best examples of prevention in medicine. These immunizations help to prevent serious illnesses, such as hepatitis and assist in preventing the potentially harmful effects of mumps, measles and chickenpox.

For the past five years, Coventry plans have continued to increase the percentage of adolescents receiving their immunizations.

Coventry developed an Adolescent Immunization Toolkit to promote member and physician initiatives to promote the receipt of immunizations for adolescents by their 13th birthday. The toolkit includes reminder letters to parents and physicians, birthday card reminders to adolescents, member and physician immunization forms, and chart stickers. Coventry plans also print articles in the member newsletters and distribute preventive health guidelines to physicians and members. Many Coventry plans have partnered with State Immunization Registeries to promote the receipt of immunizations, and to ensure they have the complete information.

Coventry adolescent immunization rates are based on Combo 1 (a second dose of MMR by the 13th birthday and three Hepatitis B vaccines on or before the member’s 13th birthday).
Providing children and adolescents with necessary preventive care lays the foundation for building healthy adults. These measures provide information on preventive care for children and adolescents.

Coventry plans exceeded the national average for the number of children and adolescents receiving the recommended number of well-care visits. Coventry plans increased the percentage of children, 3 to 6 years old receiving well-care visits by 2.3 percentage points and also increased the percentage of members, who received six or more well-care visits in the first fifteen months of life. The number of adolescents receiving the recommended number of well-care visits increased by 1.1 percentage points.

Many diseases and disorders of childhood, adolescence, and adulthood can be prevented or lessened in severity if detected early. Preventive care can be key to staying healthy throughout life. Effective preventive care includes providing many kinds of screening, counseling, and immunization services:

- Immunizing children against a range of diseases.
- Routinely measuring children's height and weight.
- Conducting vision screening regularly.
- Counseling children and their parents about which foods to eat and which to avoid.
- Talking to them about the importance of exercise in staying healthy throughout life.
- Screening those at risk for high cholesterol, sexually transmitted diseases, alcohol problems, tobacco, lead poisoning, and more.

Coventry promotes the receipt of childhood and adolescent well-care through the adoption of recognized preventive health guidelines. Coventry plans include preventive health guidelines in member and provider newsletters. The Coventry website includes childhood and adolescent health information with links to nationally recognized websites.
This measure looks at the percentage of women who delivered a live baby who:

- Received prenatal care during the first trimester of their pregnancy or within 42 days of enrollment in the plan
- Had a postpartum visit between 21 days and 56 days after delivery

Good prenatal and postpartum care is the perfect example of preventive medicine. A healthy diet and lifestyle, vitamin supplementation and identification of maternal risk factors all need to begin early in pregnancy to have the best possible impact on outcome. These factors can have an effect on the birth weight and health of the baby, and on the mother’s readiness to care for her newborn.

Coventry plans exceeded the national rates for the percentage of pregnant women who received timely prenatal and postpartum care. The percentage of women who received prenatal care during the first trimester of their pregnancy increased by 2.3 percentage points. The percentage of women who received timely postpartum care increased by 2.6 percentage points.

Coventry plans use a variety of approaches to encourage women to receive care early in their pregnancy and receive timely follow-up care after delivery. All Coventry plans have Prenatal Programs in place to assess a pregnant woman’s risk factors for having a premature delivery. Pregnant women receive prenatal educational materials. The Coventry website includes health information for pregnant members, as well as links to nationally recognized websites. For those identified to be at high risk, Coventry plans provide complex case management to teach the early signs of labor and encourage women to keep their practitioner appointments and maintain a healthy lifestyle.
This measure looks at how well women are screened for breast cancer. It provides the percentage of women between the ages of 50 and 69, who had at least one mammogram during the past two years. The National Cancer Institute estimates that approximately one in eight American women will develop breast cancer in her lifetime. Early detection can lead to earlier, more successful and less invasive treatment. The most effective way to detect breast cancer when it is treatable is with an X-ray of the breasts called a mammogram.

Coventry plans exceed the national average for the number of women being screened for breast cancer.

Coventry plans implemented several different types of interventions depending on their physician and member community. Reminder letters were sent to women over fifty whose records did not document a mammogram in the past two years. Besides the letter addressing the need for mammograms, the letter also emphasized the need to see their practitioner to receive a clinical breast exam, listed places where they could receive a mammogram without a referral and how to do self-breast exams. Reminder letters were also sent to practitioners with a list of their patients who were in need of a mammogram. Coventry plans provide an opportunity for their members to request to receive email reminders to schedule an appointment for a mammogram from nationally recognized organizations websites. Coventry plans make available preventive care recommendations from the U.S. Preventive Services Task Force for their female members. The recommendations, aimed at keeping women healthy, include breast cancer screening recommendations along with other female specific preventive health recommendations.
This measure provides the percentage of women age 18 to 64 who had at least one Papanicolaou (Pap) test during the past three years. Approximately 13,000 new cases of cervical cancer are diagnosed each year, and about 4,100 women die from the disease. If cervical cancer is detected early, the likelihood of survival is almost 100 percent with appropriate treatment and follow-up.

Coventry plans exceed the national average for the number of women being screened for cervical cancer.

Coventry plans sent reminders to women about their need to receive a Pap smear and reminders to practitioners with lists of their patients who needed to have a Pap smear. In some Coventry plans with large employer groups, reminders were included in employer mailings. Articles about the need for regular cervical cancer screening also appeared in the member newsletters. Coventry plans provide an opportunity for their member’s to request to receive email reminders to schedule an appointment for a Pap test from nationally recognized organizations websites. Coventry plans make available preventive care recommendations from the U.S. Preventive Services Task Force for their female members. The recommendations, aimed at keeping women healthy, include cervical cancer screening recommendations along with other female specific preventive health recommendations.
This measure looks at the percentage of sexually active women 16–25 years of age who were screened for chlamydia. Chlamydia trachomatis is the most common sexually transmitted disease (STD) in the United States. Approximately 3 million people are infected each year. Screening for chlamydia is essential because the majority of women who have the condition do not experience symptoms. The main objective of chlamydia screening is to prevent pelvic inflammatory disease (PID), infertility and ectopic pregnancy, all of which have very high rates of occurrence among women with untreated chlamydia infections. Chlamydia is more prevalent among adolescents and young adult women.

For the past four years, Coventry plans have increased the percent of women aged 16 – 25 years who have been screened for chlamydia.

Several Coventry plans sent reminders to women educating them about the need to be screened for chlamydia, reminders were also sent to practitioners with lists of their patients in need of a chlamydia screening. Coventry plans make available preventive care recommendations from the U.S. Preventive Services Task Force for their female members. The recommendations, aimed at keeping women healthy, include chlamydia screening recommendations along with other female specific preventive health recommendations.
These four measures provide a comprehensive clinical picture of how well the members with diabetes are managing their care. They identify areas about which members and their practitioners need to be reminded in order to prevent the complications of diabetes. The measures look at the percent of diabetics who had:

- Dilated eye exam
- Lipid profile blood test (LDL-C screening)
- Glycohemoglobin (HgA1c) blood test
- Test to monitor for kidney disease

Coventry plans were able to improve the care delivered to members with diabetes as evidenced by an increase in all of the comprehensive diabetes care measures. They also exceeded the national average in 3 of these measures.

Diabetes is one of the most costly and highly prevalent chronic diseases in the U.S. Complications from the disease cost the country nearly $100 billion annually. Members receiving the tests listed above on a regular basis can prevent many of these complications.

Coventry plans developed a variety of actions to improve the care to members with diabetes. Reminder letters were sent to diabetics and practitioners whose patients with diabetes had not received the necessary tests. Telephone calls were made when necessary. Complex case management was provided to diabetics at high risk. Some Coventry plans sent general education materials, such as diabetic self-care handbooks to members with diabetes. Some Coventry plans sponsored health fairs where members could receive education, as well as eye and foot exams, and laboratory tests.
Coventry Plans’ Quality Performance as Compared to NCQA National Average for Beta-Blockers After Heart Attack

This measure looks at the number of Coventry plan members age 35 and older who had a heart attack and then received a prescription for a beta-blocker, which can help prevent a second heart attack. Heart disease is the leading cause of death in the United States, and every year more than 500,000 Americans die from heart disease. Annually, approximately 1.5 million Americans suffer a heart attack. Beta-blockers are a remarkably effective, low cost drug that have been shown to significantly reduce morbidity and mortality associated with heart disease, as well as reduce the chance of a second heart attack.

For the past six years, Coventry plans have continued to improve, and again this year exceeded the national average. The Coventry plans were able to increase the rates of members with a previous heart attack receiving the appropriate medication by 1.5 percentage points.

In some Coventry plans, the Utilization Review nurses, while they were in the hospital, identified members who had suffered a heart attack. If the member was not on a beta-blocker, the Medical Director would discuss this with the member’s physician, if appropriate. As a result, the plans’ rates increased again.
CONTROLLING HIGH BLOOD PRESSURE

Coventry Plans' Quality Performance as Compared to NCQA National Average for Controlling High Blood Pressure

This measure looks at whether blood pressure was controlled in members age 46-85 years old who are diagnosed with hypertension. Blood pressure control is demonstrated by a blood pressure reading less than or equal to 140 mm Hg systolic and 90 mm Hg diastolic. An estimated 50 million American adults (1 in 4) have high blood pressure. Untreated hypertension may, over time, cause damage to other organs such as the heart, kidney and brain. Studies have shown that aggressively treating high blood pressure can reduce mortality from heart disease, stroke and kidney disease.

For the past four years, Coventry has continued to increase the number of members whose blood pressure is controlled, and in 2005 again exceeded the national average. The Coventry plans were able to increase the rate of members whose blood pressure is controlled by 3.2 percentage points.

Several Coventry plans sent letters to members with hypertension, educating them on the importance of controlling their blood pressure. Coventry plans have also included information on healthy lifestyles such as diet and activity in member newsletters. The Coventry website includes health information for members with high blood pressure as well as links to nationally recognized websites.
Coventry Plans’ Quality Performance as Compared to NCQA National Average for Cholesterol Management after Acute Cardiovascular Event

This measure assesses the percentage of members hospitalized for acute myocardial infarction (AMI), coronary artery bypass graft (CABG) or percutaneous translumina coronary angioplasty (PTCA), who received an LDL cholesterol screening between 60 and 365 days after hospital discharge. Total blood cholesterol is directly related to the development of coronary artery disease and coronary heart disease, with most of the risk associated with LDL cholesterol. Reducing cholesterol in patients with known heart disease can reduce the risk of heart attack, stroke or death by as much as 40 percent.

For the past three years, Coventry plans have continued to increase the percent of members who received LDL Cholesterol screening after being hospitalized for a cardiac event.

Coventry plans have implemented several methods encouraging at-risk members to receive cholesterol screenings. Reminder letters have been sent to members for follow up testing. Coventry plans have also included information on healthy lifestyles, such as diet and activity in member newsletters. Coventry plans provide an opportunity for their members to request email reminders to schedule a cholesterol test. Coventry’s website includes health information for members with high cholesterol, as well as links to nationally recognized websites.
This measure is the percentage of members 5-9, 10-17 and 18-56 years of age with asthma who are prescribed appropriate medications. Asthma is the most common chronic childhood disease, affecting an estimated 5 million children. Approximately 15 million people in the United States have asthma. People with asthma collectively have more than 100 million days of restricted activity and 5,000 deaths annually. Asthma-related suffering, cost and death can be reduced through appropriate medication use, symptom management and avoidance of asthma attack triggers.

For the past three years, Coventry plans have increased the percent of members receiving appropriate medication. The Coventry plans were able to increase the percent of members receiving appropriate medication by 2.8 percentage points.

Coventry plans developed a variety of actions to improve the care to members with asthma. Letters were sent to members with asthma who had not filled a prescription for asthma control medication encouraging the member to contact their primary care physician. Letters were also sent to practitioners whose patients with asthma had not filled a prescription for medications to control asthma. Complex case management was provided to asthmatics at high risk. Some Coventry plans sent general education materials, such as asthma self-care handbooks to members with asthma. The Coventry website includes health information for members with asthma as well as links to nationally recognized websites.
Coventry Plans’ Quality Performance as Compared to NCQA National Average for Follow-up After Hospitalization for Mental Illness

This measure looks at the percentage of members age 6 and over who were hospitalized for selected mental disorders and who were seen on an outpatient basis by a mental health provider within 7 days or within 30 days after their discharge.

Coventry plans increased the percentage of members receiving appropriate 7 day and 30 day follow-up care after being hospitalized for selected mental health disorders. The percentage of members receiving appropriate 7 day follow-up care after being hospitalized for selected mental health disorders exceeded national averages.

Lapses in care following discharge from inpatient treatment are associated with decreased mental health status, health risks related to poorly managed medication use, and readmission. Ensuring timely aftercare for members discharged from inpatient treatment plays an important role in maintaining and improving members’ health status.

Coventry plans work with their Behavioral Health Care vendors to establish guidelines for scheduling and tracking ambulatory follow-up visits after discharge from inpatient treatment.
At Coventry, we value the opinions of our members. Thus, we annually perform a member satisfaction survey, using the standardized HEDIS survey tool (CAHPS 3.0). Member satisfaction is measured in two areas: quality of health care and quality of service.

Health care quality is measured by overall satisfaction with health care, personal physician care, and getting needed care (figure 1).

Coventry member satisfaction with quality of health care exceeds the national average in all areas.
Health care service is measured through satisfaction with the health plan, customer service and claims processing (figure 2).

Coventry member satisfaction with quality of service increased this year in all areas, Coventry plans also exceed the national average in all areas of health care service.