

ENGAGE

QUARTERLY MAGAZINE | WINTER 2019



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MyBlueKCMA.com



Kansas City

BLUE MEDICARE
ADVANTAGE



KIRBY MCDANIEL
VP of Government Programs
and Product Development

One year ago, we launched ENGAGE. And here we are — already — with our first issue of 2019. Where does the time go? What happened to the holidays? Why is it so cold out?

Yes, it's the new year. Which gives us all a chance to reflect, reprioritize and reboot. (As well as bundle up.) We've been thinking about how we can help inspire more positive change in your life, and how we can support you on your health journey.

Inside this issue you can read about the importance of your Annual Wellness Visit, and the convenience

of choosing home delivery for your maintenance prescriptions. You can learn about the health benefits of volunteering, plus all the ways Blue KC is giving back. You can even try a new recipe for a Hearty Winter Stew — one that's packed with veggies and sure to comfort your soul on a blustery day.

Here's to another year of ENGAGE. Here's to a happy and healthy 2019,

Kirby B. McDaniel
Kirby McDaniel

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Now Showing: Blue Medicare Advantage and a Movie

8 Great New Year's Resolutions

A new year is upon us. And with it, comes the chance to resolve to live well, be healthy and strive for more meaningful connections in our lives.

Eat healthier.

Eat healthy foods, but fewer calories. Check out the MyPlate program at choosemyplate.gov for tips.

Get more exercise.

Exercise increases cardiovascular health, strengthens bones, improves balance and helps manage weight.

Get a check-up.

See your primary care doctor around your birthday. Remember, your annual wellness visit is covered, and you can earn a \$25 gift card for completing it. See page 5 to find out how.

Plug in.

Learn how to use the internet and social media to stay connected to friends and family. Being in touch is healthier than feeling isolated.

Use your brain.

Read. Do crossword puzzles. Take a class. The more you challenge your brain, the better it will work.

Get enough sleep.

Folks of every age need a minimum of 7 to 8 hours of sleep. This will make sure you function at your best.

Guard against falls.

Falls are the leading cause of injuries and death in older adults. Always watch your step and rid your home of tripping hazards.

Declutter your home.

Clean out your garage and closets. Shred that ancient paperwork. Share those cherished family keepsakes today.

**Welcome to an event that's rated I, for informative,
and rated E, for entertaining.**

At Blue Medicare Advantage and a Movie, members can learn how to get the most out of their Medicare Advantage plan. And then, kick back and enjoy a free movie.

We'll start with a 30-minute Blue Medicare Advantage presentation. Then we'll open the floor to a 30-minute question and answer session. After that, we'll dim the lights, ask you to silence your phones, and roll right into the feature film — complete with a free drink and popcorn.

This event is a great way to start the new year off right. You can chat in-person with a Blue KC Medicare representative and learn how to begin using your benefits. And if you have questions about your annual exams,

we'll have a registered nurse on-hand to help determine which appointments you should schedule in 2019.

Ready to take advantage of this blockbuster opportunity?

To register in advance, please visit MedicareBlueKC.com/Meetings, or call 1-833-253-8907.

Dates, Times & Locations

1/24/2019 – 9:00 am, Legends AMC

1/31/2019 – 9:00 am, Ward Parkway AMC

2/7/2019 – 9:00 am, Barry Road AMC

2/14/2019 – 9:00 am, Olathe Strang Line AMC

2/21/2019 – 9:00 am, Independence AMC

2/28/2019 – 9:00 am, Town Center AMC



Did you know that Medicare covers a yearly appointment to discuss your plan of preventive care for the year ahead? The new year is the perfect time to sit down and have a healthy conversation with your primary care physician (PCP).

At Blue KC, we think the doctor-patient relationship is very important. We believe in a patient-centered approach where your primary care physician helps you coordinate all of your care. Your PCP is your “go-to” person — your healthcare quarterback. We can’t stress how important it is to have a PCP you can trust.

As a Blue Medicare Advantage member, you’ll want to participate in this annual wellness visit. It’s the perfect opportunity for you and your PCP to create a prevention plan based on your needs.

As part of the visit, your physician will:

Give you a health-risk assessment.

This may include a questionnaire that you complete (with or without the help of your doctor) before or during the visit. It captures your health status, injury risks, risk behaviors and urgent health needs.

Take your medical and family history.

Make a list of your current providers, durable medical equipment (DME) suppliers and medications. Medications include prescription medications, as well as vitamins and supplements that you may take.

Create a written 5-10 year screening schedule or checklist.

This checklist depends on your individual health status, screening history and what age appropriate, Medicare covered, preventive services for which you are eligible.

Identify risk factors and current medical and mental health conditions, along with related current or recommended treatments.

Check your height, weight, blood pressure, and body mass index.

Screen for cognitive impairment, if necessary.

Cognitive impairment includes diseases such as Alzheimer’s or other forms of dementia. Medicare does not require that physicians use a test to screen patients. Doctors are asked to rely on their observation of the patient or on reports by the patient and others.

Review risk factors for depression.

Review your functional ability and level of safety.

This includes screening for hearing impairments and your risk of falling. Your doctor may also assess your ability to perform activities of daily living such as bathing and dressing and also the level of safety in your home.

Give health advice and referrals to health education or preventive counseling services or programs aimed at reducing identified risk factors and promoting wellness. These include weight loss, physical activity, smoking cessation, fall prevention, and nutrition.

Tips for making the most of your Annual Wellness Visit.

- Be prepared. Before your appointment, spend some time thinking about all the questions and concerns you want to talk about with your doctor. Write them down in a notebook, prioritize them and take the notebook with you to your appointment.
- Come ready to listen, talk and ask questions. Don’t be afraid to speak up. You are an important part of your healthcare team. Being part of a team requires trust and clear, open communication. It’s very important to tell your doctor if you don’t understand something.
- Be specific. Be as clear as possible when describing any problems you may be having. For example, if you have headaches, tell the doctor how often you get them, if anything special seems to bring them on and how long they last.
- Take notes or ask for a summary of the visit. It’s difficult to remember everything your doctor says during an appointment, so write it down. Ask your doctor to repeat any instructions you don’t understand or explain any terms you’re not familiar with.
- Consider bringing a family member or trusted friend into the exam room. It can be hard to listen and understand complex information especially if you’re not feeling well.



Engage in Your Member Rewards Program

The Member Rewards Program rewards Blue Medicare Advantage members with \$25 gift cards to popular local and national popular retailers for completing two of the following health actions throughout the year.

- Annual Wellness Exam or other qualified wellness visits
- Breast cancer screening

Things to remember:

- Registration opens January 1, 2019 and is required to participate in the program.
- You must complete the appointments listed above before December 31, 2019.
- The maximum gift card reward per member is \$50 per plan year.
- Gift cards will be awarded to registered members once claims have processed.

Popular Retailers:

- Walmart • Walgreens • Target • Amazon • CVS • Hy-Vee

To register, visit MedicareBlueKC.com/Rewards or contact Customer Service at 1-833-601-3817.



Zero in on \$0 Mail-Order Benefits

Looking to start 2019 on the right foot? Looking to make your life a little easier? Members who receive their pharmacy benefit through Blue Medicare Advantage may want to think about how to get their prescriptions easily. With Blue Medicare Advantage, of course you can go to any chain retail pharmacy of your choice along with many independent pharmacies. But there's another way to have your prescriptions filled — home delivery from our vendor MedImpact Direct.

MedImpact Direct is a convenient, single source for all your home delivery needs. This mail-order pharmacy is designed to make it easier for you to receive maintenance drugs — drugs you take routinely for conditions like high blood pressure, high cholesterol and diabetes. You can get up to a 90-day supply for just one simple payment.

What makes 90-day fills so convenient?

- \$0 Tier 1 and Tier 2 copays
- Save on prescription copays, where applicable.
- Receive a 90-day supply of your medication where applicable (Most Tier 1 and Tier 2 medications qualify).
- Reduce the risk of running out or missing a dose of your prescription medication.
- Take fewer trips to the pharmacy.

How to sign up?

To start service with MedImpact Direct, you'll need a 90-day supply prescription for your first custom delivery order. You'll also need to provide some important information — including your allergies, payment information and shipping address.

Get your prescriptions in 4 ways.

1. Call MedImpact Direct

Call toll-free at 855-873-8739 (TTY dial 711). Press 4 to register. Phone lines are open Monday through Friday:

7:00 am - 7:00 pm (Central Time) and Saturday:
8:00 am - 4:00 pm (Central Time).

2. Visit MedImpact Direct Online or Use the App

You may register at www.medimpactdirect.com or use the mobile app in the Apple App Store or Google Play by searching for and downloading the MedImpact Direct Pharmacy app. You can set up your account in advance, and also review information about your prescription drugs, update your patient profile, order refills, and manage shipping and payment information.

3. Your Provider Sends Your Prescription

Your provider can submit your prescription electronically via ePrescribing or fax to 888-783-1773. Please note: Faxes are only accepted from your healthcare provider. Once your prescription is received, MedImpact Direct will contact you for payment information and to obtain your shipping address.

4. Mail Your Prescription

Download the form at [www.medimpactdirect.com/Getting Started](http://www.medimpactdirect.com/GettingStarted) or call to have a form mailed. Send it, along with your prescription, to: MedImpact Direct, P.O. Box 51580, Phoenix, AZ 85076-1580

Tracking your order.

Once your prescription has been processed, you can track your orders at MedImpactDirect.com. You can review information about your drugs, order refills and manage your shipping/payment information. If you manage refills via the website, you can request email status updates about your order.

If you have questions or concerns, please contact MedImpact Direct at 855-873-8739 (TTY dial 711) or by email at customerservice@medimpactdirect.com. For security reasons, do not include any personal health or payment information in your email.

Now That's a PUZZLE



		6			5	7
	9		6	8		
7	8		5			4
	1	5		4	2	9
	7		3			
3	9			7	1	
	5		4	8		9
	8	2	6			
			2	7	4	6

9	1	3	8	2	7	4	5	6
4	8	2	6	5	9	3	7	1
6	5	7	1	4	3	8	2	9
3	4	9	2	8	6	7	1	5
2	7	5	9	3	1	6	4	8
8	6	1	5	7	4	2	9	3
7	2	8	3	1	5	9	6	4
5	9	4	7	6	8	1	3	2
1	3	6	4	9	2	5	8	7

Blue KC Chiefs Kingdom Champions always bring their A game.

The Blue KC Chiefs Kingdom Champions program, powered by Blue Cross and Blue Shield of Kansas City (Blue KC), puts the spotlight on the Blue KC Chiefs Kingdom Champions who make our community a better place to live, work and play.

Blue KC Chiefs Kingdom Champions, selected from nominations submitted by Kansas City Chiefs fans, are recognized during the pregame festivities at each Chiefs home game at Arrowhead Stadium.

The champion is asked to conduct the official first pass of the game to a former Chiefs player or celebrity. The champion and their guest not only get the on-field experience — they also receive two tickets to the game to cheer on the Chiefs to victory.

Blue KC Chiefs Kingdom Champions stand out for their many admirable qualities. They've been a catalyst for a cause that's enriched the lives of others. They've made a significant impact on individuals or the community at-large. They've gone above and beyond for a cause, or they've simply dedicated their life to selflessness and serving others.

Mitch Holthus, broadcaster of the Kansas City Chiefs, is brand ambassador for the Blue KC Chiefs Kingdom Champions. "This program

is a wonderful thing for our community, and I'm proud to be associated with it. The program highlights those who are making a difference in so many areas, from public service and the armed forces to everyday men and women who go above and beyond to give back to others. This program truly is making Kansas City a better place to live, work and play," shares Holthus.

Do you know someone who'd make a good Blue KC Chiefs Kingdom Champion? Blue KC and the Chiefs are accepting nominations at www.chiefs.com/bluekc.

Discover the Health Benefits of Volunteering



A volunteer can make a profound and lasting difference in the lives of others. But did you know that by helping others you can help yourself too? Research has shown that volunteering offers many mental and physical health benefits — especially for older adults.

5 healthy reasons to volunteer.

1. Decrease your risk of depression.
2. Enjoy a sense of purpose and fulfillment.
3. Stay physically and mentally active.
4. Reduce stress and reduce your risk of disease.
5. Meet new people and develop new relationships.

Hundreds of volunteer hours. 1 goal. Making Kansas Citians happier and healthier.

At Blue KC, we know how good it feels to give back. So every year our company and employees make a habit of helping the people in our communities. We hope our work inspires you to consider volunteering, too. Here's a look back on how we made a difference in 2018.

Harvesters Partnerships

We sponsored 3 Food 4 thought panel discussions to highlight food access and food insecurity. Most recently in the Kansas City Business Journal focusing on children and families reaching more than 12,000 people in the business community.

After the Harvest

Blue KC employees volunteered and gleaned 1,300+ pounds of produce before delivering them directly to local pantries for immediate distribution.

Harvesters Week

Every July, employees participate in a giving program that provides meals to school children on summer break — when they don't have access to the meals they depend on during the school year. Employees donated \$15,240 through an online food drive, brought in more than 3,000 pounds of food, and volunteered nearly 300 hours.

Cultivate KC

Supports local farmers with technical assistance support and mini-grants to make efficiency improvements.

It also provides matching dollars for Double Up Food Bucks participants so that every family in our

community has access to healthy food at the local farmer's market.

In addition, it helps refugee farmers like Dhan Rai at Juniper Gardens Training Farm. A fourth-year farmer from Bhutan, Dhan Rai plans to start his own farming business with the knowledge he's gained.

It also provides support, guidance and technical assistance hours to support local food projects like the Cornerstones of Care Healthy Living & Food Systems program.

What Can You Do?

Well Stocked is a signature Blue KC program that brings local partners together to increase awareness of hunger issues facing underserved areas in Kansas City. These participating organizations are always looking for volunteers. We invite you to offer your time, passion and expertise to any of them. Interested in learning more? We've included the partners, and their websites, below.

Harvesters Community Food Network

Search their calendar for different ways to help, from food delivery to donation sorting to front-desk greeting. www.harvesters.org

After the Harvest

Help collect produce that would otherwise go to waste — fruit and vegetables left in farmers' fields after the harvest. www.aftertheharvestkc.org

Cultivate Kansas City

If you have an interest in urban farming, there are lots of great ways to get involved. From working in the field, to helping at events, to assisting in the office. www.cultivatekc.org

Kansas City Community Gardens

Offers tons of great opportunities to get your hands dirty with many programs and initiatives aimed at empowering low-income families to grow their own nutritious food. www.kccg.org



Doesn't it Feel Good to be Heard?

Think about the last time you had something to say, and you knew you had the full attention of the person to whom you were talking.

It's a powerful feeling to know you've been heard, isn't it? It makes us feel important, understood and valued. It validates us. When someone is truly "all ears," we feel supported and appreciated.

Unfortunately, the art of being a good listener is falling by the wayside. We're not having as many face-to-face conversations. And when we do, it's easy to be distracted by other things — like our smart phones, the internet or the TV.

So the next time you have a conversation, we invite you to stop and think. Are you really listening? Are you giving your friend or family member the full and thoughtful attention they deserve? Listening might come easier for some people than others, but anyone can improve their listening skills.

8 ways to be a good listener.

- Remove or avoid distractions. Turn off or ignore electronic devices and resist the temptation to multi-task.
- Look for non-verbal cues and tone of voice. Learn how to read what people are really saying beyond their words.
- Be a mirror. Match the body language and tone of voice of the person to whom you're listening.
- Empathize. Sympathize. Show interest. Use positive words and body language to show you're engaged.
- Practice silence. Being silent invites a speaker to share more of their thoughts and feelings.
- Ask probing questions. Ask open-ended questions that require more than just a yes or no answer.
- Don't interrupt or change the subject. Allow the other person to finish their thought before you speak.



You'll Be Glad to Hear About Your TruHearing Benefit

TruHearing is an exclusive hearing aid savings program for Blue Medicare Advantage members. You can save an average of \$980 per hearing aid compared to national average prices. And, you have the freedom to visit more than 4,800 TruHearing locations across the country.

Don't let hearing loss hold you back from the things you love. Call TruHearing at 800-334-1807 to learn more and to schedule your hearing exam. Customer service representatives are available Monday through Friday, from 7 a.m. to 7 p.m. CST.



10 Surprising Flu Facts

1. Disinfectants have been tested to kill the flu virus. Sanitizers only kill bacteria.
2. Merely breathing can spread the flu — a single breath harbors thousands of viruses.
3. The flu is three times as likely to kill a person who is obese than someone of normal weight.
4. Washing your hands is your second-best defense against the flu. Getting a vaccine is the first.
5. The less moisture there is in the air, the longer the flu can live and infect people.
6. Antivirals are most effective if they're taken within the first 48 hours of having symptoms.
7. Because of their immature immune systems, children are the biggest spreaders of the flu.
8. The flu can live up to 24 hours on hard surfaces like doorknobs, keyboards and elevator buttons.
9. The flu can trigger heart attacks. It causes inflammation all over your body, which can increase the risk of developing blood clots in the heart.
10. Don't sneeze into your hands, or you'll transfer the virus to whatever you touch next. Instead, cough or sneeze into a tissue or the crook of your arm.

Centers for Disease Control (CDC) and National Foundation for Infectious Diseases

Resolve to Use SilverSneakers® and Make 2019 Healthier



As a Blue Medicare Advantage member, you already have the SilverSneakers® fitness benefit at no extra cost. So, are you getting your SilverSneakers on? If not, the new year is a great time to start. More than a fitness program, SilverSneakers is a way of life.

What do participants say about SilverSneakers?¹

- 88% – SilverSneakers has improved my quality of life.
- 58% – I've made new and valuable friendships.
- 71% – I discovered I can do more than I thought I could.
- 88% – I feel healthier.

There are many ways to use your fitness benefit. Try them all. See what fits best.

- Visit any participating location, any time. There are 15,000+ locations that include gyms, community and senior centers, YMCAs and more. Use pools, free weights, cardio equipment and indoor walking tracks.^{2,3}
- Try SilverSneakers classes. The classes are offered at select participating locations. They're designed for all fitness levels and abilities. You'll find cardio, strength and balance classes.⁴
- Work out at home with SilverSneakers On-Demand™ class videos. These videos of real SilverSneakers classes are easy to follow. Do them right in the comfort of your home.
- Download the SilverSneakers GO™ app. This app includes workouts, schedule reminders and a participating location finder.

No matter how you use it, SilverSneakers is a great way to be active and improve your health. To get started, go to SilverSneakers.com/StartHere, get your member ID number, pick a location to visit – and go!

1. 2017 SilverSneakers Annual Participant Survey

2. Participating locations ("PL") are not owned or operated by Tivity Health, Inc. or its affiliates. Use of PL facilities and amenities is limited to terms and conditions of PL basic membership. Facilities and amenities vary by PL.

3. At-home kits are offered for members who want to start working out at home or for those who can't get to a fitness location due to injury, illness or being homebound.

4. Membership includes SilverSneakers instructor-led group fitness classes. Some locations offer members additional classes. Classes vary by location.

Hearty Winter Stew

Recipe

METHOD OF PREPARATION

1. In large soup pot, turn heat to high and begin sautéing onions, celery, carrots and garlic in olive oil. Season with salt and pepper.
2. After 3 minutes, add tomatoes and beans. Sauté for another 2 minutes.
3. Deglaze with liquid (stock or water) while stirring.
4. Add stock and fresh herbs. Season to taste with salt and pepper.
5. Reduce heat to a simmer, add potatoes, then cover pot. At this point, simmer low and slow.
6. Stir every 15 minutes and don't allow to burn.
7. After 30 minutes – 2 hours, season to taste.
8. Serve and enjoy!

GARNISH OPTIONS

Fresh chopped parsley, grilled piece of bread, fresh cracked black pepper

CHEF NOTES

- Can add pork, beef, and/or chicken to stew for added protein.
- Winter greens can be collard, mustard or Swiss chard, but recommend collards.
- This recipe is vegan and gluten free.

From the kitchen of Blue KC Chef Kyle Williams. Bon appetit!

Ingredients

Potatoes, red bliss, cubed – 4 cups

Winter greens, rough chopped – 4 cups

Garbanzo beans – 3-4 cups

Carrots, sliced – 1 cup

Onion, yellow, diced – 1 cup

Celery, small diced – 1 cup

Tomatoes, medium diced – 2 cups

Garlic, minced – 1-3 tbsp.

Thyme, fresh, chopped – 1 tsp.

Rosemary, fresh, chopped – 1-3 tsp.

Vegetable stock or water – 2-4 quarts

To taste – salt, black pepper

Olive oil – as needed (1-2 tbsp.)



Did you know RNs are on call 24/7?

Now, all Blue Medicare Advantage members have access to a 24-Hour Nurseline. Call 1-833-546-9354 with your healthcare questions or concerns. Any time of the day, or night – 365 days a year.

NOW SHOWING AT A THEATER NEAR YOU: BLUE MEDICARE ADVANTAGE AND A MOVIE



Don't miss Blue Medicare Advantage and a Movie. An event where you can learn about your Medicare Advantage plan and benefits, connect with other members, and even catch a free flick!

Blue Medicare Advantage and a Movie Dates, Times & Locations

- 1/24/2019 – 9:00 am, Legends AMC
- 1/31/2019 – 9:00 am, Ward Parkway AMC
- 2/7/2019 – 9:00 am, Barry Road AMC
- 2/14/2019 – 9:00 am, Olathe Strang Line AMC
- 2/21/2019 – 9:00 am, Independence AMC
- 2/28/2019 – 9:00 am, Town Center AMC



BLUE MEDICARE **ADVANTAGE**

Blue Cross and Blue Shield of Kansas City
2301 Main St., Kansas City, MO 64108

1-866-508-7140, TTY 711

Telephone lines are open 8 a.m. to 8 p.m., 7 days a week. You may receive a messaging service on weekends and holidays from April 1 to September 30. Please leave a message and your call will be returned the next business day.

Blue Cross and Blue Shield of Kansas City's Blue Medicare Advantage includes both HMO and PPO plans with Medicare contracts. Enrollment in Blue Medicare Advantage depends on contract renewal.

*Medicare Advantage Compliance and Fraud, Waste & Abuse Hotline (anonymous 3rd Party Vendor):
844-227-1790*

Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross and Blue Shield Association. The HMO products are offered by Blue-Advantage Plus of Kansas City, Inc. and the PPO products are offered by Missouri Valley Life and Health Insurance Company, both wholly-owned subsidiaries of Blue Cross and Blue Shield of Kansas City.

Health and wellness or prevention information.

PRSR STD
U.S. Postage
PAID
Blue Cross and
Blue Shield
of Kansas City