

## Geisinger's Fresh Food Pharmacy

Geisinger Health System has introduced its Fresh Food Pharmacy, a new program that offers food insecure, diabetic patients in Shamokin, Pa., prescriptions for free foods aimed at keeping their disease under control.

"Diabetes, as well as other diet-related illnesses, is a serious issue in low-income communities," explained Andrea Feinberg, M.D., Geisinger medical director for health and wellness.

The Fresh Food Pharmacy is a Central PA Partnership program between Geisinger Health System, Weis Markets, the Degenstein Foundation and the Central Pennsylvania Food Bank. Patients enrolled in the program receive free groceries and meal plans designed by Geisinger dietitians to support dietary requirements. Regular phone calls from a nurse, free diabetes wellness classes, recipes, and incentives provide the support patients need to stay with the program. Additionally, nurses, physicians and pharmacists are closely involved to assist patients with education and support while monitoring their condition and their changing medication needs.

The American Diabetes Association recommends diabetics eat vegetables, fruit and lean proteins, choose whole-grain foods while avoiding excess salt, high calorie snack foods and foods high in saturated or trans fats. Following those guidelines, Dr. Feinberg noted, can be a challenge for low-income patients because the fresh and nutrient-dense foods are difficult to afford. The Fresh Food Pharmacy is stocked with items consistent with American Diabetes Association guidelines.

The Fresh Food Pharmacy program was purposely piloted in Shamokin where, according to the U.S. Census Bureau's most recent data, more than 20 percent of residents live below the poverty line. According to the 2015 Geisinger Shamokin Area Hospital Community Health Needs Assessment, 12 percent of Shamokin residents over the age of 20 have diabetes. Also, about one in three Shamokin residents is considered food insecure. Geisinger is working to expand this program to areas outside of Shamokin, Pa. Be sure to check [Geisinger.org](http://Geisinger.org) for updates.

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The Business Update is published quarterly by Geisinger Health Plan and serves as an informational resource for employers and brokers. Comments are welcomed. Please email [businessupdate@thehealthplan.com](mailto:businessupdate@thehealthplan.com).

*Geisinger Health Plan may refer collectively to Geisinger Health Plan, Geisinger Quality Options, Inc., and Geisinger Indemnity Insurance Company, unless otherwise noted.*



# Announcing the new and improved secure member service center

Visit our website, [GeisingerHealthPlan.com](https://GeisingerHealthPlan.com), to explore the newly updated secure member service center. It's easier than ever for our members to find information on the mobile-friendly site. After they register, your employees can:

- Search for a doctor, hospital or pharmacy that's covered under their plan
- Find information about their plan, including what services are covered and how to submit a claim
- Change their PCP
- Print a temporary ID card
- Send secure messages to Member Services online

Registration is free and easy. Encourage your employees to visit and register for the new [GeisingerHealthPlan.com](https://GeisingerHealthPlan.com)!

In 2018, we'll be working to improve the employer service center. Look for updates in future editions.



## Customer service call center improvements

We've recently made some improvements to our processes to better serve both you and your employees. These improvements include the implementation of:

- A new system to provide our customer service team quick access to the information needed to answer your questions
- Ulysses Learning, a nationally recognized leader specializing in customer service, coaching and leadership performance, to train our team and help them develop the skills to better assist you

We are continuously reviewing and evaluating our processes to ensure the best possible service is provided when you need it. We look forward to the success of our current changes as well as the implementation of future improvements.

# Why wellness works

## Motivation for donation:

### *A weight loss and donation success story*

Robert\* came to our team for health coaching during his wellness program. At this time, he had just found out that his wife needed a kidney. Miraculously, he found that he was a match. Unfortunately, the doctors told him that he would need to lose weight in order to meet their criteria or he wouldn't be able to donate.

At that point, he was eating what he called, "mama's home-cooked meals." These meals were often served in large portions without much consideration for weight management. He was also doing a lot of late night snacking. As Robert worked with his wellness specialist, Emily, he was able to cut late snacking, eat more frequent healthy meals, boost his protein and veggie intake, cut his portions, and increase his exercise routine.

Some of the health coaching sessions turned into pep talks to stay strong and focused during both the wellness and donation processes. Robert remained wholly dedicated and committed, moving closer to his goals every week. When he found that he was a match, the doctors told him that he would need to lose around 15 lbs. He met that goal by February 2017 and proceeded to work toward achieving a healthy weight. Today, he has far exceeded the required weight loss, losing over 35 lbs to date. On June 15, 2017 Robert successfully donated his kidney to his beautiful wife.

*"Coming for the health coaching appointments was very inspiring. [Emily] gave me a lot of tips, helped figure out exercises, gave me motivation, helped me learn what to eat and how to eat. It really helped a lot, gave me that push."*

*- Robert\*, wellness participant*

\*Names have been changed to protect our member's privacy.



## Wellness activities available to employers

There are a variety of activities available such as:

- Screenings
  - Including blood pressure, bone density and weight management
- Health coaching
- Presentations and courses
  - On topics such as fitness, stress management and nutrition
- Wellness challenges, competitions and programs

To learn about what Geisinger health and wellness services are available to your business, call us at **866-415-7138**.

## Important updates

### Changes to our mail order pharmacy benefit

As of July 1, 2017, our mail order pharmacy has changed from Express Scripts, Inc. to CareSite Mail Order. This change will provide better value and improved customer service. Most existing prescriptions are expected to transfer automatically and, if needed, CareSite will contact providers to ensure a smooth transition. Members who have used the mail order benefit in the last 6 months will be notified by letter.

If you or your employees have any questions about this change, would like more information, or need assistance with a prescription, call the customer service team at **800-988-4861**, Monday – Friday from 8 a.m. to 5 p.m.

# Geisinger

Health Plan

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## Save on summer fun

### Dorney Park & Wild Water Kingdom

Enjoy exclusive discounts on admission tickets. Members receive a savings of up to \$15 on single day tickets. These tickets are “good-any-day” admission tickets.

### Dutch Wonderland

Members can purchase single day admission tickets for \$32.99 plus taxes and fees. Discount applies to tickets purchased online only.

Purchase tickets here:

<http://tinyurl.com/ghpdw2017>

Username: 124GHP

Password: Duke1

### Hersheypark

Members receive \$14.85 off the regular, one-day admission price.

Tickets must be purchased online to receive the discount.

Purchase tickets here:

<http://tinyurl.com/ghp2015>

Use promotion code 12871



### Member tip

Learn more about our Accessories Program and the discounts we offer on everyday health-related items by visiting

[GeisingerHealthPlan.com](http://GeisingerHealthPlan.com).

Log in (registration required), go to the “Health & Wellness” drop-down menu and click “Local discounts.”