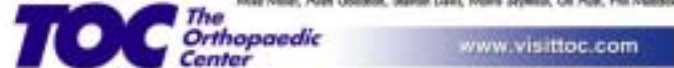




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 Huntsville (256) 890-4263
 Madison (256) 784-1219
 Scottsboro (256) 574-4449
 Fayetteville (937) 438-8168

Locations from left to right
 Ray Fambrough, Leah Hiers, Vanessa Mallick, Howard Miller, Richard Borsillo
 Middle row from left to right
 Brian Carter, David Griffin, Joe Clark, John Green,
 Mark Lehotsky, Chris Palmer, Craig Lincoln, Brian Schell
 Top row from left to right
 Mike Miller, Allen Goodson, Stacey Davis, Monte Szymon, Gil Aust, Phil Madden



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Your Healthcare Network Solution In North Alabama
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Holiday Closings:

July 3, 2006
 September 4, 2006



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NAMCI

YOUR HEALTHCARE NETWORK SOLUTION IN NORTH ALABAMA

North Alabama Managed Care, Inc. has long been recognized for its strong presence and quality network service in North Alabama. Through state-wide partnerships and national affiliations, the NAMCI name has spread throughout Alabama and the United States to our insurance and employer communities. We would like to thank our network affiliates and clients for our many years of success.

Thank you!

Sherree N. Clark
 Executive Director

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- New NAMCI Physicians

NORTH ALABAMA MANAGED CARE, INCORPORATED - YOUR HEALTHCARE NETWORK SOLUTION IN NORTH ALABAMA

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NEWS

Recipe for Worksite Wellness

What are the ingredients for a successful worksite wellness program? Being a dietitian, I can best relate the answer to a pie.

The foundation of a successful program is akin to the piecrust of a delicious, healthy and, of course, low-fat chocolate pie. A company's CEO or management's commitment is a major ingredient in supporting a wellness program. For example, the CEO supports a worksite wellness program by participating in opening ceremonies or a similar public relations event

illustrating endorsement of the program. In addition, forming an enthusiastic wellness committee can act

as a component advisory board addressing employees' concerns, issues and ideas. Another component of the foundation is obtaining employee support, having realistic objectives, and of course, a solid budget to support the effort.

The filling of the pie represents the next component of a successful program. This layer is a mixture of various credible diet and exercise programs. Programs are formulated from employee input through an interest and usage survey or through conducting a health fair. The health fair increases awareness of healthy and unhealthy habits, as well as drawing attention to the need for both exercise and nutritional counseling. Adjusting company policies to support good health habits is a must and can be folded in effortlessly.

Lastly, like meringue on a pie, is the communication, marketing and incentives of the program. Selecting an appropriate program title that closely meets employees' needs and accomplishes the objectives and goals of the program, the timing of the launch of the

program and its communication are all facets of the program that are a key to its success.

Most recently I had the opportunity to conduct a brief survey among human resource personnel of the North Alabama Chapter, Society for Human Resource Management. Almost two-thirds



LAURA WATSON, R.D.

of the individuals responding to the survey stated having no worksite wellness program. In stark contrast, a survey by the

A worksite wellness program is a "win-win" for both employers and employees.

Wellness Council of America (WELCOA) found approximately 60% of all large companies routinely offer physical activity initiatives and more than half offer weight control programs.

The top two reasons stated by the queried HR personnel for not having a program were lack of CEO commitment and lack of budget. Possible solutions to these two barriers include:

- Partnering with an upper management individual that is committed to a healthy lifestyle.
- Conducting an employer interest and usage survey of the need for wellness and presenting to upper management.
- Conducting and presenting an analysis of health care costs and the cost benefit/savings of having a wellness program.

Actively seeking discounts from local health clubs, pursuing outside speakers for lunch and learns, pooling employee funds for a weight or fitness challenge or

(continued on page 2)



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Worksite Wellness (continued)

sharing the expenses of hiring a Registered Dietitian with another company are possible solutions to a limited budget.

WELCOA's website (www.welcoa.org) has numerous low cost ideas. Organizing an annual company walk, changing the contents of the vending machines, highlighting success stories of employees losing and keeping weight off, providing a daily health tip via email, marking off the distances in your workplace, or providing nutritional analysis of foods in the cafeteria and promoting increased water consumption instead of consuming carbonated beverages are a few examples.

Also consider your employee's pocketbook. What are you doing to assist employees being reimbursed for weight management issues? Are you seeking any discounts for your employees to attend smoking cessation or weight control classes? Do you communicate the benefits of healthcare flexible spending accounts and making employees aware of using preventative/wellness education activities? Is your company offering any incentives for employees to maintain a healthy weight? Incentives such as a day off from work, paying an extra percentage of their insurance premium, or allowing employees to exercise a certain number of hours per week during work hours may be just the icing on the cake.

A worksite wellness program is a "win-win" for both employers and employees. Benefits such as lower absenteeism, higher productivity, lower worker's comp claims and in particular, lower health care costs can be obtained by combining all the right ingredients together. Doesn't it just make sense to use a proven recipe to institute a successful wellness program at your company?

Laura Watson, R.D.
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We are pleased to announce the selection of Beth Couch as Marketing and Sales Manager for Premier Health Networks, LLC. Beth has been with NAMCI and Comp1One for 4 years, and has over 14 years of healthcare experience. You may contact her at (256) 532-2766 with any NAMCI issues or questions.



BETH COUCH

Welcome NAMCI's Newest Physicians!

Name	Speciality
Armstrong, Deanna, MD	Psychiatry
Bagley, Dane, OD	Optometry
Barnes, Johnnie, OD	Optometry
Beedach, Sammy, MD	Internal Medicine
Conklin, Donald MD	Infectious Diseases
Cuthbertson, Bret, MD	Internal Medicine
Dragsten, Ellen, MD	Pediatrics
Duke, Jim, DMD	Oral Surgeon
Fernandez, Dennis, MD	Surgery, General
Gifford, James, MD	Nephrology
Gunn, William MD	Family Practice
Herrington, Carolyn, MD	Internal Medicine
Holder, Mark MD	Family Practice
Johnson III, Lloyd, MD	Orthopedic Surgeon
Joshi, Rupen, MD	Internal Medicine
Lunsford, Michael, MD	Internal Medicine
Mallette, Stephen DO	Dermatology
Marshall, Darby, MD	Otolaryngology
Maze, Baron, MD	Internal Medicine
McCarty, Joseph, MD	Pediatric Neurology
McDonough, Daniel MD	Psychiatry
Montgomery, Melanie, MD	Internal Medicine
Neal, Tracy, MD	Cardiovascular Diseases
Pineda, Tomas MD	Family Practice
Singleton, Tiffani, DO	Family Practice
Sterling, Milton, DPM	Podiatry
Treimer, Todd DO	Family Practice
Vitvitsky, Eugene MD	Surgery, Thoracic
Walker, Alex J., MD	General Surgery
Williams, Daniel MD	Family Practice

We have a Winner!

Linda Cremeen at Radiology of Huntsville won this month's gift certificate to Outback Steakhouse. To qualify for our monthly drawing, complete the entry card that accompanies the provider packet, and return it along with the completed packet within 30 days of receipt.

Please contact Cathy Ontiveros at (256) 532-2753 for this or any Provider Relation's questions.



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Aging Baby Boomers Flocking to Doctors

Suffering mainly from high blood pressure, arthritis and diabetes, members of America's "Baby Boomer" generation accounted for over half of all visits to the doctor during 2001, according to the Centers for Disease Control. Baby boomers are generally considered to be persons born during the post-World War II birth rate boom, lasting from 1946 through about 1964.

According to the CDC's latest National Ambulatory Medical Care Survey, 53 percent of patients visiting the doctor during 2001 were over age 45, compared to only 42 percent in 1992.

While the total number of people over 45 rose by 11 percent over the last decade, trips to the doctor increased by 26 percent for that age group. According to the CDC seniors and older baby boomers are seeing doctors more often to manage multiple chronic conditions, obtain newly-available drugs and seek preventive care.

Leading diagnoses for ailing baby boomers during 2001 were high blood pressure, arthritis and related joint disorders, the common cold, and diabetes. Doctor visits for treatment of diabetes went up 63 percent between 1992 and 2001.

Diabetes was the primary diagnosis at 27 million doctor visits in 2001.

"More Americans than ever before are seeking care for diabetes," said HHS Secretary Tommy G. Thompson in a press release, "and this is good since early diagnosis and careful management of diabetes can prevent or forestall serious complications. Most important though is for people to prevent diabetes by maintaining a healthy weight and being physically active," he said.

Overall about 16 percent of doctor visits were for preventive care. Among those 15-44 years of age, women were twice as likely as men to have preventive care visits. Those without insurance were less likely to see their physician for preventive care, thus supporting research that indicates that the uninsured are at a greater risk of not receiving preventive care or an early diagnosis.

The number of drugs prescribed or ordered for patients is rising and totaled 1.3 billion in 2001, reflecting both the need to prescribe multiple drugs for those with multiple conditions as well as the availability of many new and popular types of medication. Two of the most frequently prescribed drugs in 2001 were Celebrex and Vioxx, marketed to treat arthritis pain in 1997. Lipitor, a statin drug, Claritin, for allergies and the diuretic Lasix, round out the top five drugs in 2001. In 1992 the antibiotic, Amoxicillin (Amoxil) was the most frequently prescribed drug, but over the past decade antibiotic use has dropped 45 percent with the realization that antibiotics have been over-prescribed.

In 2001, about half of all visits were to the patient's primary care physician. About 1 visit in 10 was by a new patient, down 20 percent from 1992, and possibly reflecting greater continuity in physician/patient relationships. For over a fifth of the visits, patients had made 6 or more previous visits to the same physician during the year. On average, patients spent about 19 minutes with the physician, in addition to any time spent by the physician reviewing records and test results or time spent by the patient receiving care or instructions from other office staff. The vast majority of patients see the doctor in the office, but physicians report a small number of home visits and e-mail consultations.



According to CDC's survey, Members of America's "Baby Boomer" generation accounted for over half of all visits to the doctor during 2001.

CDC's National Center for Health Statistics conducts this annual survey of visits to the doctor as part of its National Health Care Survey, which also covers hospitals, outpatient and emergency departments, ambulatory surgery centers, nursing homes, hospices, and

home health care. The survey provides an opportunity to examine health care across a range of settings and to monitor patterns and shifts in the way health care services are provided and used.

Robert Longley
<http://usgovinfo.about.com>

Premier Health Networks of Alabama, LLC is your complete source for group health and worker's compensation management solutions.

Our mission is to:

- Provide quality care and outstanding service to improve the health and safety of those we serve;
- Treat each client with dignity, respect, courtesy and honor confidentiality;
- Be the best healthcare provider and case management organization in the state of Alabama;
- Partner with business and industry to provide cost-effective healthcare solutions;
- Maintain unprecedented loyalty from those we serve.

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