

The Advantage

A NEWSLETTER FOR OUR MEMBERS | ISSUE 1 | 2021

We're here for you.

As the COVID-19 situation continues to evolve, we're committed to helping you stay up to date on changes that may affect you. For important information about your care and coverage during this time, please visit the COVID-19 section of our website at **MartinsPoint.org/Covid19**. As always, if you have questions, please don't hesitate to call Member Services. We are here for you!



MARTIN'S POINT[®]
MEDICARE ADVANTAGE PLANS

GENERATIONS ADVANTAGE

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Looking Ahead to a Brighter Year

Dear Neighbor,

We want to warmly welcome our new Generations Advantage members and thank those who are continuing your membership with us for this new year. We appreciate your trust and look forward to being your partner in health in 2021.

Vaccines Offer Promise of a Brighter Year Ahead: An important part of our partnership is the support we provide as we continue to face the challenges of the current pandemic. The rollout of COVID-19 vaccines is great news and brings hope for a brighter future for us all. We urge you to watch for information from your primary care provider and/or state CDC vaccine clinic lists to get the vaccine as soon as it is available in your area and you become eligible. COVID-19 vaccines and testing are both covered by your plan for 2021.



Bring your red, white, and blue Medicare card when you get your COVID-19 vaccine! For Medicare to cover the cost of COVID-19 vaccine, you must provide your Medicare Beneficiary Identifier (MBI) number when you receive the shot so the provider or pharmacy can bill Medicare directly for the service. You can find this number on your **red, white and blue Medicare card**.

New Year, New Benefits: As we head into the new year, watch for a mailed reminder of the new or enhanced benefits in your 2021 plan. We've added great new options to your Wellness Wallet program, many new over-the-counter items, and more to help you stay fit and healthy! For details, look inside or go to MartinsPoint.org/2021Benefits.

As always, if you have any questions, please don't hesitate to call us. We are here for you!

Your Member Services Team



Keep Fighting the Flu!

Getting a flu shot this winter is more important than ever. Even with widespread mask wearing and social distancing, spread of the flu is still a very real concern. If you've already had your flu shot, thanks for taking care of yourself. If you haven't, please consider getting this important vaccination as soon as possible.

By getting a flu shot, you're not only helping protect yourself and the people around you, you're also helping slow the spread of another virus in our communities.

There are several places to safely get a flu shot as a member of Generations Advantage. For more information, including how the flu shot is covered under your plan, call Member Services or visit MartinsPoint.org/Flu.

For information on protecting your health while running essential errands and going to doctors' visits, visit the CDC "Your Health" website at [cdc.gov](https://www.cdc.gov).

Out-of-Network Cost Shares During COVID-19 Public Health Emergency

During the declared Public Health Emergency, all plan-covered, out-of-network services will be processed at the in-network member cost shares to follow guidance from The Centers for Medicare and Medicaid Services (CMS). Once the Public Health Emergency has officially ended, members receiving covered out-of-network services will return to being responsible for out-of-network cost shares. To help with this transition, Generations Advantage will continue to apply in-network member cost shares to covered services received from out-of-network providers for an additional 30 days after the Public Health Emergency has officially ended. If you need help finding an in-network provider, you can search our online provider directory or contact Member Services at 1-866-544-7504.

For Alliance (HMO) Plan & Focus DC (HMO SNP) Plan Members: Out-of-network services are ONLY covered if they are for urgent or emergency care.

For Flex (RPPO) Plan Members: If you receive out-of-network services that are NOT for urgent or emergency care, you will be responsible for out-of-network cost shares if the service takes place outside of Maine or New Hampshire.

Colorectal Cancer *Can Be Prevented*

March is National Colorectal Awareness Month, recognizing a deadly disease that will affect 1 in 23 Americans. The American Cancer Society estimates 150,000 Americans will be diagnosed with colorectal cancer this year.

Colorectal cancer almost always begins as a polyp, which is a noncancerous growth that develops in the inner lining of the colon or rectum. If a polyp progresses to cancer, it can grow into the wall of the colon, spreading from there.

Because of the slow growth of polyps, this is one of the few cancers that can be prevented before it starts. That's why timely screening is so important. Another reason is that early colorectal cancer often has no symptoms.

The U.S. Preventive Services Task Force (USPSTF) recommends that all adults between the ages of 50 and 75 years old regularly screen for colorectal cancer. There are several different screening options (see next page).

Ask your doctor when your next screening is. If you are due in 2021, talk to them about the pros and cons of each type of screening, as there's no one "best test" for everyone.

If you are between the ages of 50 and 75 and are due for a colorectal cancer screening, feel free to call Member Services to request a FIT kit.

There's no cost to you. We will be happy to mail one to you right away. Take this opportunity for a quick test that could save your life!



March is
**COLORECTAL
CANCER
AWARENESS**
Month

4 Fast Facts Colorectal Cancer Screenings

1

A **colonoscopy** is the most complete colorectal cancer screening. During this exam, a doctor detects changes or abnormalities in the entire colon and rectum, looking for both colorectal polyps and cancer. If found, the doctor can remove most polyps and some cancers. For most people, a colonoscopy should be done every 10 years.

2

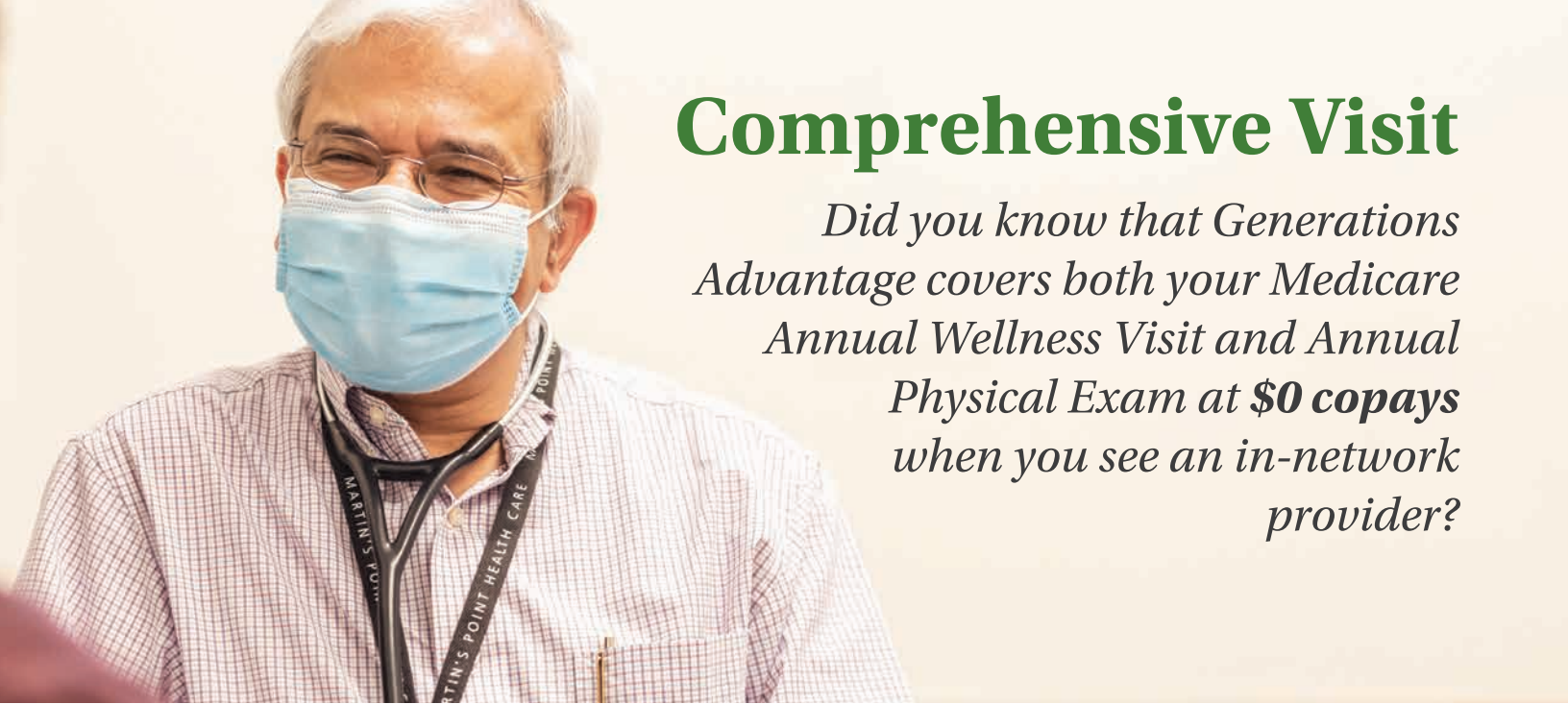
A **flexible sigmoidoscopy** exam is when a doctor examines the lower third of the colon with a short flexible lighted tube. This exam should be done every five years.

3

A **DNA-based test**, such as Cologuard®, detects changed DNA and microscopic blood cells in stool. It can detect some precancerous polyps. This test can be done at your home. A Cologuard test should be done every three years.

4

A guaiac-based, fecal occult blood test (**gFOBT**) and the fecal immunochemical test (**FIT**) look for hidden blood in stool, which can be an early sign of cancer. These tests can be done at your home, as well. These tests should be done each year.



Comprehensive Visit

Did you know that Generations Advantage covers both your Medicare Annual Wellness Visit and Annual Physical Exam at \$0 copays when you see an in-network provider?

It's very important to schedule both services every year. Each offers different kinds of care.

For your convenience, you can schedule your Medicare Annual Wellness visit as a telehealth visit. If you prefer an in person visit, your doctor may be able to schedule your Medicare Annual Wellness Visit and your Annual Physical Exam on the same day in one comprehensive visit. Take good care of your health and call today to schedule both important services!

WHAT TO EXPECT WITH EACH KIND OF PREVENTIVE SERVICE:

Annual Physical Exam

A hands-on examination where your doctor will normally do the following:

- Check your height, weight, and blood pressure
- Examine your skin, heart, lungs, etc.
- Review your medical history/risk factors

Medicare Wellness Visit

A conversation with your doctor to discuss your health goals, including:

- Your current medications
- Preventive services you need in 2021
- Whether you are feeling down or depressed
- Any changes in balance in the last year
- How much physical activity is right for you

***IMPORTANT NOTE:** Your \$0 copayment covers the preventive services listed above. Separate copayments may apply if additional services are provided during your visit.

If you have questions about these visits or other plan benefits, feel free to call Member Services!

Medicare Survey Season

If you were a member of a Generations Advantage plan last year, you may receive a survey in the mail soon. It's called the **Consumer Assessment of Healthcare Providers and Systems (CAHPS®)** survey. This survey asks questions about your experience and satisfaction with the care you received last year.

Medicare requires that all health plans mail this survey each year to a random sample of their members. If you receive the questionnaire, please fill it out and mail it back. The surveys help us understand how well we are meeting our members' expectations and show us

areas where we can improve. They are also an important way for Medicare to hear directly from you about your health care experiences.

If you have any questions about this, or any other plan mailers, please call Member Services.

We know your time is valuable. Thank you, in advance, for taking the time to let us know how we are doing!

CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).



Creativity Spurs Connections for Maine Seniors

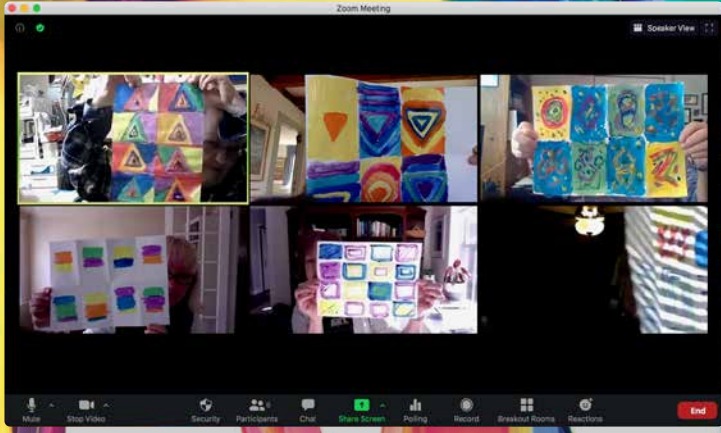
Martin's Point Health Care recently partnered with the Foundation for Art & Healing to offer an innovative version of their Creativity Circle™ group workshop program. It is part of the larger UnLonely Project, funded in part by the AARP Foundation and launched in 2016 to combat isolation and loneliness, which impact more than one-third of US adults. Harmful to both mental and physical health, loneliness can aggravate depression, anxiety, and thought function; increase pain and fatigue; and even threaten heart health.

"This partnership is exciting and timely," said Jeremy Nobel, MD, founder and president of the Foundation for Art & Healing. "Martin's Point has a reputation as a leader in the delivery of high-quality, patient-centered care. Extending that commitment to programs like ours that address the epidemic of loneliness in older adults sends a strong signal of urgency and opportunity."

Not to be confused with a traditional art class, the eight-week workshop uses creative expression to forge new connections among seniors, blending in mindfulness and group discussion along the way. Groups are led by professional counselors, with three pilots in Maine, plus six others in Chicago and New York City. Participation is free and all materials are provided.

Pilots are testing the effectiveness of an online Creativity Circle program—originally designed to be in-person—via Zoom. "Meeting virtually is so good for Maine," notes Alexandra McCabe, LCPC and art therapist in private practice, who led 12 seniors in locations that stretched from Biddeford to Glenburn. "Much of the state is rural. We're all spread out, and people really need connection—now more than ever."

For more information on Creativity Circle group workshops and the UnLonely Project, visit the Foundation for Art & Healing website. If you're interested in participating in our next Creativity Circle program, please email community@martinspoint.org



"We're all spread out, and people really need connection—now more than ever."

— Alexandra McCabe, LCPC

Martin's Point Spreads Good Cheer to Those in Need

The coronavirus pandemic gave us a holiday season in which many of our hectic traditions were brought to a halt. One thing that remained the same was how Martin's Point employees rally to give back to our communities in times of need.

As a longtime partner of Home Instead Senior Care Network's "Be a Santa to a Senior" program, we were happy to be able to make the holidays a little brighter for 50 local seniors. Our employees graciously put together and delivered custom gift bags fulfilling individual wishlists of seniors in need.

"The Be a Santa to a Senior program brings so much joy to seniors in our community," said Kathy Damon, Home Instead Senior Care. We are serving more than 550 disadvantaged seniors across Cumberland County. Thanks to everyone at Martin's Point for helping make this program such a success, which is more important this year than ever."

"The Be a Santa to a Senior program brings so much joy to seniors in our community,"

—Kathy Damon, Home Instead Senior Care

In addition, Martin's Point was proud to support the efforts of Spurwink and the Center for Grieving Children to help bring joy to families who need assistance during the holidays. Gifts were provided to five local families adopted through Spurwink and a generous donation of toys and other items was made to the Center for Grieving Children's Holiday

Shop, where families could go and pick out gifts for their children.

The Center for Grieving Children offers five programs and services that supply help and resources addressing different types of grief.

Spurwink is a nationally accredited non-profit providing behavioral health and education services for Maine children, adolescents, adults, and families.





*Did you catch our video message?
Visit the website below for a special video for our members.*

 MartinsPoint.org/GAMember

Generations Advantage Contact Information

Member Services (for current members): We are available 8 am–8 pm, seven days a week from October 1 to March 31; and Monday through Friday the rest of the year.	1-866-544-7504 (TTY: 711)
Interested in becoming a member? Please call:	1-888-640-4423 (TTY: 711)
Generations Advantage Website:	MartinsPoint.org/MedicareMember

Material presented in this newsletter is not intended to replace your health care provider’s medical advice. Martin’s Point Health Care complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.



Giving Back

University of Southern Maine Campus Food Pantry Expands with Gift from Martin’s Point Health Care

A \$5,000 donation from Martin’s Point Health Care has enabled the University of Southern Maine to open a new food pantry location on its Gorham campus, where students in need can order online and pick up their food and supplies in person.

“As a health care organization, we see the dire impact food insecurity has on our community, especially during the pandemic. Students—who are often challenged to balance the costs of food, housing, and other essentials at the best of times—are a particularly vulnerable group. One of the most direct impacts we can have on their health, well-being, and, frankly, on their education, is to help provide access to a reliable source of no-cost, nutritious food. Supporting the opening of the Gorham Campus Food Pantry was one very tangible way we could help,” said Dr. David Howes, Martin’s Point President and CEO.



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Health and Wellness or Prevention Information

New Year's Resolution to Get More Fit?

Your New Wellness Wallet Benefits Can Help!

Your 2021 Wellness Wallet reimbursement benefit now includes even more items to help keep you well and fit. We've added popular items like a wider selection of sports club memberships and league fees; fitness equipment that now includes outdoor bikes, skis, golf clubs, and more; and more wearable fitness trackers, including Apple Watch and other smart watches. Go to **MartinsPoint.org/WellnessWallet** to learn more!



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