

MOBE Pain Management Program

Producer Communication #790

Issued February 21, 2017

Message

Capital BlueCross has teamed with MOBE (MOE-BEE) to provide personalized support for members managing chronic pain and help them improve their quality of life. MOBE Guides work one-on-one with these individuals to help them discover the power of self-management, which supplements the care provided by their doctor.

This benefit comes at no additional cost to employers or members.

Details

The goal of MOBE's program is to help members employ active self-management of their pain through a series of lifestyle changes.

MOBE's program is available to eligible members of fully insured commercial group customers with a prescription drug plan and Small Group ASO employers. MOBE determines eligibility by looking at members' medical and pharmacy utilization. This is the only way members are invited to join the program.

Over the next few weeks, we will introduce the program to about 10,000 eligible members with a letter (*Attachment A*) from Dr. Chambers. MOBE will then send these customers additional materials over the next few months with information about the program and how members can join it. Our agreement with MOBE is for three years, and we will continue to reach out to newly eligible members over this period of time.

Most participants start with weekly 30-minute telephone sessions with MOBE Guides, who are experienced clinicians with at least five years of experience helping people with chronic illness or pain. After six to eight weeks, many people transition to semimonthly conversations. MOBE Guides complement existing physician relationships, do not practice medicine, and will not prescribe treatment or diagnose members.

We will notify group customers, with eligible membership, about this program via email (*Attachment B*) this week.

Attachments

- **Attachment A** – MOBE Eligible Member Letter
- **Attachment B** – MOBE Group Customer Email

Questions

Contact your Preferred Agency with any questions. Thank you.



[Date]

Addressee Name
Addressee Addr1, Addressee Addr2
Addressee Addr3
City, ST XXXXX-XXXX

Dear First Name:

We're writing to let you know your coverage with the Capital BlueCross family of companies is expanding to include a new program specifically designed to address chronic health conditions. Chronic health conditions affect people of all ages, often with symptoms that limit daily activities and treatments that produce unpleasant side effects.

To address chronic health conditions effectively, two leading organizations—the National Institutes of Health and the National Academies of Sciences, Engineering, and Medicine—recommend self-management methods along with clinical services. Research has shown that self-management can lead to relief and better overall health for those living with long-term chronic conditions or illness.

This is why we're telling you about MOBE, an organization that works directly with people to develop individualized self-management programs.

There's no additional cost for this program because it's already part of your existing Capital BlueCross coverage, and it requires no special paperwork or elections. For your convenience, we've enclosed a program brochure with more details about what to expect.

In the coming weeks, a **MOBE Support Specialist** will contact you on behalf of Capital BlueCross. You'll work directly with MOBE, and your relationship will be confidential in accordance with their privacy policy. Please verify your personal information with MOBE at: go.mobeforlife.com/info/firstnamelastname.

You can also start by calling 844.841.9725 (M–F, 7:00 a.m. – 7:00 p.m.) or emailing MOBE at guide@mobeforlife.com.

Sincerely,

Dr. Jennifer Chambers
Chief Medical Officer & Senior Vice President, Clinical Solutions

On behalf of Capital BlueCross, MOBE, LLC provides this guided self-management program. MOBE is an independent company.

Harrisburg, PA 17177 | capbluecross.com

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Live more of the life you want to live.

Maybe you're one of the countless Americans who has stopped doing things they enjoy because of chronic pain. Or maybe you feel like a chronic condition is keeping you from fully participating in life and being with the people you love.

At MOBE, we guide people through the process of making simple changes that can help them live more of the life they want to live. If you'd like to learn more about the MOBE program and what it can do for you, let's talk.

Today is a great day to start.

MOBE[®]

GUIDED
SELF-MANAGEMENT
PROGRAM

www.mobeforlife.com



MOBE Guided Self-Management Program



WHAT IS SELF-MANAGEMENT?

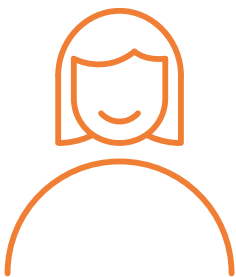
Simply put, it's a way of taking care of yourself that includes:

- Understanding how healthcare options and lifestyle choices can work together
- Making conscious decisions about activities that affect your sleep, nutrition, energy and attitude



MOBE (pronounced MOE-bee) is dedicated to providing guided self-management services. The ideas behind self-management may be simple, but living them isn't always easy. Especially if you're trying to manage the everyday realities of joint inflammation, stomach issues, lack of sleep, seizure disorders or any other number of health or pain related issues.

There's real power in partnership. It's easier to learn self-management skills with the help of a MOBE Guide. Instead of going it alone, you get the partnership of a professionally trained Guide to help you through the maze with individual dedicated support.



YOUR RELATIONSHIP WITH MOBE

- Completely confidential, no paperwork and no additional cost
- Talk to your MOBE Guide on your schedule
- Discover practical steps that can improve your life and lead to things like better sleep, more energy and less anxiety



A MOBE GUIDE

- Has at least five years of healthcare experience
- Works one-on-one with you to understand your unique situation
- Meets with you over the phone, on your schedule

Hear from MOBE participants.



"I DON'T FEEL ALONE.
I FEEL LIKE I HAVE
SOMEONE WALKING
THIS PATH WITH ME.
I'M BLOWN AWAY."



"I NEVER FELT LIKE
I COULD GET A
HANDLE ON MY PAIN,
BUT WORKING WITH
MY MOBE GUIDE
CHANGED
EVERYTHING."

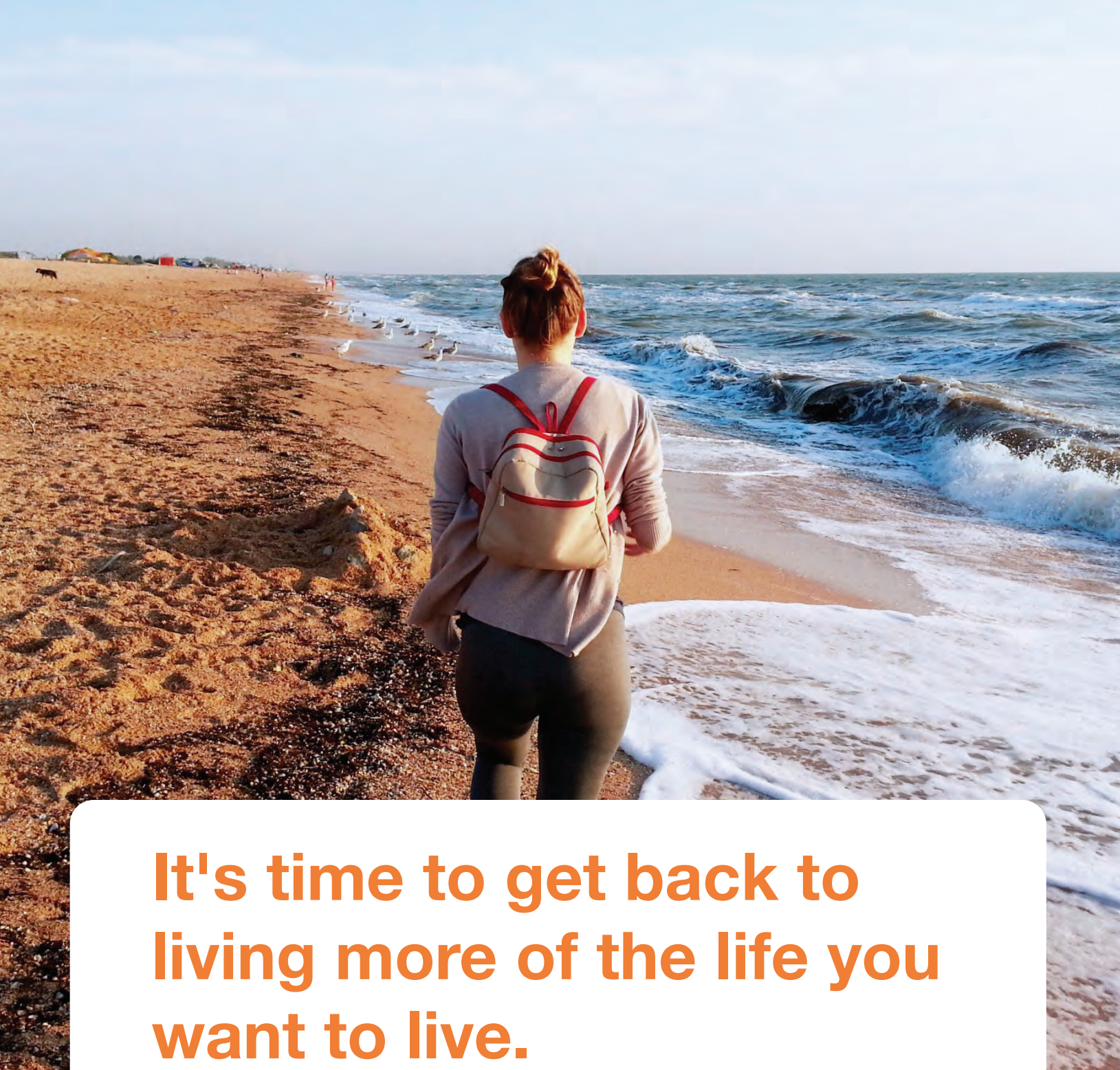


"FOR A LONG TIME,
I FELT LIKE MY HEALTH
WAS SPIRALING
DOWNWARD. WITH
MOBE, I FEEL LIKE I'M
IN BETTER CONTROL."

Get more information about the MOBE program.

Call 844-841-9725 or email guide@mobeforlife.com

*These stories are real examples from people who have participated in the MOBE program, but may not be typical. Because every individual is unique, each situation is distinct. Results will vary based on factors including individual goals and participation levels.



**It's time to get back to
living more of the life you
want to live.**

To learn more about MOBE, call [844-841-9725](tel:844-841-9725),
email guide@mobeforlife.com or visit mobeforlife.com.

MOBE[®]

www.mobeforlife.com

NDFLA NOTICE (long version)



Capital BlueCross is an Independent Licensee of the BlueCross BlueShield Association

Nondiscrimination and Foreign Language Assistance Notice

At Capital BlueCross and our family of companies, our customers and the community we serve are at the heart of everything we do. We know health insurance is complicated, and we're here to make it simple so you can focus on living healthy.

Capital BlueCross and its family of companies comply with applicable federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, or sex. Capital BlueCross does not exclude people or treat them differently because of race, color, national origin, age, disability, or sex.

Capital BlueCross provides free aids and services to people with disabilities to communicate effectively with us, such as: qualified sign language interpreters or written information in other formats (large print, audio, accessible electronic format, other formats). Capital BlueCross provides free language service to people whose primary language is not English, such as: qualified interpreters, and information written in other languages.

If you need these services, contact our Civil Rights Coordinator.

If you believe that Capital BlueCross has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, or sex, you can file a grievance with our Civil Rights Coordinator at Capital BlueCross, P.O. Box 779880, Harrisburg, PA 17177-9880, call 800.417.7842 (TTY: 711), fax, 855.990.9001 or email at CRC@capitalbluecross.com. You can file a grievance in person or by mail, fax, or email. If you need help filing a grievance, our Civil Rights Coordinator is available to help you.

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/portal/lobby.jsf>, or by mail or phone at:

U.S. Department of Health and Human Services 200 Independence Avenue, SW., Room 509F, HHH Building, Washington, D.C. 20201, 1-800-368-1019, 800-537-7697 (TDD)

Complaint forms are available at <http://www.hhs.gov/ocr/office/fk/index.html>

If you, or someone you're helping, has questions about your health plan, you have the right to get help and information in your language at no cost. To talk to an interpreter, call 844.841.9725 (TTY: 711).

Spanish—Si usted, o alguien a quien usted está ayudando, tiene preguntas acerca de su plan de salud, tiene derecho a obtener ayuda e información en su idioma sin costo alguno. Para hablar con un intérprete, llame al 844.841.9725 (TTY: 711).

Chinese—如果您 或是您正在協助的對象，有關於您的健康計劃方面的問題，您有權利免費以您的母語得到幫助和訊息。洽詢一位翻譯員，請撥電話 844.841.9725 (TTY: 711)。

Vietnamese—Nếu quí vị, hay người mà quí vị đang giúp đỡ, có câu hỏi về chương trình bảo hiểm sức khỏe của bạn, quí vị sẽ có quyền được giúp và có thêm thông tin bằng ngôn ngữ của mình miễn phí. Để nói chuyện với một thông dịch viên, xin gọi 844.841.9725 (TTY: 711).

Russian—Если у вас или лица, которому вы помогаете, имеются вопросы по поводу Планирование Вашего здоровья, то вы имеете право на бесплатное получение помощи и информации на вашем языке. Для разговора с переводчиком позвоните по телефону 844.841.9725 (TTY: 711).

C-688 (1/15/16)

Pennsylvanian Dutch—“Wann du hoscht en Froog, odder ebber, wu du helfsch, hot en Froog baut dye zunheit, hoscht du es Recht fer Hilf un Information in deirne eegne Schprooch griene, un die Hilf koschiet nix. Wann du mit me Interpreter schwetze wilt, kamschit du 844.841.9725 ufrufe (TTY: 711).

Korean—만약 귀하 또는 귀하가 돕고 있는 어떤 사람이 귀하의 건강보험에 관해서 질문이 있다면 귀하는 그러한 도움과 정보를 귀하의 언어로 비용 부담없이 얻을 수 있는 권리가 있습니다. 그렇게 통역사와 얘기하기 위해서는 844.841.9725 (TTY: 711)로 전화하십시오.

Italian—Se tu o qualcuno che stai aiutando avete domande su plan di il tuo programma sanitario, hai il diritto di ottenere aiuto e informazioni nella tua lingua gratuitamente. Per parlare con un interprete, puoi chiamare 844.841.9725 (TTY: 711).

Arabic—

إن كان لديك أي لدى شخص تساعدك أنتلغة بمصووس لمدة الصمحة الخاصة بك، فذلك الحق في الحصول على المساعدة والمعلومات الضرورية بلغتك من دون أية تكلفة. للتحدث مع مترجم المصل بـ 844.841.9725 (TTY: 711)

French—Si vous, ou quelqu'un que vous êtes en train d'aider, a des questions à propos de votre programme de santé, vous avez le droit d'obtenir de l'aide et l'information dans votre langue à aucun coût. Pour parler à un interprète, appelez 844.841.9725 (TTY: 711).

German—Falls Sie oder jemand, dem Sie helfen, Fragen zum durch Ihre Krankenversicherung haben, haben Sie das Recht, kostenlose Hilfe und Informationen in Ihrer Sprache zu erhalten. Um mit einem Dolmetscher zu sprechen, rufen Sie bitte die Nummer 844.841.9725 an (TTY: 711).

Ojibwe—જો તમને અથવા કોઈ તમને મદદ કરી રહો છે તેમને તમારું અરોગ્યના અરોગ્યનું અંગે પૂછો છે, તો તમને કોઈ પણ અંગે વિના મદદ મેળવવાનો અને તમારી ભાષામાં માફિની મેળવવાનો અધિકાર છે. કૃપાથી સારી વાત કરવા, કૃપાથી 844.841.9725 (TTY: 711) પર કોલ કરો.

Polish—Jeśli Ty lub osoba, której pomagasz, macie pytania odnośnie Twojego ubezpieczenia zdrowotnego, masz prawo do uzyskania bezpłatnej informacji i pomocy we własnym języku. Aby porozmawiać z tłumaczem, zadzwoń pod numer 844.841.9725 (TTY: 711).

French Creole—Si oumen oswa yon moun w ap ede gen kesyon konsènan plan sante w, se dwa w pou resewa asistans ak enfòmasyon nan lang ou pale a, san ou pa gen pou peye pou sa. Pou pale avèk yon entèprèt, rele nan 844.841.9725 (TTY: 711).

Cambodian Mon-Khmer—ប្រសិនបើអ្នក ឬមនុស្សម្នាក់ទៀតដែលអ្នកកំពុងជួយ មានសំណួរអំពី ការប្រុងប្រយ័ត្នសុខភាពរបស់អ្នក ឬ អ្នកកំពុងជួយ អ្នកមានសិទ្ធិទទួលបានជំនួយភាសា ឬការបកប្រែ ឥតមានថ្លៃ ដើម្បី ឆ្លើយតបនឹងសំណួររបស់អ្នក។ បើអ្នកចង់ទាក់ទងទៅនឹងសេវាភាសា ឬការបកប្រែ តាមលេខ 844.841.9725 (TTY: 711) ។

Portuguese—Se você, ou alguém a quem você está ajudando, tem perguntas sobre o seu plano de saúde, você tem o direito de obter ajuda e informação em seu idioma e sem custos. Para falar com um intérprete, ligue para 844.841.9725 (TTY: 711).

Subject: Introducing MOBE Guided Self-Management**Head:**

Dear Valued Customer,

As your partner in health, Capital BlueCross is pleased to announce that we have teamed with MOBE to provide an innovative voluntary program, at no additional cost, to help members address chronic pain and improve their quality of life.

MOBE's program is grounded in education about how the body and brain work together to affect how someone feels. It supports the National Institutes of Health's suggestion that patient self-management is a key component of effective chronic illness care and improved outcomes.

How MOBE works:

- We work with MOBE to find members who will likely benefit from the program.
- • As members join the program, they are paired with a MOBE Guide who listens, teaches, and shares ideas to improve lifestyle.
- • Members can stay in the program as long as they wish with no obligation.
- MOBE is not a clinical program—it is complementary to the care or advice a member receives from their doctor.

What's the Next Step?

Eligible members will receive a letter from Capital BlueCross introducing them to the program, followed by an invitation to join the program from the MOBE Team.

For more information, visit mobeforlife.com or contact your Capital BlueCross account executive.

Thank you.