

The logo features the word "Passport" in a large, elegant, white cursive font. Below it, the words "ADVANTAGEHMO" are written in a smaller, white, all-caps, sans-serif font. The background of the logo area consists of dark, diagonal stripes.

Passport
ADVANTAGEHMO

Your Choice for Medicare

ADMINISTERED BY AMERIB HEALTH MERCY / A PASSPORT HEALTH PLAN PROGRAM

The text "ANNUAL REPORT TO THE COMMUNITY" is displayed in a large, bold, blue, distressed font. The background behind the text is a soft-focus image of yellow flowers, likely tulips, with a blue and white gradient wash over the right side.

**ANNUAL
REPORT**
TO THE COMMUNITY

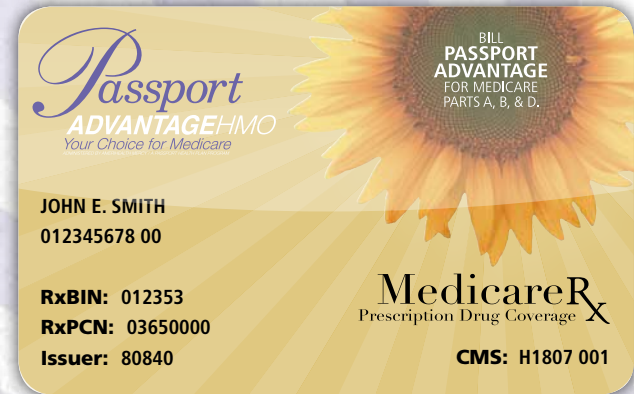
Meeting Kentucky's Special Needs

In our fourth year of existence, Passport Advantage HMO continued to provide quality coordinated and comprehensive care to our unique membership.

As a Special Needs Plan, we are more than a typical Health Maintenance Organization (HMO). We coordinate both Passport Health Plan (Medicaid) and Passport Advantage (Medicare) benefits for many younger, disabled, and senior Medicare-eligible members. We care deeply about quality, and work hard to go above and beyond for both our members and providers.

In this booklet, we highlight some of our major accomplishments, as well as the challenges we've overcome during 2009. Our successes have been made possible through our partnership with providers, community advocates, and members. Together, we continue to change lives by improving the health and quality of life of our members.

Passport Advantage is a health plan with a Medicare contract.



Plan Overview

Passport Advantage is a **Medicare Advantage Prescription Drug Special Needs Plan (MAPD-SNP)**, which means we coordinate both Passport Health Plan (Medicaid) and Passport Advantage (Medicare Part A, B, and D) benefits for dual-eligible members. To join Passport Advantage, persons must be active members of Passport Health Plan (Medicaid) and also have Medicare Parts A and B.

Passport Advantage members must reside in one of the following 16 Kentucky counties: Jefferson, Oldham, Trimble, Carroll, Henry, Shelby, Spencer, Bullitt, Nelson, Washington, Marion, Larue, Hardin, Grayson, Meade, and Breckinridge.

Passport Advantage covers the following:

Part A = Hospital stays

Part B = Practitioner office visits

Part D = Prescription drug benefits

In addition, we work with Passport Health Plan to offer comprehensive benefits.

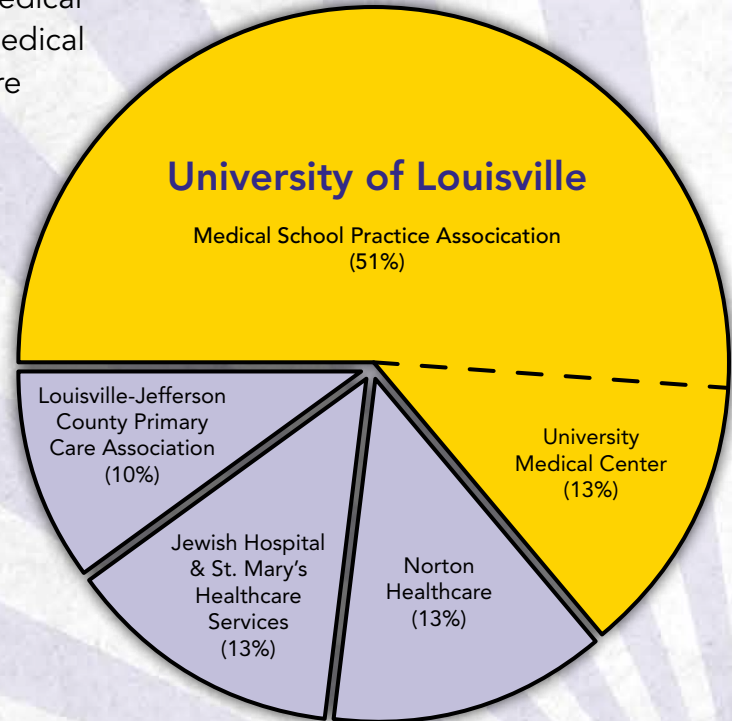
Anyone interested in Passport Advantage should call us 7 days of the week from 8 a.m. to 8 p.m. at 1-800-578-0603, ext. 1 (TTY/TDD: 1-800-648-6056) or visit www.passportadvantage.org.



Ownership Structure

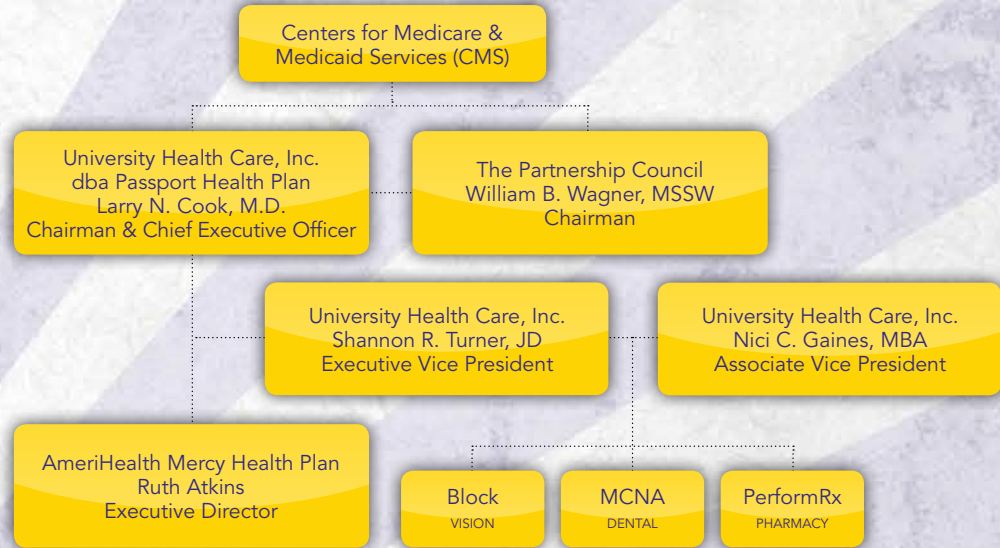
University Health Care, Inc. dba Passport Advantage

In 1997, in response to a request from state government, a group of historic Medicaid providers; University of Louisville Medical School Practice Association, University of Louisville Medical Center, Norton Healthcare, Jewish Hospital Healthcare Services, and the Louisville/Jefferson County Primary care Association, established University Health Care, Inc. (UHC) dba Passport Health Plan. These providers contributed capital, assumed risk, and selected an experienced Medicaid administrator, AmeriHealth Mercy. A broad provider network was established and the Partnership Council was formed. The initiative was undertaken by these providers because of a long history of service and dedication to the Medicaid population, a commitment to providing superior health care, and the belief that this could best be accomplished by a provider-sponsored organization.



Organizational Chart

When the Medicare Modernization Act of 2003 was announced, Kentucky's dual-eligibles (residents receiving both Medicaid and Medicare benefits) faced significant changes to their health care. These elderly, disabled, and low-income residents were tasked to navigate independently through a system of numerous health plans, without the assistance of care coordination.

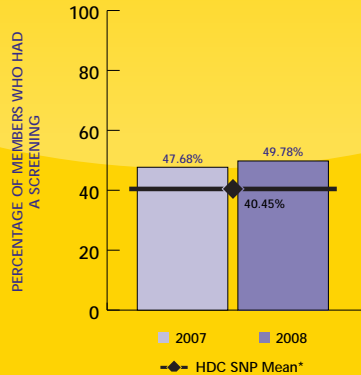


University Health Care, Inc. responded to this need by creating a unique Special Needs Plan for Passport Health Plan members with Medicare Parts A and B. On January 1, 2006, Passport Advantage was launched to provide coordination and continuity of care to our dual-eligible members by administering Medicare benefits.

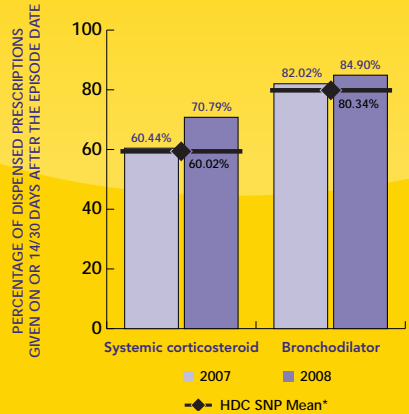
Health Outcomes

We strive to ensure our members get and stay healthy. The charts show clinical areas that have maintained a high compliance rate.

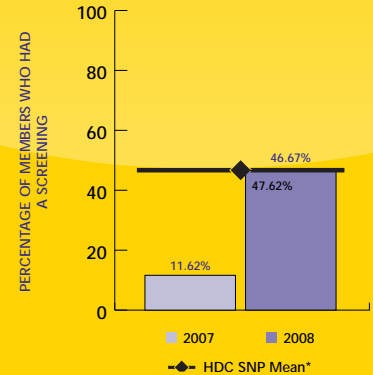
Colorectal Cancer Screening



Pharmacotherapy Management of COPD Exacerbation



Glaucoma Screening in Older Adults

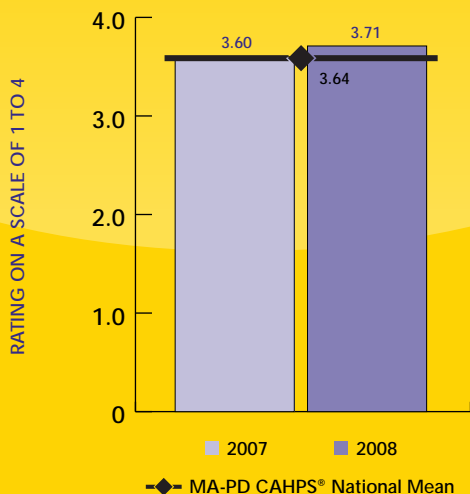


*The mean is determined by HealthcareData, LLC from 120 reporting SNP plans.

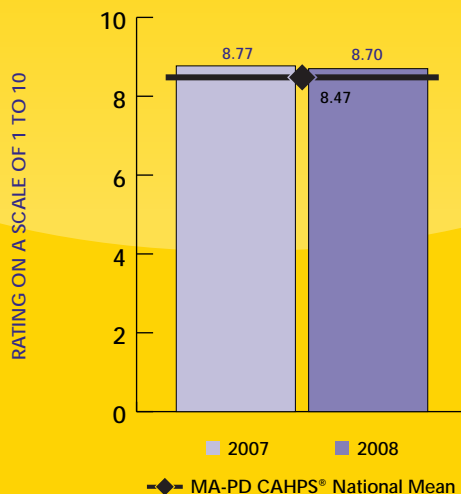
Member Satisfaction

Our commitment to treating members with dignity and respect is reflected by another year of positive member satisfaction survey responses.

Health Plan Customer Service



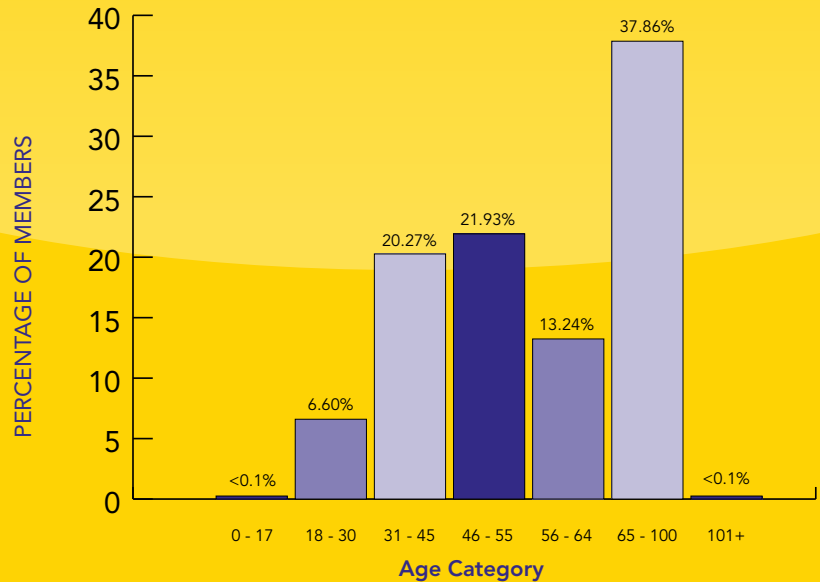
Health Plan Overall Rating



Member Demographics

Passport Advantage has a very unique membership. As shown in the graph, we have more young and disabled members than senior Medicare members.

Members by Age Group



Our Programs

In addition to member support and education, the following programs offer reports to providers on individual member compliance with recommended treatments.

CORONARY ARTERY DISEASE PROGRAM

This program is for members with heart disease. Nurses answer questions about heart disease, send educational materials, and offer advice for eating healthy and exercising.

CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) PROGRAM

This program is for members with COPD. Nurses advise members how to eat healthy and stop smoking, send educational materials, and help coordinate the member's health care and participation in support groups.

DIABETES DISEASE PROGRAM

This program is for members with diabetes. Nurses send preventive health educational materials, advise about medicines and managing diabetes, and help coordinate the member's health care.

Other Special Programs

BEHAVIORAL HEALTH CARE COORDINATION (BHCC) PROGRAM

Members may be considered for this program if they present with behavioral health concerns or serious physical health conditions that can exacerbate or interfere with behavioral health treatment.

CASE MANAGEMENT PROGRAM

This program helps members who experience complex health care needs or disabilities. Registered nurses and social workers are available to work with providers and members to coordinate care.

MEDICATION THERAPY MANAGEMENT PROGRAM

The program is available for members who are taking many prescription drugs. The program was developed by a team of pharmacists and doctors in an effort to ensure members are using appropriate drugs to treat their medical conditions.

Reaching Out to Members

Our semi-annual lifestyle magazine, *Sunflower*, was created with the belief that keeping minds happy and healthy is just as important as keeping bodies healthy. Each edition offers members fun articles on topics such as hobbies, relationships, sports, Kentucky travel, and much more.



Member Communication

Each year, a **Member Guide** is sent to current and prospective members to inform them about eligibility, medical and prescription drug benefits, and special programs offered by the health plan.



PASSPORT ADVANTAGE

Community Partnerships

The Passport Advantage Outreach Team is committed to serving our local membership and advocate partners. We host a number of educational events to discuss topics such as benefits, specific health concerns, and eligibility.

2009 Senior's Day Out

As part of this commitment, Passport Advantage sponsored and participated in the 2009 Senior's Day Out at the Kentucky International Convention Center. This free event focused on safety and allowed seniors access to health screenings, local speakers and musicians, lunch, information about Passport Advantage, and activities such as bingo and door prizes.

A graphic featuring the text "SENIOR DAY OUT" in a bold, white, distressed font with black outlines. The text is set against a background of a map of Kentucky, which is filled with a yellow and black diagonal striped pattern. The map is positioned on a larger background of light blue and white diagonal stripes. The overall style is energetic and celebratory.

**SENIOR
DAY OUT**

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