



Broadway Eye Center

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Winter 2011-12 Newsletter

“I have that NEW Medicare”



At Broadway Eye Center, we hear this sometimes from our patients. But what is it?

With the passage of the Balanced Budget Act of 1997, Medicare beneficiaries were given the option to receive their Medicare benefits through private health insurance plans, instead of the original Medicare plan (Parts A and B). With the 2003 federal law, these plans became known as Medicare Advantage (MA) plans.

Although 2010 federal law does not eliminate the Medicare Advantage, it does do away with the subsidies which the federal government first used to establish the Medicare Advantage program and with which many Medicare Advantage health insurance plans use to offer supplemental benefits (dental, eye glasses and other services).

The private plans are required to offer a benefit “package” that is at least as good as Medicare’s benefit, but can restrict patients to a certain group or panel of doctors, often called a PPO (Preferred Provider Organization).

Until recently, Dr. Day and Dr. Huff were not able to participate on several PPO plans that were popular with our patients. Occasionally, patients would be surprised that we could not provide services under their “New Medicare” plan.

We’ve got you covered

Beginning around January 2012, Broadway Eye Center will be allowed to join several Medicare Advantage plans. In addition to the traditional Medicare, we anticipate that we will be participating providers under the Medicare Advantage plans for:



Better Communications

You might have noticed that we are asking for your email address. In our efforts to become more “plugged in”, we are implementing the Websystem3 software program that allows us to communicate much more effectively and efficiently with you.



You can request an appointment time and receive confirmation by email or text to your phone.

The system can automatically email or text appointment reminders to you. You can confirm the appointment, request a change or ask questions with a few key strokes. Also, this reminder links to the office location map and practice website.

When your glasses or contacts arrive, the staff can use the system to notify you by email or even text message; thus, avoiding the telephone tag syndrome.

E-Prescribing



Broadway Eye Center has begun e-prescribing ophthalmic prescriptions for our patients. E-prescribing is simply an electronic way to generate and transmit prescriptions to participating pharmacies. No paper RX is created. It is all electronic and fast.

E-prescribing has been described as the solution to improved patient safety and sky-rocketing medication costs.

Improved patient safety:

Illegibility from hand-written prescriptions is eliminated, decreasing the risk of medication errors. Warning and alert systems preform checks against current medications, drug-drug interactions and drug-allergies. Access to medical history improves quality of care.

Reduces RX costs:

Improves Formulary adherence by encouraging use of generic and substitutions. Reduces phone calls and call-backs to pharmacies. Streamlines the refill requests and authorizations processes.

Increases patient compliance:

It is estimated that 20% of paper-based prescription orders go unfilled by the patient. Increased patient convenience by reducing patient trips to the pharmacy and wait times.