



For Immediate Release

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## **MYCARECOACH CHRONIC CARE MANAGEMENT (CCM) PROGRAM ANCHORED BY PATIENT ACTIVATION MEASURE® BASED RESOURCES**

*MyCareCoach integrates Insignia Health's Coaching for Activation® and Flourish® programs to help providers and health systems expand their support of Medicare beneficiaries with multiple chronic conditions.*

Portland, OR and West Peoria, IL. Starting on January 1, 2015, Medicare began compensating providers and health systems for non-face-to-face care coordination to original Medicare Beneficiaries with two or more chronic conditions. These chronic care management (CCM) services cover twenty minutes or more per month for individuals with long-term health conditions, such as diabetes, COPD, cancer, and hypertension.

MyCareCoach is an evidence-based model that bridges the gap between providers and patients who can benefit from CCM services. Anchored by Coaching for Activation® and Flourish® products from Insignia Health, MyCareCoach improves the self-management abilities of Medicare beneficiaries with multiple chronic conditions. Low-activated individuals are typically disengaged and overwhelmed by the tasks of managing their health and healthcare, leading to increased healthcare utilization, including ER visits, hospital admits, and readmission following discharge.

MyCareCoach develops personalized care plans that increase each patient's ability to self-manage chronic conditions. This coaching and care coordination system qualifies for compensation from Medicare under CPT code 99490 by providing at least 20 minutes per month of non-face-to-face chronic care management services under the general supervision of the provider.

"This program provides a significant benefit to all parties involved – the patient, the provider, and Medicare," said Scott Anderson, CEO of MyCareCoach. "By using that monthly care planning time to build up a patient's knowledge, skills and confidence, this program will ultimately save money and resources down the road by improving the patient's ability to self-manage those chronic conditions, leading to less time in costly ERs and hospital rooms."

“Integrating Insignia’s suite of resources into MyCareCoach brings sharp focus to the importance of patient activation to achieve the Triple Aim,” adds Craig Swanson, President of Insignia Health. “When you build a long-term coaching relationship with a patient, and anchor this relationship on understanding a patient’s self-management ability, their goals and action steps become realistic and achievable as they gain in activation and utilize less healthcare resources.”

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*Insignia Health, the leading provider of health activation solutions and services, works with leading hospitals and health systems, health plans, and life science firms to increase health activation and improve health outcomes for the individuals they support. Poor self-management is a leading driver of premature death and illness burden. We address this problem through the Patient Activation Measure® (PAM®) and related assessments, Coaching for Activation®, and Flourish®. These resources are backed by more than a decade of insight from over 220 peer-reviewed published studies, and the experience that comes from supporting hundreds of health organizations since 2006. [www.insigniahealth.com](http://www.insigniahealth.com). [info@insigniahealth.com](mailto:info@insigniahealth.com).*

*MyCareCoach is a leader in chronic care management services. Our clinical staff members perform at least 20 minutes of non-face-to-face consultations each month with Medicare Beneficiaries who suffer with two or more chronic conditions. Outside of these coaching services, which will improve patient activation and self-management ability, our Registered Nurse CareCoach will perform the extensive documentation of the Annual Wellness Visit, which leads to the development of a personalized five-year care plan that is reviewed and modified throughout the year by patient, provider, and CareCoach. For more information, visit our website at [www.mycarecoach.com](http://www.mycarecoach.com) or e-mail us at [info@mycarecoach.com](mailto:info@mycarecoach.com)*