



Messenger

The Newsletter for Keystone Mercy Health Plan Providers
Visit us on the web at www.keystonemercy.com

Issue 1, 2009



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Quality Improvement Program Benefits You

New goals and objectives aimed at improving member health outcomes

The Quality Improvement Committee (QIC) oversees the QI Program. The QIC is made up of Keystone Mercy health care professionals, associates and local health care providers. Every year, the QI Program sets goals to improve member health outcomes and services and conducts activities to meet the goals.

Goals

The overall goal of the QI Program is to provide high quality and safe clinical care and services to all members. To meet this goal, the QI Program manages and analyzes data and takes action to manage risks.

Evaluation

Every year, Keystone Mercy evaluates the QI Program to see how well it meets its goals. We look at all parts of the QI Program, including clinical and service activities. The evaluation includes suggestions to improve the QI Program and goals for the next year and identifies the resources needed to meet those goals.

2009 Program Goals:

- Maintain NCQA Excellent Accreditation Status
- Achieve a successful URAC Disease Management Accreditation for Chronic Obstructive Pulmonary Disease (COPD)
- Further expand our childhood obesity programs
- Continue to improve HEDIS measures by identifying gaps-in-care and expanding the distribution to practitioners and service operations
- Continue collaborative efforts with behavioral health organizations

If you would like additional information about the QI Program, please call Provider Services.

COMING SOON: Electronic Communications

The Credentialing department of Keystone Mercy will soon embark upon Electronic Communication Initiatives that will allow for providers to receive important Credentialing announcements as well as other industry-related notices and updates via e-mail or fax (see article on the Insert Page in this issue). To insure that you are able to receive these electronic communications, please send your electronic contact information to us at: Credentialing@kmhp.com



Medical Director's Corner

H1N1/Swine Flu Update

- Partner with Keystone Mercy to keep our members healthy
- CDC Web site information for your patients
- Free flu material available for posting in your office

The Centers for Disease Control and Prevention indicates that the Novel H1N1 Flu (Swine) Flu strain is very similar to regular seasonal flu. It should be managed in the same manner as other flu viruses.

The symptoms include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills, fatigue, and sometimes stomach symptoms, such as diarrhea and vomiting. Precautions, listed below, should be recommended for H1N1 as other seasonal flu.

- Encourage your patients to get a flu vaccine every year. This is especially important for people with chronic illnesses such as diabetes, asthma, lung disease, and heart disease, and for young children as well as pregnant women.
- Assist in educating patients to use everyday precautions, including washing their hands frequently, covering their mouths when they cough or sneeze, and avoiding touching their eyes, nose, or mouth.
- Inform your patients about antiviral medicines that can make them feel better faster and decrease the risk for serious complications.

The CDC has a simple reminder sheet you can print and post in your office. You can access these free flu materials at <http://www.cdc.gov/flu/professionals/flugallery/>.

Keystone Mercy is doing all we can to educate our members about this flu. We have a link on our Web site's Member Center to direct members to the CDC Web site for the most up-to-date information <http://www.cdc.gov/h1n1flu/update.htm>.

The CDC guidelines on Antivirals:

“There are four influenza antiviral drugs approved for use in the United States (oseltamivir, zanamivir, amantadine and rimantadine). The swine influenza A (H1N1) viruses that have been detected in humans in the United States and Mexico are resistant to amantadine and rimantadine so these drugs will not work against these swine influenza viruses. Laboratory testing on these swine influenza A (H1N1) viruses so far indicate that they are susceptible (sensitive) to oseltamivir and zanamivir.”

Both zanamivir (Relenza - inhaler) and oseltamivir (Tamiflu - capsules or suspension) are on our formulary, with a quantity limit of one treatment course (a 5 day supply) every 6 months.

Remember, education is key to prevention. We recommend you visit the CDC Web site for continuously updated information on the H1N1 outbreak and for free materials that can be used in your office.

Eric J. Berman, DO
MS
Chief Medical Officer,
Pennsylvania Managed Care

Clinical Guidelines Available

Keystone Mercy has adopted clinical practice guidelines for use in guiding the treatment of Keystone Mercy members, with the goal of supporting effective treatment and reducing variations in care. The clinical practice guidelines represent current professional standards, supported by scientific evidence and research. These guidelines are intended to inform, not replace, the physician's clinical judgment. The physician remains responsible for ultimately determining the applicable treatment for each individual.

The following clinical guidelines are now available on the Provider Center of our Web site, www.keystonemercy.com. Paper copies of the clinical guidelines are available upon request by contacting Provider Services.

- Asthma
- Chlamydia
- Cholesterol
- Congestive Heart Failure
- Chronic Obstructive Pulmonary Disease
- Sickle Cell Disease
- HIV
- Hemophilia
- Diabetes

In support of the above guidelines, Keystone Mercy has disease management and case management programs available to assist you in the education and management of your patients with chronic diseases. For information or to refer a Keystone Mercy member, call Provider Services at **800-521-6007** and ask for the Special Needs department.

Member Outreach Corner

Building Bridges to Achieve Patient Compliance

Keystone Mercy Begins Innovative Outreach through “Feet on the Street”

Introducing The Community Outreach Solutions Team

- **New Initiative targets hard-to-reach members**
- **A hands-on approach increases compliance and care coordination**
- **COS team assists and educates member with multiple chronic illnesses about coordination of benefits and maintaining treatment compliance**

The Community Outreach Solutions (COS) team is a special group of associates within Keystone Mercy Health Plan who locate and engage our difficult-to-reach members. The associates live and work in targeted geographic areas of the city where the plan has a high number of chronically ill members with whom we struggle to maintain contact. The COS associates use proactive retention and care coordination strategies to help these members avoid Medical Assistance disenrollment, and to help control rising health care costs by encouraging preventive care.

This team acts as Keystone Mercy’s “feet on the street,” making outreach visits to members’ homes when traditional outreach by phone and mail has failed to establish contact. These members often have multiple chronic conditions

that require them to receive frequent medical care or health screenings, for which many are non-compliant.

The COS team helps these members schedule doctor’s appointments and communicate with provider offices to confirm the members’ information and coordinate scheduling. The team supports our Medical Affairs/Care Coordination teams in their efforts to get members in for preventive care and improve health outcomes (including HEDIS results). The team also supports membership retention in the targeted zip-codes by helping members understand and navigate the eligibility re-determination process in order to maintain their benefits. In addition, the team helps distribute information about upcoming health education events and screenings that are coming to the community.

Please support their efforts when they contact your office and identify themselves as COS team members. They have received training in HIPAA privacy regulations and Keystone Mercy Compliance rules. Their work will benefit our members, and your practice benefit from well coordinated care and treatment.

If you have any questions about the COS Team, please call **877-COS-KMHP**.

Keystone Mercy Health Plan Case Management Program

A proactive medical care coordination program that focuses on Keystone Mercy Members with specific health risks

Did You Know?

The Keystone Mercy Case Management Program:

- Is comprised of four distinct specialized programs which include, Pediatric Preventive Care, WeeCare, Special Needs, and Intensive Case Management
- Assists PCPs in identifying panel members with chronic and/or complex medical conditions (including but not limited to: Asthma, CHF, COPD, CAD, Diabetes, HIV/AIDS, Sickle Cell, and Hemophilia)
- Improves communication through use of NaviNet

- Provides members with the most effective medical care by coordinating PCP and Specialty Care
- Promotes member outreach to improve appointment compliance

More information on Keystone Mercy’s Case Management programs can be found in the Provider Center at www.keystonemercy.com.

To refer a member or to discuss how we can help you or your Keystone Mercy members, please call **1-800-573-4100**.

Provider News You Can Use

Updates for Keystone Mercy Health Plan Providers

Keystone Mercy Provider Appeals

- Appeals not addressed properly result in delays
- Letter of acknowledgement signifies proper receipt of appeal

Effective immediately, all Keystone Mercy Provider Appeals, both First and Second Level Appeal Reviews, must be sent to:

Attention: Research Specialist
Provider Appeals Department
Keystone Mercy Health Plan
P.O. Box 398
Essington, PA 19029-0398

Providers submitting Provider Appeals to the above address will receive a letter acknowledging receipt of the request.

Failure to submit Provider Appeals to the above address could result in your request being returned, by the U.S. Postal Service, due to an invalid address.

NaviNet Now in Use

- Get patient care information through NaviNet
- HEDIS care gap information when you need it
- Improve quality of care and your pay for performance scores

We want to remind you that the secure portion of our Web site is no longer available to check member eligibility and claims status. NaviNet now serves as your online connection with Keystone Mercy Health Plan for those services and more. NaviNet is available for member transactions at no cost to you, and you only need one username and password.

For those not familiar with NaviNet, it is a free, easy to use Web-based application that allows you to greatly reduce the number of phone calls and paper and fax-based processes with Keystone Mercy Health Plan.

NaviNet will seamlessly fit into your daily workflow and enable you to perform financial, clinical and administrative transactions. It will also provide you secure access to patient, plan and physician information.

For more information or to sign up for free access to NaviNet, visit: <http://www.keystonemercy.com/provider/secure/navinet/index.aspx>.

Clinical Laboratory Reminder

Keystone Mercy Contracts with Quest Diagnostics

- Laboratory Corporation of American (or LabCorp) is no longer contracted with Keystone Mercy
- All lab work will be done by Quest Diagnostics

This is a reminder that Keystone Mercy ended its contract with Laboratory Corporation of America (LabCorp) last year. As of March 1, 2008, all clinical laboratory services for your Keystone Mercy members should be sent to Quest Diagnostics. The only exception would be for preadmission testing and stat lab services. For your convenience, the member's capitated lab is located on their Keystone Mercy insurance card.

Quest Diagnostics operates a nationwide network of Patient Service Centers, and routine testing is the cornerstone of the company's industry-leading national network. In an effort to assist your Keystone Mercy members with this change, you can access the Quest Diagnostics Web site at <http://www.questdiagnostics.com> to find a Patient Service Center.

There are several conveniently located Patient Service Centers in the five-county Keystone Mercy service area, or you can arrange for pick up of laboratory specimens at your office. If your practice does not already have an arrangement with Quest Diagnostics, please contact them as soon as possible to set up an account. You can set up an account through their Web site or contact the Quest Diagnostics Provider Representative for your area by dialing 1-800-825-7380.

If you have any questions, please contact your Provider Account Executive, or our Provider Services department at **1-800-521-6007**.



Health Education from A to Z: New Web-based Portal for Your Patients

- **An invaluable online educational tool for your patients**
- **User-friendly health library that covers a variety of health topics**

Are your patients looking for an easy way to navigate the Internet for guidance on quitting smoking? Or perhaps they want to take control of their nutrition, or need a kick-start to try to begin living a healthier life? Maybe they need ideas on how to talk to their kids about drugs and alcohol? Keystone Mercy has launched a new portion of our Web site called Health Education from A to Z, where members can go for information such as this, and much more. On the site they can find topics such as:

- **Calculators**, including BMI, baby's due date, the cost of smoking and target heart rate
- **Animations**, where a member can get information on breast biopsies, amniocentesis, colonoscopies, prostate biopsies and cardiac catheterizations
- **Home and Safety**, which includes information such as domestic violence and lead poisoning

- **Your Family**, where a member can find valuable information regarding infant care, children's health, parenting and nutrition
- **For Women**, to research such topics as pregnancy, domestic violence and general health information
- **Your Health**, where a member will find resources on asthma, diabetes, taking medicines and much more

This is an exciting new tool that we are hoping will arm our members with the information they need, in a way they can easily understand, so **that they will be able to live healthier lives. So please visit our site and encourage your patients to visit there as well.**

You will find Health Education from A to Z in the Member Center at www.keystonemercy.com.



Build Partnerships With Your Patients!

- **Communicate with your patients in a language they understand**
- **Help us improve our member's health literacy**
- **Registering for online training and receive free CEUs**

Clear communication encourages strong patient-provider relationships, increased patient trust (emotional safety) and satisfaction, patient adherence to recommended treatments, and positive health outcomes. In the 2008 Member Satisfaction Survey, communication between providers and patients was identified as a continuing problem for our members.

Cultural competency and health literacy are key components of communication, and assist in developing a working partnership between doctor and patient. Keystone Mercy has resources to help you deal with these complicated topics.

Employing simple language techniques and taking into consideration the cultural beliefs of your patients helps build the doctor/patient relationship. These simple steps work to improve the quality of life of your patients.

A first step in addressing the communication needs of your patients can be made by accessing the free online

training, with CEUs, provided by US Department of Health and Human Services, Human Resources and Services Administration. Follow this link <http://www.hrsa.gov/healthliteracy/training.htm> to get more information on "Unified Health Communication 101: Addressing Health Literacy, Cultural Competency, and Limited English Proficiency".

Over the coming year, Keystone Mercy will distribute a series of helpful fact sheets with quick tips and free resources to further assist in building the provider-patient relationship. If you have any further questions about improving communication between you and your patients, please contact your Provider Account Executive.

Health literacy, as defined by Healthy People 2010, is the ability of a person to read, understand, and act on health care information. Health literacy is not the same as regular literacy. A person might be able to read at a high level but have little knowledge of health care or the health care system.

Culturally competent health care is the provision of health care services that are respectful of and responsive to the health beliefs and practices, and cultural and language needs of diverse patient populations.

Important Notice — Formulary Update

The following drugs have been added to the Keystone Mercy formulary:

DRUG	USED FOR
Humalog® (insulin) Pens	Diabetes
Simcor® (niacin/simvastatin)	Dyslipidemia
Zofran® (ondansetron) / Zofran ODT® (ondansetron) 4mg, 8mg, 4mg/5mL	Nausea / Vomiting
Venlafaxine Extended Release (venlafaxine) Tablet	Depression / Social anxiety
Santyl® (collagenase)	Debridement
Tekturna® (aliskiren) / Tekturna HCT [®] (aliskiren/hydrochlorothiazide)	Hypertension
Ciloxan® (ciprofloxacin) Ophthalmic Solution	Antibiotic
Lorcet® 10/650 (hydrocodone/acetaminophen)	Pain
Lorcet HD® (hydrocodone/acetaminophen)	Pain
Tylox® (oxycodone/acetaminophen)	Pain
Topamax® (topiramate)	Seizures / Migraine headache

The following drugs have been removed from the Keystone Mercy formulary:

DRUG	USED FOR
Granulex® (trypsin/balsam peru/castor oil)	Debridement
Symbicort® (budesonide/formoterol)	Asthma / COPD
Zovirax® (acyclovir) Cream	Herpes labialis (cold sores)
Zofran® (ondansetron) 24mg	Nausea / Vomiting

The following drugs no longer require prior authorization:

DRUG	USED FOR
Aldara® (imiquimod)	Genital and perianal warts / Actinic keratosis / Superficial basal cell carcinoma
Emla® (lidocaine/prilocaine)	Topical anesthetic
Topamax® (topiramate)	Seizures / Migraine headache



Additional information on Keystone Mercy formulary is available under the Provider Center of www.keystonemercy.com.

Discharge Planning Resource Form At a Hospital or Emergency Room Near You!



Assisting providers and members to better coordinate after-discharge care.

New tool that consolidates the member's access information in a centralized location.

Form is also beneficial for HealthChoices members.

There is now a common Follow-Up after Hospitalization or Emergency Room Form specific to Pennsylvania Medical Assistance Fee-for-Service and Managed Care that includes contact information for accessing care.

Intended for distribution to Pennsylvania Medical Assistance recipients upon discharge from emergency rooms and hospitals, the Follow-Up after Hospitalization or Emergency Room Form is designed to improve the discharge planning process by putting all of the Medical Assistance program access information in one place for easy reference. This information will assist Keystone Mercy members and all Pennsylvania Medical Assistance recipients to understand how to access recommended follow-up, especially in the area of behavioral health.

This information will be of special assistance to:

- Directors and Managers of Quality
- Patient Satisfaction Directors and Patient Representatives
- Risk Managers
- Directors of Nursing
- Directors of Case Management
- Social Workers and Discharge Planners
- Chief Nursing Officers

Departing from the hospital (or emergency room) setting can be the single most stressful moment of the entire hospital experience for patients, families, and caregivers. Research has demonstrated that overall patient satisfaction with care rendered in a hospital or ER is strongly connected with perceptions of the discharge process.

The Follow-Up after Hospitalization or ER Form puts all of the information needed to coordinate care after discharge on one easy-to-use form. Keystone Mercy representatives will be visiting area facilities to introduce this new discharge planning tool and provide copies. We want you to be aware of this document, as it may be shown to you by your patients. You are also welcome to use the form in any way you would find beneficial for all of your HealthChoices members.

This form is also available for download and reproduction in the Provider Center at or <http://www.keystonemercy.com/>.

NOTE: The Follow-Up after Hospital or ER Form is intended to be used as a supplemental form to standard patient discharge instructions.

IMPORTANT NOTICE!

An Addition To The Keystone Mercy Health Plan Ancillary Provider Network

Keystone Mercy Health Plan is pleased to notify you that the following provider is now participating in our Provider Network.

Ridley Crossing Surgical Center

1553 Chester Pike, Suite 102
Crum Lynne, PA 19022
484-487-0369

Marguerite R. Billbrough MD

Eye Physician and Surgeon

Should the need arise, this facility is now an option when referring members for ophthalmology surgery services such as cataract surgery and post cataract laser treatments.



Urgent Care Centers (UCCs)

An Alternative to Non-Emergent Emergency Room (ER) Visits

- Addressing those issues of an urgent nature do not always require an ER-level of care
- Providing our members with an alternative to the emergency room for non-emergency medical needs after hours
- Currently twelve (12) UCCs serve the Keystone Mercy Health Plan membership

We realize you provide quality health care services each day to our members during your regular office hours. But, more and more, many patients have non-emergency medical needs after hours, finding themselves spending countless hours sitting in the ER, and spending long nights waiting for your medical office to open the next day.

We all are aware of how this unnecessary use of the ER disrupts your ability to provide continuity of care to your

patients, and how it increases overall health costs results in unfavorable financial impacts.

In an effort to address these problems, Keystone Mercy has entered into agreements with several facilities for after-hours urgent care services. As a dedicated Keystone Mercy provider, we want to make sure that you are aware of new services being offered to Keystone Mercy members and its network of providers.

For those services that are not an emergency, but would be considered urgent, such as: mild asthma, colds, sore throats, flu, fevers, upper respiratory infections, urinary tract infections, insect bites and digestive ailments, your Keystone Mercy patients will be able to see health care providers at one of the UCC locations after your normal business hours. **These locations are listed on the other side of this insert. Please post this as a reference for you and your patients.**



Electronic Communications: Ushering in a New Age

- Keystone Mercy to introduce new electronic communications systems to better inform participating providers
- More efficient than other mediums of communication
- Broadens awareness of professional issues
- Promotes greater awareness of the global environment

In an effort to build stronger relationships with our providers and give you pertinent information in a more expedient manner, we will be expanding our communications methods to include e-mail and faxes. We currently have the ability to fax program notices and industry updates, and though we have had success with this approach, there still is a long way to go in reaching our overall goal.

Also, we will soon roll out our latest communication application, the Provider E-Lert email system, which will allow us to easily create, send, and track e-mail, to our provider network. It is hoped that in our ever-changing business environment this method will quickly deliver industry and health plan notices to our providers. We invite and strongly

encourage you to register for E-Lert, which will ensure that you receive our communications via e-mail.

We are well into the age of technology. Our nation's president has a Blackberry®. Faxes, e-mails, and other forms of electronic communications, even text messages, are increasingly supplementing traditional "snail mail" and telephone calls as a way for 21st century businesses to communicate with their customers and clients.

As we move toward an electronic environment, new communication platforms are being adopted across public- and private-sector organizations at an increasing rate. Keystone Mercy remains on the cutting edge of these new technologies and is making strides in keeping our providers well-informed through the use of the most prudent and efficient electronic methods.

Do not miss the opportunity to register for E-Lert to receive valuable plan-related information and notices via e-mail.

Please provide us with your e-mail address and fax number, by emailing us at Provider.Communications@kmhp.com. You can expect to receive an invitation to register for E-Lerts via e-mail.

Keystone Mercy Urgent Care Centers

KENSINGTON AFTER HOURS URGENT CARE CENTER

Philadelphia - 19122	136 West Diamond Street Philadelphia, PA 19122 Phone: 215-426-8100	Hours of Operation Monday - Friday: 5:00 p.m. to 9:00 p.m. Saturday: 10:00 a.m. to 6:00 p.m.
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WALGREENS TAKE CARE CLINIC LOCATIONS

Brookhaven - 19015	4098 Edgemont Avenue Brookhaven, PA 19015	
King of Prussia - 19406	119 E. DeKalb Pike King of Prussia, PA 19406	Hours of Operation Monday - Friday: 8:00 a.m. to 7:30 p.m. Saturday - Sunday: 9:30 a.m. to 5:00 p.m.
North Wales - 19454	710 North Wales Road North Wales, PA 19454	With questions, call 1-866-TAKE CARE or 1-866-825-3227
Norristown - 19403	699 W. Germantown Pike Norristown, PA 19403	
Philadelphia - 19135	7001 Frankford Avenue #7027 Philadelphia, PA 19135	

PREMIER IMMEDIATE MEDICAL CARE LOCATIONS

Douglassville - 19518	1139 West Ben Franklin Highway Douglassville, PA 19518 Phone: 610-385-4444	
Exton - 19341	278 Eagleview Boulevard Exton, PA 19341 Phone: 610-561-6400	Hours of Operation 9:00 a.m. - 9:00 p.m. 365 days a year Visit www.premierurgentcare.net for more information
Oaks - 19456	450 Cresson Boulevard Oaks, PA 19456 Phone: 610-728-6100	

PREMIER ORTHOPEDIC URGENT CARE CENTER

(Orthopedic only - problems with bones, joints, ligaments or muscles)

Media - 19063	200 East State Street, Suite 108 Media, PA 19063 Phone: 610-566-5723	Hours of Operation Monday - Friday 3:30 p.m. to 7:30 p.m. Saturday 10:00 a.m. to 2:00 p.m.
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NORTHEASTERN READY CARE

Philadelphia - 19134	2301 East Allegheny Avenue Philadelphia, PA 19134 Phone: 215-926-3535	Hours of Operation 10:00 a.m. to 8:00 p.m. 365 days a year
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PIONEER URGENT CARE

West Chester - 19382	1572 Wilmington Pike West Chester, PA 19382 Phone: 610-459-3278 www.pioneerurgentcare.com	Hours of Operation Monday - Friday: 10:00 a.m. to 8:00 p.m. Saturday & Sunday: 10:00 a.m. to 6:00 p.m.
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We are partners in providing quality health care to our members, and we appreciate your support in making your patients aware of these new options, specifically if the issues are of an urgent nature and do not require an ER level of care. However, if the member requires emergency services, they should immediately be directed to go to the nearest emergency room.

Questions? Visit our web site at www.keystonemercy.com



Credentialing Corner

Want to:

- Check the status of your credentialing application?
- Check the credentialing status of a provider in your practice?
- Tell us that you've been Board Certified or have become Board Certified in another specialty?
- Tell us about your new admitting privileges?
- Ask questions about our Medical Record Review Process?
- Check the status of your appeal on a credentialing decision?

All these questions and more can be answered on Keystone Mercy new credentialing phone line. Simply call **1-800-521-6007** and select Option #3 for Credentialing needs.

Medical Record Scoring Change

As part of the Recredentialing process, medical record reviews are conducted for each participating provider during the three year renewal period. Effective November 1, 2007, the passing score for medical record reviews was increased from 85% to 90%.

To assist you in achieving and surpassing the 90% score, we have made copies of the Medical Record Review Guidelines available on the Provider Center at <http://www.keystonemercy.com/provider/provcom/credential/paper/index.aspx>.

Check your contact information: Please insure that your electronic contact information is up to date by sending it to us at: Credentialing@kmhp.com.

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