



# Care Level Management Demonstration Project

Launch Date: October 1, 2005

# Features

- House calls
- Personal Visiting Physicians (PVPs)
- Personal Care Advocate Nurses (PCANs)
- Direct cell phone access, 24 hours a day/7 days a week/365 days a year
- PVP Delivery System; Electronic Medical Records
- Home Hospitalization



# Population

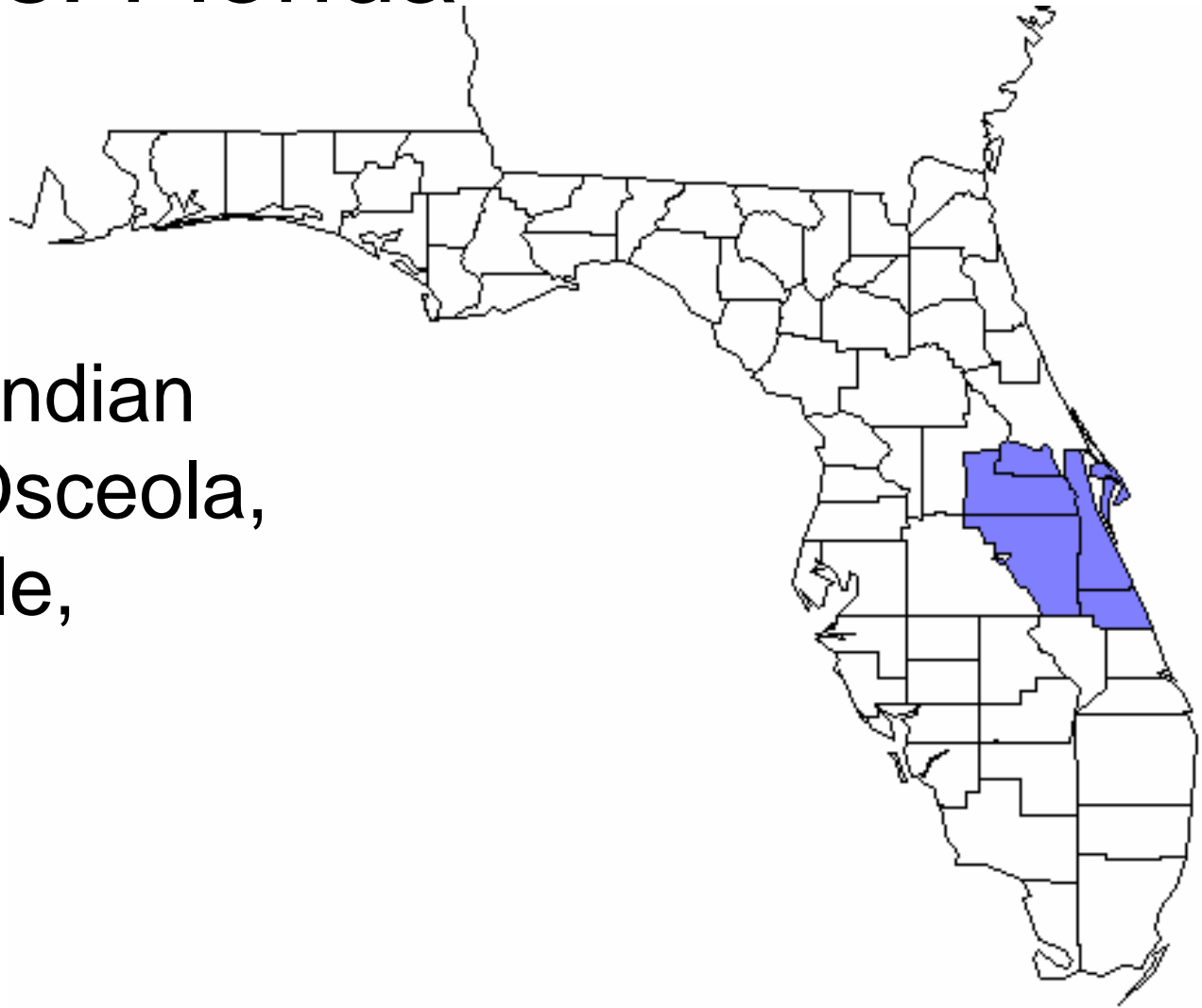
- Beneficiaries with one or more chronic conditions who have had two or more hospitalizations in the previous year
- Estimated total: 15,000
- California, Florida, Texas
- Invitation to participate, their choice



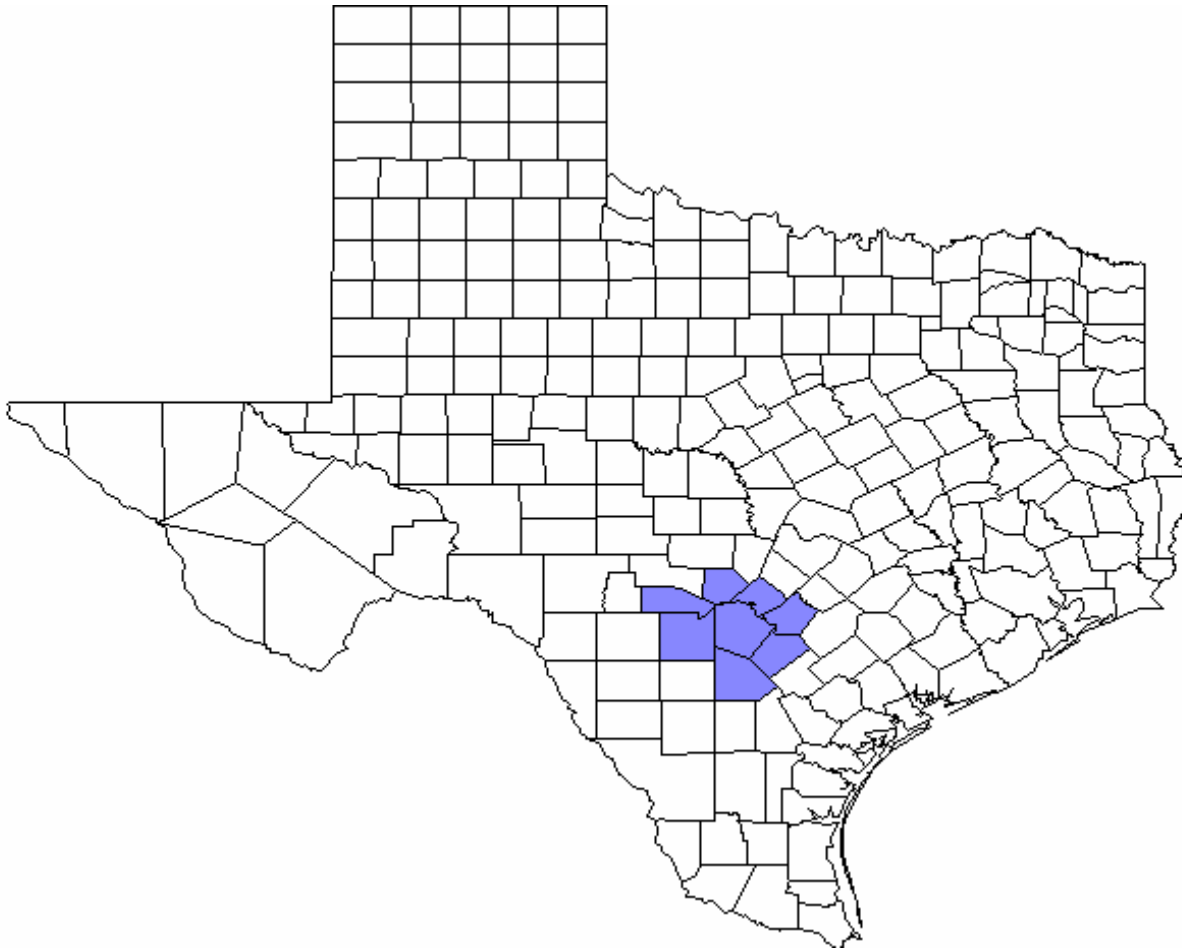
# Regions: Florida

Counties:

Brevard, Indian  
River, Osceola,  
Seminole,  
Orange



# Regions: Texas



Counties:

Bexar,

Atascosa,

Bandera,

Comal,

Guadalupe,

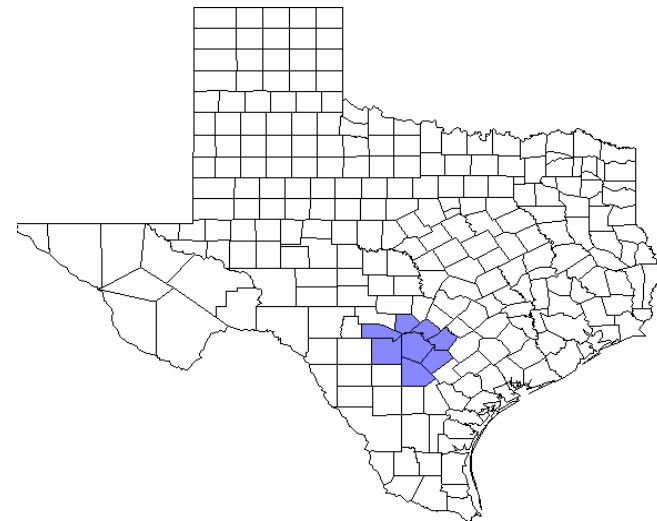
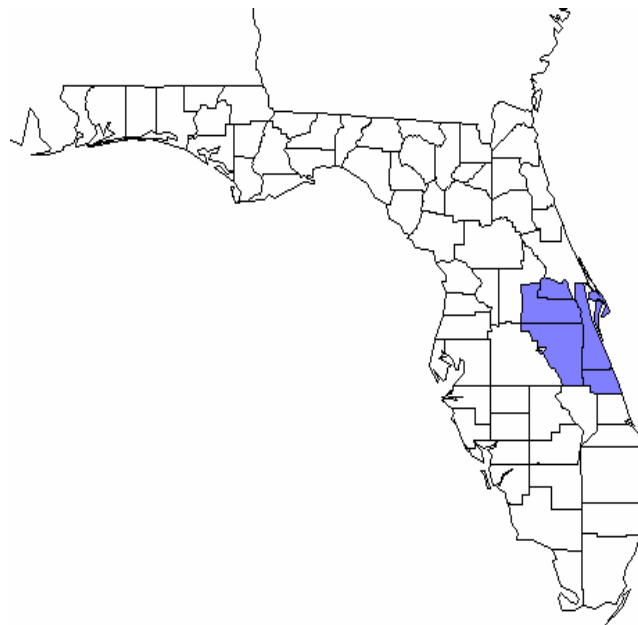
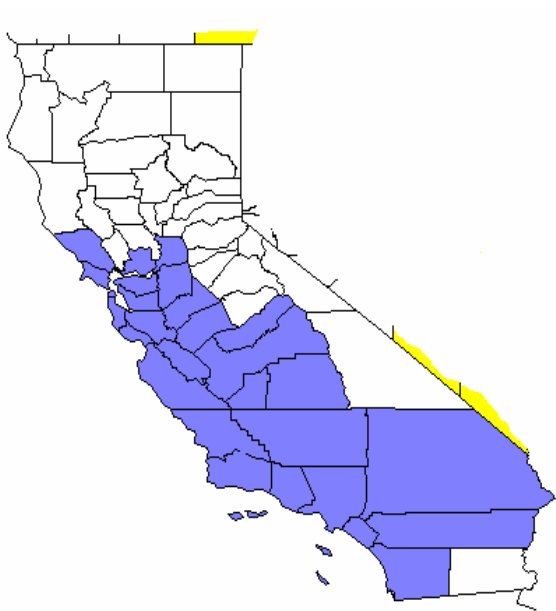
Kendall,


Medina,

Wilson

# Breakdown

- CA 12,927 benes - ave \$4,506 PMPM
- FL 1,609 benes - ave \$3,806 PMPM
- TX 825 benes - ave \$3,390 PMPM





# Medicare Fee-for-Service Benefits

- No change to amount, duration, or scope
- No restriction of access to care or number of physicians in a network
- Benefits covered, administered, paid under traditional, fee-for-service (FFS) Medicare program
- Services at no additional charge beyond normal original Medicare plan copayments/deductibles
- Participants are NOT in an HMO, Medicare Advantage plan, or other non-FFS health plan





# Outreach and Education

- Beneficiary, provider, and health care facility letters
- 1-800-Medicare beneficiary and provider scripts
- Medlearn Matters article
- Briefings: regional and Hill

# Demonstration Web site

<http://www.cms.hhs.gov/researchers/demos/cmhcb.asp>

The screenshot shows a Microsoft Internet Explorer browser window displaying the CMS website. The address bar shows the URL <http://www.cms.hhs.gov/researchers/demos/cmhcb.asp>. The page header features the CMS logo and navigation links for Consumers, Professionals, and Public Affairs. A search bar is located in the top right corner. The main content area is titled "CMS RESEARCH AND DEMONSTRATIONS: PROJECT DESCRIPTIONS AND FACT SHEETS" and lists several demonstration projects with links to their descriptions. A left sidebar contains links to various programs and topics.

**Centers for Medicare & Medicaid Services**

**CMS**

Use High-Contrast Colors | Use Larger Fonts

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**Programs**

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- [Medicaid](#)
- [SCHIP](#)
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- [Coverage](#)
- [Laws & Regulations](#)
- [State](#)
- [Waivers](#)

**Initiatives**

- [Advisory Committees](#)

**CMS RESEARCH AND DEMONSTRATIONS:  
PROJECT DESCRIPTIONS AND FACT SHEETS**

- [Capitated Disease Management Demonstration](#)
- [Physician Group Practice Demonstration](#)
- [Calculation of Charge-Based Relative Values for Part B Laboratory Procedures](#)
- [Medicare Preferred Provider Organization Demonstration](#)
- [Demonstration Project for Disease Management](#)
- [Medicare Partnerships for Quality Services Demonstration](#)
- [Medicare Coordinated Care Demonstration](#)
- [DME Competitive Bidding Demonstration](#)
- [Evaluation of the Program of All-Inclusive Care for the Elderly Demonstration \(PDF Format, 199 KB\)](#)

# CLM Press-California

CONTRA COSTA (CA) TIMES

Walnut Creek, California 08/21/2005

"Medicare doctors to make 'old-fashioned' house calls"

MODESTO (CA) BEE

Modesto, California 08/15/2005

"Medicare tries making house calls"

RECORD SEARCHLIGHT (CA)

Redding, California 08/09/2005

"An old-fashioned solution to today's medical problems"

VENTURA (CA) COUNTY STAR

Ventura, California 08/09/2005

"An old-fashioned solution to today's medical problems"

SAN FRANCISCO CHRONICLE

Circ./Aud.: 510,844

San Francisco, CA 08/07/2005

"Physicians personal touch"

LOS ANGELES TIMES (ORANGE COUNTY EDITION) Circ./Aud.:

187,309

LOS ANGELES TIMES Circ./Aud.:

907,997

LOS ANGELES TIMES (VALLEY EDITION) Circ./Aud.: 200,568

YAHOO! NEWS

Los Angeles, CA 07/29/2005

"There's a Doctor in the House"

# CLM Press-Florida

THE TAMPA TRIBUNE

Tampa, Florida and World Wide Web  
09/11/2005

"The Doctor Is In"

FLORIDA TODAY.COM

Melbourne, Florida 09/06/2005

"Doctors come calling"

WFLA-TV (NBC) CH 8 (Tampa/St.  
Petersburg)

News Channel 8 Weekend Morning  
Edition

08/21/2005

"launch a pilot project in the bay area  
that will bring back physician  
house calls..."

ORLANDO SENTINEL Circ./Aud.:  
368,562

Orlando, FL 08/14/2005

"Some doctors champion house calls"

TC PALM.COM (FL)

Web Site, Florida 08/09/2005

"An old-fashioned solution to today's  
medical problems"

# CLM Press-Texas

SAN ANTONIO (TX) EXPRESS-NEWS

San Antonio, Texas 09/05/2005

"Medicare pilot study will offer house calls"

KSAT-TV (ABC) CH 12 (San Antonio) -  
KSAT 12 News At Noon

08/12/2005

"Medical reporter Angela Vierville goes along with a local doctor making his rounds"

KSAT-TV (ABC) CH 12 (San Antonio)  
- KSAT 12 News


08/11/2005

"Most people are too young to remember when doctors made house calls, but Medicare is starting a pilot..."

SAN ANGELO (TX) STANDARD  
TIMES

San Angelo, Texas 08/09/2005

"An old-fashioned solution to today's medical problems"



# CLM Press- DC, MD, VA

INDUSTRYWATCH-YELLOWBRICK

Alexandria, Virginia 09/13/2005

"The Doctor is In"

AGING NEWS ALERT Circ./Aud.: 2,000

Silver Spring, MD 09/07/2005

"San Antonio's 'House Call' Program Is Pilot Medicare Program For CMS"

WASHINGTON TIMES Circ./Aud.: 101,001

WASHINGTON(DC)TIMES INSIDER

Washington, District Of Columbia 08/22/2005

"House calls gain doctors' respect"

# CLM Press- around the country

FOX NEWS CHANNEL NATIONAL  
CABLE (NATIONAL) - FOX NEWS  
LIVE 08/25/2005 (4 reports)

NURSING HOMES LONG TERM CARE  
MANAGEMENT  
Cleveland, Ohio 09/13/2005

THE MORNING NEWS OF NORTHWEST  
ARKANSAS  
Springdale, Arkansas 08/23/2005

FAYETTEVILLE MORNING NEWS  
Circ./Aud.: 39,333  
Springdale, AR 08/23/2005

BAY CITY TIMES Circ./Aud.: 34,902  
Bay City, MI 08/23/2005

KNXV-TV Channel 15 (Phoenix, AZ)  
Phoenix, Arizona 08/18/2005

ANN ARBOR NEWS Circ./Aud.: 53,747  
Ann Arbor, MI 08/17/2005

THE SEATTLE (WA) TIMES  
Seattle, Washington 08/14/2005

KSHB-TV Channel 41  
Kansas City, Missouri 08/09/2005

THE ALBUQUERQUE (NM) TRIBUNE  
Albuquerque, New Mexico 08/09/2005

THE COMMERCIAL APPEAL  
Memphis, Tennessee 08/09/2005

KNOXVILLE (TN) NEWS SENTINEL  
Knoxville, Tennessee 08/09/2005

PHARMACYONESOURCE  
Madison, Wisconsin 08/03/2005

BIOTECH WEEK  
Atlanta, GA 08/03/2005

HEALTH & MEDICINE WEEK  
Atlanta, GA 08/01/2005

NEWSDAY-NEW YORK CITY  
Long Island City, New York 07/29/2005

# CLM Contacts

## ■ Beneficiary:

- 1-888-234-4340 (1-800-949-8414 en Español)

- [www.carelevel.com](http://www.carelevel.com)

## ■ Provider/ Health care facility:

- 1-800-592-0452

- [CMSDDemo@carelevel.com](mailto:CMSDDemo@carelevel.com)

- [www.carelevel.com](http://www.carelevel.com)





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