



## Help your child stay healthy — and get a gift card

### Child & Teen Checkups

Child & Teen Checkups (C&TCs) help your child grow strong and healthy. Now they can help you pay for groceries, gifts or goodies.

**Get a \$10 Target® GiftCard** for **every** scheduled C&TC your child completes.

These visits can include checking your child's hearing, blood pressure, vision, weight, height and nutrition. Your child can have "shots" to protect against diseases. Schedule checkups for your child at these ages:

- ▶ 0-1 month, 2 months, 4 months, 6 months, 9 months, 12 months, 15 months, 18 months and 24 months
- ▶ 3, 4, 5, 6 and 8 years, and every other year from ages 10 through 20

*Source: Minnesota Department of Health*

**Get a bonus \$15 Target® GiftCard.** From July 1-September 30, children ages 9-30 months who have a blood lead test can get a \$15 Target GiftCard. This lead test will find out if your child has a high level of lead in his or her blood. High levels may lead to serious health problems that can last a lifetime, such as convulsions and delayed development (see Page 2).

*The Bullseye Design and Target are registered trademarks of Target Brands, Inc. All rights reserved. Target is not a participating partner in or sponsor of this offer.*

**Reminder:** Watch your mail! You may receive C&TC and blood lead test vouchers that need to be completed and mailed to Medica. Or, call Medica Customer Service for a voucher.

## Top 4 reasons kids miss school

- ▶ Colds and similar infections
- ▶ Stomach flu
- ▶ Pinkeye
- ▶ Strep throat

*Source: Mayo Foundation for Medical Education and Research*



## CONTENTS

### Your Health, Pages 2-3

- > War on women's cancer
- > Fight the flu
- > News to make your body happy

### Your Benefits, Pages 4-5

- > BUZZWORDS
- > Holiday travel tips

### Your Medica, Pages 6-7

- > Depression quiz
- > Member's story

### Your Resources, Page 8

- > Phone numbers
- > Did you know?

## MEMBER INPUT FORUM

Speak with members of Medica's leadership team. Take advantage of free programs and health screenings.

Thursday,  
October 19, 2006

10 a.m. to 1 p.m.  
3:30 to 6:30 p.m.

Park Plaza Hotel  
4460 West 78th  
Street Circle  
Bloomington, MN



## HEALTHY TIPS

**Get the lead out!**

Lead is a common metal but can be dangerous for a child. Protect your family.

- 1 If you rent your home, tell your landlord about any chipped or peeling paint. Clean up paint chips immediately. Vacuum furniture and windowsills often.
- 2 If you own your house, call the National Lead Information Center toll-free at **1-800-424-5323**. The center will help you find someone to get the lead out of your house. Ask about help paying for lead removal.

Source: U.S. Environmental Protection Agency

**Secrets to winning the war against women's cancer**

More and more women are making cancer screenings a lifelong habit. You should, too.

You may be able to prevent cervical cancer with regular Pap tests. The main cause of cervical cancer is infection with certain kinds of human papillomavirus (HPV). To reduce the risk of infection with this virus or any sexually transmitted disease, always use protection during sexual activity and limit the number of your sexual partners.

You may have heard that a vaccine has been approved to help prevent cervical cancer caused by HPV infection.\* Your doctor can help you decide whether you need the vaccine. This vaccine is covered for you at no cost.

**Cervical cancer screenings recommendations\***

- ▶ **Ages 19-39 years:** Be screened by age 21 or three years after first sexual intercourse, whichever is earlier. Repeat every three years after three consecutive normal results.
- ▶ **Ages 40-64 years:** Every three years after three consecutive years of normal results.
- ▶ **Age 65 and older:** With new sexual partner.

**Breast cancer** is still the most common cancer diagnosed in women.\*\* However, the number of women who die of breast cancer has been decreasing for years. Why? More women are having regular mammograms to help find breast cancer early.

**Breast cancer screening recommendations (women)\***

- ▶ **Ages 40-49:** Annual mammogram if at risk (personal history or immediate family history of breast cancer; past breast biopsy with results that were of concern)
- ▶ **Ages 50-75:** Mammogram every 1-2 years
- ▶ **After age 75:** Talk to your doctor

Don't take a chance with cancer. Talk to your doctor about the screenings you may need. If you need help finding a doctor, call Medica CallLink® or go to "Find a Doctor" at [www.medica.com](http://www.medica.com).

\*Source: Institute for Clinical Systems Improvement (ICSI)

\*\*Source: American Cancer Society

**Luke D. Loon's Kids' Stuff****Make the best of homework**

If your children dread homework, remember: You can help inspire them.



Homework is important because it helps kids learn. Try these ideas to help them make the best of it:

- ▶ Set aside a quiet place at home for doing homework.
- ▶ Turn the TV off. Your child will do a better job and finish faster.
- ▶ Offer to help only if your child is really stuck on a problem.
- ▶ Schedule a 10-minute break every hour. Your child needs time to stand, stretch and move around.

Homework may not always be fun. But you will both be glad you made the effort when it's time for report cards.

## Tips for staying flu-free and on your feet

Did you know that flu season usually runs from November until March? A flu shot is your best protection. People at high risk for complications should get a flu shot as early as possible. However, flu season usually does not peak until late February into March. So healthy adults may be able to get a shot as late as January and still be protected.

### Here are five more ways to protect yourself and others from the flu:

- ① Cover your nose and mouth with a tissue when you cough or sneeze; throw the tissue away after you use it.
- ② Keep your hands away from your eyes, nose and mouth.
- ③ Stay away from people who are sick and stay home when you are sick.
- ④ Get plenty of rest and exercise, and eat balanced meals.
- ⑤ Wash your hands often with soap and water, especially after you cough or sneeze, or use an alcohol-based hand cleanser often.

**Reminder:** Pneumonia is another danger. Ask your doctor about the pneumonia vaccine. You may need it only once for lifelong pneumonia protection.

### A yearly flu shot is recommended for:\*

- ▶ People age 50 or older
- ▶ People who have diabetes, asthma or other chronic illnesses
- ▶ People with weakened immune systems
- ▶ Pregnant women (if the second or third trimester will occur during flu season)
- ▶ People who live or work in a long-term care facility or with a vulnerable population
- ▶ Anyone who can pass the flu virus to others with a high-risk medical condition
- ▶ Children ages 6-59 months\*\*

Studies show that children who receive the flu vaccine may reduce the risk of ear infections.\*\*\*

\*Source: Institute for Clinical Systems Improvement (ICSI)

\*\*Source: Centers for Disease Control (CDC)

\*\*\*Source: Pediatric Infectious Diseases Journal

## LEARN MORE ABOUT MANAGING STRESS:



American Academy of Family Physicians <http://familydoctor.org/167.xml>

American Psychological Association [www.apa.org/helpcenter.org](http://www.apa.org/helpcenter.org)

National Women's Health Information Center [www.4woman.gov/faq/stress.htm](http://www.4woman.gov/faq/stress.htm)



### 7 phone numbers to keep on hand

- ① Emergency services (911)
- ② Your family doctor
- ③ Fire department
- ④ Police department
- ⑤ The local, state or national poison control center
- ⑥ Your pharmacist
- ⑦ Your dentist

## NEWS TO MAKE YOUR BODY HAPPY



### Fruits and vegetables:

Eat your greens — and your yellows, reds and purples, too. A new report shows that people who eat more than five servings of fruits and vegetables each day have a lower risk for stroke. The risk is 26 percent lower compared to people who eat fewer than three servings daily. The report appeared in the *Journal of the American Medical Association*.



### Tobacco:

The World Health Organization (WHO) has launched an effort to warn people about the dangers of tobacco “in any form.” Many people don't know that smokeless tobacco is as harmful as cigarettes. “Natural” and “organic” tobacco may also be misleading, WHO says. Tobacco use is growing fast, especially among girls.



### Exercise:

Exercise may be even better for you than you knew. A new study in *Current Opinion in Psychiatry* says exercise is good for your body and brain. It noted that exercise may decrease the risk for heart disease and arthritis. Exercise may also help you lose weight and ease symptoms of depression.



## BUZZWORDS

**Acute care:**

Medical treatment for a short-term condition or a problem that comes back from time to time, such as an earache, sore throat or minor injury

**Chronic care:**

Medical treatment for a condition that requires long-term or ongoing care, such as diabetes

**Emergency care:**

Medical treatment for an illness or injury that needs treatment right away, such as a heart attack, broken bone or a head injury

**Urgent care:**

Medical treatment for an illness or injury that is not an emergency but needs attention quickly

## Trouble keeping up with your checkups? We can help

It's hard to keep up with the preventive care your family needs. Medica can help you remember when you need a routine checkup:

- ▶ **Medica CallLink® phone line** — Speak one-to-one with a nurse 24 hours a day (see Page 8).
- ▶ **Medica's Audio Health Information Library** — Access more than 1,100 recorded messages on topics ranging from aging well to women's health.
- ▶ **Online reference guides** — Log on to [www.medica.com](http://www.medica.com) and follow the links to *Member Resources>Health Improvement>Guide to Routine Preventive Screenings and Immunizations* or *Women's Guide to Health Care Services and Programs*.

**Some members will also receive:**

- ▶ Routine checkup checklists that show screenings, immunizations and tests you need soon and in the year ahead.

## Going to the hospital? Check out these resources first

Before you go to the hospital, become an informed consumer. Hospitals are busy and complex places and they can make medical mistakes. Medical mistakes are believed to be a leading cause of death.\* Make sure you have the safest possible hospital experience.

Talk to your doctor. Ask about options. Are there outpatient or nonsurgical alternatives for you? If not, ask your doctor to help you select a hospital with a good safety record. Ask:

- ▶ What is this hospital's experience — how often does it do this procedure?
- ▶ What are the complication rates?
- ▶ How long will I be in the hospital?

The Leapfrog Group is an independent organization that collects information about hospital quality and safety. You can search this information by ZIP code, city and state. Find Leapfrog data on [www.medica.com](http://www.medica.com). Follow the links to *Member Resources>Focus on Quality>Quality Results*.

Another good resource is the Joint Commission on Accreditation in Healthcare Organizations (JCAHO). JCAHO has a consumer education program called "Speak Up." You can get a copy of a brochure called "Speak Up: Help Prevent Errors In Your Health Care" at [www.jointcommission.org/PatientSafety/SpeakUp](http://www.jointcommission.org/PatientSafety/SpeakUp).

*\*Source: The Leapfrog Group*

## NEW CLAIMS ADDRESS

Medica will have a new mailing address for claims as of November 1, 2006:

**Medica**  
PO Box 30990  
Salt Lake City, UT 84130

The new address does not apply to United Behavioral Health (UBH) claims. Providers may begin sending claims to the new address any time.

## Buckle up, baby!

Seat belts can help you stay safe in an auto accident. And using them is the law — for adults and children! Remember, the seat belts in your car are made for adults and are not safe for babies or small children. Infants and small children need a car safety seat, and small children need a booster seat until they are 8 years old or at least 4'9" tall. The booster or car seat must have a label stating that it meets federal motor vehicle safety standards. Also, remember that children under age 13 should always ride in the backseat.

You may be eligible for a car seat and instructions on how to use it — at no cost to you. Children from birth to 24 months old and women at least six months pregnant who are Medica Choice Care or Medica MinnesotaCare members are eligible. For more information, call Medica Customer Service.

### Car seat safety checklist:

- ▶ Car seat is facing the right direction
- ▶ Car seat is tightly secured
- ▶ Harness straps are snug and flat on the child's body
- ▶ Seat belt is locked properly
- ▶ Car seat is not in the path of an air bag

**Learn more:** Visit the Minnesota Child Passenger Safety Program at [www.buckleupkids.state.mn.us](http://www.buckleupkids.state.mn.us) or call 1-800-818-9296.

## Travel tips for parents

Planning a family trip for the holidays?  
Keep it fun and safe!

- ▶ Be patient and allow plenty of time to reach your destination safely.
- ▶ Build bathroom and snack breaks into your travel routine.
- ▶ Carry books, games and healthy snacks for the kids in case of delays.
- ▶ Encourage mental and physical activity by going to parks, zoos and children's museums.
- ▶ Let your child bring along a favorite stuffed toy or a photo of your family pet.
- ▶ Plan for the weather. No matter how you travel, rain or snow can slow you down.



## COST-SAVING TIPS



### Changing doctors?

Ask your new doctor to request copies of your records from your previous doctor. This can save time and money from unnecessary retesting. The same is true for a new dentist.

### Is it really an emergency?

Save the emergency room for real emergencies. For nonemergency care, call your doctor's office or visit an urgent care center.

### Trying new medicines?

Ask for samples of any new medicines your doctor says you need. Samples will let you try out new medicines and help make sure they will work for you.

## MEDICA.COM



Find the tools you need to make informed decisions about your health care coverage at [www.medicacom](http://www.medicacom).

Do you need to find a new doctor or clinic? Go to [www.medicacom](http://www.medicacom) and follow the link to *Find a Doctor*. Type in your Group Number and ID Number (you will find these numbers on your Medica member ID card). Choose the *Medica Choice Care and Medica MinnesotaCare* network option. Then click "Submit."

You may also search for a doctor who speaks a certain language or has offices in your area.





## STILL SMOKING?

Looking for a great time to quit smoking? There's none better than the American Cancer Society's 30th Annual Great American Smokeout. The event will be held on Thursday, November 16, 2006.

It's never too late to kick a bad habit. Smoking harms you and the people around you. It makes your clothes and hair stink. It wrinkles your skin. Plus, it's very expensive.

Medica has programs that can help you quit smoking. Call Customer Service or talk to your doctor for more information. Eligible members can receive up to \$70 in Target® GiftCards for completing a quit smoking program.

### Save the date:

The Great American Smokeout is Thursday, November 16, 2006.

## A healthy start for your baby and you



Pregnancy and childbirth can be exciting — and sometimes stressful. Medica's Healthy Pregnancy Program can help. The program's registered nurses provide:

- ▶ Answers to pregnancy-related questions
- ▶ Educational phone calls and mailings
- ▶ Emotional support
- ▶ Links to resources within Medica and the community

To enroll in Medica's Healthy Pregnancy Program, call **952-992-3390** or toll-free **1-888-992-3875**. Or visit [www.medica.com](http://www.medica.com) and follow the links to *Member Resources>Pregnancy>Medica's Healthy Pregnancy Program*.

## ASK THE PHARMACIST



**Q: I've heard that this influenza (flu) season is expected to be bad. What should I do if I get the flu?**

**A:** Most healthy people who get the flu should:

- ▶ Drink plenty of liquids
- ▶ Get lots of rest
- ▶ Avoid using tobacco and alcohol

You may take over-the-counter medicine to help ease symptoms, such as body aches. **Avoid giving aspirin to a child or teen who has flu symptoms, especially fever.** Children and teens risk developing Reye's Syndrome, a potentially life-threatening condition.

**Fast tip:** The best way to avoid the flu is to get a flu shot every year. Typically, vaccinations begin in October or November. Do your best to avoid contact with people affected by the flu, and wash your hands often.

**Q: When should I see my doctor about the flu?**

**A:** Talk to your doctor if you are concerned about your illness. People at a high risk for more severe flu complications include:\*

- ▶ Anyone over age 50
- ▶ Anyone with a chronic medical condition, especially lung disease, heart failure or diabetes
- ▶ Pregnant women
- ▶ Young children

\*Source: Centers for Disease Control (CDC)

## When you can't just 'cheer up'

### Find out if you may be depressed\*

Depression affects more than just individuals. Often it affects families, communities and employers. Major depressive disorder is the nation's leading cause of disability.\*

Over the last two weeks, have you noticed that your mood has changed or that you have:

|   |     |    |
|---|-----|----|
| Felt sad or depressed most of the day or nearly every day?                    | Yes | No |
| Lost interest in regular activities or the things that you usually enjoy?     | Yes | No |
| Lost or gained weight without trying to or noticed a change in your appetite? | Yes | No |
| Had trouble sleeping or overslept?  | Yes | No |
| Been either agitated and restless or listless?                                | Yes | No |
| Felt a loss of energy or been fatigued?                                       | Yes | No |
| Felt worthless or hopeless or felt overly guilty about things?                | Yes | No |
| Been forgetful or had trouble concentrating or making decisions?              | Yes | No |

If you answered "yes" to two or more questions, talk to your doctor or call United Behavioral Health at **1-866-658-4662**, or for hearing impaired call TTY: **1-800-543-7162**.

*This self-appraisal is not a substitute for a professional evaluation and is not intended to be a self-diagnosis. Only a professional can make a diagnosis. If you have concerns about your mood after answering these questions, talk to your doctor or contact United Behavioral Health.*

*\*Source: The State of Depression in America Report (2/06)*

## 'This is the greatest service!'

Like many people, Sherry knew that Medica offers a disease management program called CorChoices. She also knew that her 12-year-old daughter Laura, who suffers from asthma, was eligible to participate. She just never found time to call and take advantage of the program. Then, CorChoices called Sherry directly. "This is the greatest service!" says Sherry, a Medica member. "It's been very valuable for me, especially for my peace of mind."

### How it helps

CorChoices creates a personalized program to help participants manage chronic conditions, such as asthma. To help Laura, a CorChoices nurse calls to check in with Sherry once a month. The nurse asks questions such as:

- ▶ "Is Laura taking her medicine?"
- ▶ "Does she know what to do when she has an attack?"
- ▶ "Do you have any questions about how to help her?"

The nurse suggested that Sherry keep a logbook to track Laura's attacks and what triggered them. This also helps Sherry and Laura set goals for managing the condition. "I never knew if I was handling Laura's attacks correctly. CorChoices answered my questions and made sure I was doing everything right," Sherry says.

CorChoices helps eligible Medica members manage chronic conditions, such as diabetes and childhood asthma. Call **952-992-8460** or **1-888-365-8240** to learn more.

### HELPFUL HINTS:



#### Make sure your medicine is working for you

Next time you have a doctor's appointment, put all of your medicines in a brown paper bag and take it with you. Your doctor will review the medications with you and decide if you still need them.

- > Keep all items in their original containers.
- > Include all of your prescription drugs, over-the-counter medicine, vitamins and herbal/dietary supplements.

Your doctor will review the medicines and decide if you still need them.

#### Tell your doctor if:

- > It's hard for you to tell your medicines apart
- > You don't always remember to take your medicine
- > You don't know how much medicine to take
- > You have bad side effects from your medicine

### Customer Service

Metro: **952-992-2322** – Regional: **1-800-373-8335**  
 TTY lines: **952-992-2357** (metro), **1-800-234-8819** (regional)

### Medica CallLink® Nurse Line

To speak with a nurse or to get a physician referral, call our Medica CallLink nurse line **1-866-715-0915**. Hearing-impaired callers (metro and regional), please call the National Relay Center at **1-800-855-2880** and request Medica CallLink at **1-866-715-0915**.

### Medica’s Fraud Hotline

24-hour English/Spanish language fraud hotline **952-992-2237** or **1-866-821-1331**.  
 For the Russian language fraud hotline, call **952-992-3893**.  
 For the Somali language fraud hotline, call **952-992-3214**.

### Disease Management

For help with diabetes or childhood asthma, call Medica CorChoices<sup>SM</sup> at **952-992-8460** or **1-888-365-8240**.

### United Behavioral Health

To find a mental health or substance abuse provider, please call United Behavioral Health (UBH) at **1-800-848-8327** or TTY **1-800-543-7162**.

Visit us on the Internet at [www.medica.com](http://www.medica.com)

Entire publication © 2006 Medica. Medica® is a registered service mark of Medica Health Plans. “Medica” refers to the family of health plan businesses that includes Medica Health Plans, Medica Health Plans of Wisconsin, Medica Insurance Company, and Medica Self-Insured. It’s Your Health is published quarterly by Medica for its Medica Choice Care<sup>SM</sup> and Medica MinnesotaCare members. The information presented comes from a wide range of medical experts. If you have questions about specific comments that may affect your health, please contact your health care provider. If the information in It’s Your Health conflicts with your plan document, your plan document is always correct. Publisher: Medica > Editor: Jim Williams. It’s Your Health is a trademark of Medica. The Bullseye Design and Target are registered trademarks of Target Brands, Inc. Target is not a participating partner in or sponsor of this offer. All rights reserved.

### DID YOU KNOW?



> **200,000**

Number of Americans who will be hospitalized with flu complications this year

*Source: Centers for Disease Control and Prevention*

> **19 million**

Number of Americans who experience depression each year (See Page 7)

*Source: National Center for Policy Analysis*

Ogow. Haddii aad dooneyso in lagaa kaalmeeyo tarjamadda macluumaadkani, wac Medica: 952-992-2260.

1-800-373-8335: Medica ملاحظة: إذا أردت مساعدة مجانية في ترجمة هذه المعلومات، فاتصل بالرقم

Внимание: Если Вам нужна бесплатная помощь в переводе этой информации, позвоните по следующему телефону: Medica: 952-992-2294.

ລະມັດ: ຖ້າທ່ານຕ້ອງການ ການຊ່ວຍເຫຼືອໃນການແປອັດຕາມາດຕິກຳລັງໄປສູ່, ຈົ່ງໂທຕໍ່ Medica: 1-800-373-8335.

Atención. Si desea recibir asistencia gratuita para traducir esta información, llame a Medica: 952-992-2297.

ព្រំណត់សំគាល់: បើអ្នកចង់បានជំនួយបកប្រែឥតគិតថ្លៃ សូមទូរស័ព្ទ Medica: 1-800-373-8335.

Chú Ý. Nếu quý vị cần dịch thông-tin này miễn phí, xin gọi Medica: 952-992-2295.

Ceeb toom. Yog koj xav tau kev pab txhais cov xov no rau koj dawb, hu Medica: 952-992-2296.

Pažnja. Ako vam je potrebna besplatna pomoc za prevod ove informacije, nazovite Medica: 1-800-373-8335.

Hubaddhu. Yo akka odeeffannoona kun sii hiikamu gargaarsa tolaa feeta ta'e, bilbila kana bilbili Medica: 1-800-373-8335.

*Attention. If you want free help translating this information, call 1-800-373-8335.*

*This information is available to people with disabilities by calling 952-992-2322 (voice), or 1-800-373-8335 (toll free), or 952-992-2357, or 1-800-234-8819 (TTY), or 711, or through the Minnesota Relay at 1-877-627-3848 (speech to speech relay service).*

# Its Your Health™ MEDICA®

Mail Route CP585  
 PO Box 9310  
 Minneapolis, MN 55440-9310  
[www.medica.com](http://www.medica.com)

PRESORTED  
 STANDARD  
 US POSTAGE  
 PAID  
 FMC  
 33069