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**MEDICA**<sup>®</sup>

## **Medica Outreach Provides Back Support**

*Tells Members with Pain: “We’ve Got Your Back”*

MINNETONKA, Minn.—May 18, 2009—Medica members with a history of low-back pain now have additional resources to help them cope with the condition. Medica this month began reaching out directly to those members to make them aware of the many treatment options and techniques available, depending on the level of their back pain.

The campaign features an engaging mailing to members who have had a claim with a diagnosis related to back pain. The mailing, featuring the headline “We’ve Got Your Back,” directs the recipients to appropriate resources Medica has compiled at a customized Web site. Information on the Web site is designed to align with the experiences most people have when dealing with back pain:

- For people with low-back pain that is new and who may be feeling confused or unsure about how to treat their pain, there is an overview on back care basics, self-treatment and over-the-counter medications.
- For others whose low-back pain has been a long-term problem and who feel like they’ve tried everything, the site discusses newer approaches that are bringing hope and relief to many. Among these is “active rehabilitation.”
- And, finally, for those who feel like low-back pain has taken over their life and it is preventing them from functioning, the site provides information about talking to a Medica health coach to develop a plan for managing their pain.

The site also links to resources on [Mainstreetmedica.com](http://Mainstreetmedica.com), where members can obtain even more detailed information about back pain treatments and find out which providers are best suited to provide treatment based on the member’s condition.

“This outreach effort and the information on our Web sites is designed to help members take appropriate action so that they feel healthier and get the most out of the health services they receive,” said Dr. Jim Guyn, Medica medical director. “Back pain is a real and immediate problem for a lot of people and it affects each person differently. Our goal is to connect with our members and let them know that there are a variety of treatments available and Medica is a resource for helping them find the right one for them.”

### **A Common Problem**

Back pain affects eight in ten adults at some point in their lives, according to the National Institute of Arthritis and Musculoskeletal and Skin Diseases. It also is a costly problem. Medica annually processes more than \$140 million in claims related to back pain.

For the back pain outreach campaign, Medica analyzed medical and pharmacy claims data to identify members with a diagnosis of low-back pain within the past two months. Medica will analyze its data on an ongoing basis and provide information to those members with newly diagnosed conditions.

The low-back pain campaign is part of Medica’s Better Every Day program, which provides members with targeted, timely information based on their circumstances. Through the program, Medica is giving members action steps that they can take to improve their health and/or care experience. Several Better Every Day campaigns are planned for this year. A campaign focused on asthma is next.

**About Mainstreetmedica.com**

[Mainstreetmedica.com](http://Mainstreetmedica.com) is an online resource that allows users to investigate cost and quality and gauge value. Tools on the site allow individuals to access a wealth of accurate, actionable information so they can easily compare providers and make choices that will best meet their personal needs.

**About Medica**

Serving more than 1.5 million members, Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. The non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

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