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NURSE NAVIGATOR


ISSUE 3

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***A message from Bryce Heinbaugh, MBA,
Co-founder of Concierge Nurse Navigators***

Healthcare has stolen the American Dream. The healthcare industry itself has been responsible for the largest legal wealth transfer in modern day America on the backs of working middle class people, taxpayers, and communities. It is time to take it back, and it starts with you and I.

Healthcare itself is not expensive. What is expensive is the price gouging and profiteering by large non-profit health systems, insurance companies, and big pharma. Only 27 cents of every dollar spent on healthcare in America actually makes it to the clinician, and of the 27 cents, only 19 cents to the physician. The business of healthcare and its misaligned incentives with middlemen and unnecessary money handlers make up the difference.

We must begin looking at the business of healthcare differently, understanding that insurance companies are answering to Wall Street investors and hospital executives. Physicians are now answering to the hospital systems who employ them and unfortunately dictating the way they practice, refer, and drive revenue. People like us have been blind to this for far too long.

The future of healthcare will be local, open, and transparent, where independent providers and physicians can focus on treating patients and improving health outcomes, reestablishing proper primary care in America along with reducing the number of prescriptions and unnecessary costly treatments patients are currently receiving. Direct Primary Care physicians and Nurse Care Navigators are where we begin. These professionals working together to help patients and families avoid being taken advantage of in the business of healthcare. Employers that are adopting this model across the country are changing the way healthcare is purchased and delivered.

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Chronic Disease is a Scary Phrase

by Casey Billington, RN, Chief Operating Officer of Concierge Nurse Navigators

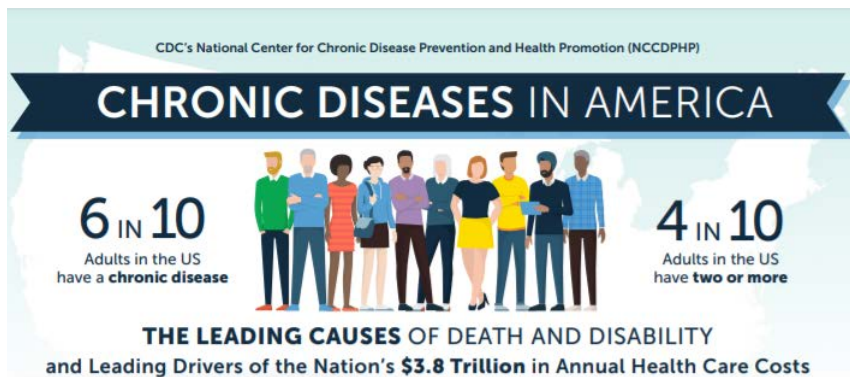


Chronic disease is a scary phrase. According to the Centers for Disease Control (CDC) 6 out of 10 American adults have heard that phrase when talking to a healthcare provider. Forty percent of adults, in fact, have more than one chronic condition. Many people aren't sure what that means and how it differs from any other diagnosis.

The word "chronic" simply means a condition that persists for a long time or is reoccurring. Examples include diabetes, heart disease, lung disease, and kidney disease. These are just a few of the chronic illnesses that can be life changing. If you are one of the 6 in 10 adults that has received one or more of these diagnoses, what do you do?

First: don't panic.

While these conditions can persist, they can also be managed and optimized. If you don't have a primary care physician (PCP), contact your Concierge Nurse Navigator for recommendations on high quality doctors. Your PCP acts as the coach of your team, helping to design and oversee the team of health professionals caring for you to deliver the best outcomes. Your PCP can also spend time providing you with information about ways to manage your condition. PCPs can manage ninety percent of patient needs and, when necessary, they can recommend a consultation with a specialist. These coaches are important because they can see the whole play while other members of the team might only be focused on their particular roles.



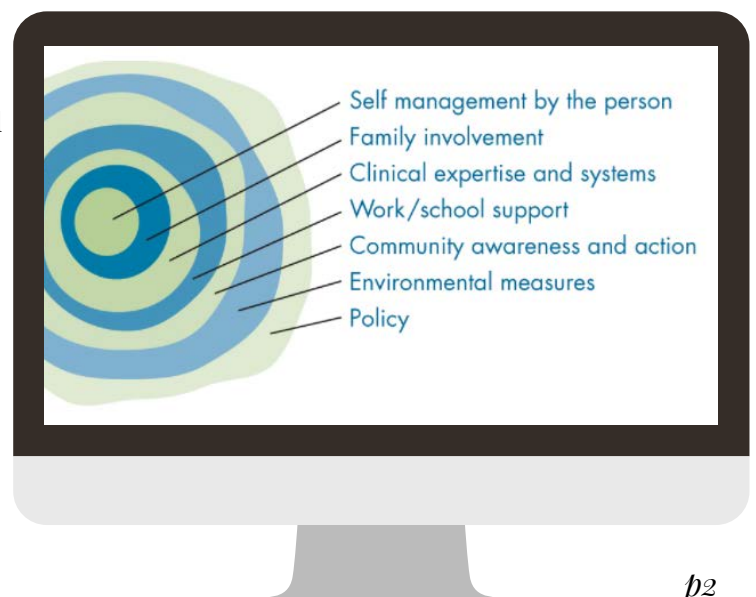
Next: speak with your nurse about their insight into additional steps that may be available within your healthcare plan to help you improve your overall health. While there may not be a cure for your chronic condition there are many ways to improve your long-term outcome and decrease the chances that your single chronic condition can turn into multiple conditions.

Lastly, make sure you educate yourself about your chronic condition. There may be foods you should eat more or less of, for example, or other lifestyle modifications that you can make to improve your

longevity. Your Concierge Nurse Navigator can provide you with educational resources and support your understanding of your condition.

There are several lifestyle factors that have been shown to have a direct impact on overall health that may increase your risk of chronic disease. These include tobacco use, poor nutrition, physical inactivity, and excess alcohol use. The Concierge Nurse Navigator team has been designed to help and support you to make any lifestyle modifications that you want to make. There are often resources available to you at little to no cost.

With the right support, education, and team around you, living with a chronic condition can be less scary. Your Nurse Navigator Team wants you to live your healthiest life and we are here to guide you every step of the way from start to finish. To get started call or email your nurse today for expert assistance getting you on your way to a healthier tomorrow.



Preventative Screenings Save Lives

Do you know someone battling cancer? Most of us do. Take a look at the guidelines below to see if you are doing all you can to prevent cancer in your own life.



Male over 50 – talk to your healthcare provider about prostate cancer screening

Female 25-65 – PAP Test every 3 years, HPV test every 5 years.

Female 40-75 – Mammogram yearly or if over 55 can decrease to every 2 years.

Male or Female 45-75 – Colon Cancer screening as directed by your healthcare provider (colonoscopy or stool test)

Male or Female 55-74 with history of smoking – talk to your healthcare provider about the best Lung Cancer screening options for you

Call your Nurse Navigator today if you need assistance finding a high-quality cancer screening facility!



Patient Testimony

A patient was notified after her annual mammogram that she required further testing. She went into panic mode due to her family history of cancer. Her husband reminded her of the Nurse Navigator benefit through his employer and told her to call. She immediately called and discussed her concerns and was given support and guidance on where to get the further testing.

When she received the dreaded cancer diagnosis via email! Her nurse was the first person she contacted. They spoke over the phone and the nurse reviewed the pathology report and explained it to the patient. The nurse was able to calm many of the patient's fears regarding what was ahead of her. From the beginning the nurse made sure the patient was receiving the best healthcare possible. The patient commented, "My nurse's compassion was remarkable, without the support of my Nurse Navigator, this would have been unimaginable." The patient states she, "she counts her blessings that her husband's employer has provided the services of a Nurse Navigator."

Swap Fight-or-Flight with Rest-and-Recovery

by Nicole Jelovic, LISW-S, RYT 200 VP of Emvitals

Ever wait until the last minute to get something done?

The pressure we feel when up against a deadline energizes us, increases focus, and motivates us to keep working when we feel like stopping. This is why stress, in small doses, is so effective at improving performance.

Many of us use the stress response, also known as the fight-or-flight response, as our main source of energy. When we regularly rely on the stress response to get things done, however, it costs us in health and performance.

Cortisol, a hormone released during the stress response, gives us quick energy (great when working against a tight deadline), but over time it makes it difficult to lose weight and has been linked to rapid aging (yep, it makes you look and feel older), depression, heart attacks, and diabetes.

Plus, research shows that once you're sick, ongoing stress can make it harder to recover and achieve good health outcomes.

The truth is, although sometimes difficult to remember in the midst of stress, when we take time to care for ourselves during life's most demanding moments, we actually suffer less and accomplish more.



Next time you're reaching for another cup of coffee or sugary snack to push through fatigue, consider that a nutritious meal, good night's sleep, energizing walk, few deep breaths, or fun activity with a loved one might be what will help you perform better.

The pressures we face are real, and sometimes stress can't be avoided. But we can walk away from our belief that we must neglect ourselves in order to meet the demands of our life. Instead, we can combat fight-or-flight with rest-and-recovery, responding to stress in a way that helps us perform at our best while protecting our health.



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Health Coaching through a Functional Medicine Lens: Meet Lisa!

by Lisa Heinbaugh, C.H.C., L.P.T.A., Functional Medicine Health Coach

Hi there! My name is Lisa Heinbaugh. I am a Certified Health Coach and a graduate of The School of Applied Functional Medicine. With over 16 years of experience working in Physical Therapy as an LPTA, I have seen the effects that chronic dis-easement has on the body, and even more so, the lack of education on how to change it.

But, what really empowered me to study Functional Medicine was when I began to struggle with frequent illnesses, hormone imbalances, and chronic low energy. I came away from multiple visits to doctors without receiving any root cause explanations.

What I got, instead, were pharmaceutical recommendations, which left me frustrated. It was not until I discovered a Functional Medicine Practitioner that I experienced, in my opinion, a true wellness visit! One of the biggest differences I noticed was the time spent on my case. It was thorough, it was individualized, and I felt heard! Through the process of Functional Medicine, I was able to gain clarity as to the WHY I was feeling the way I did as well as how to change it.

What about you? Are you frustrated with how you feel? Do you feel like something is just “off” and you are not getting answers? A Functional Health Coach may be just what you need!

So, what IS the Functional Medicine approach to Health Coaching? Functional Medicine believes in looking at the body as a whole picture. By doing a thorough health history, we dig deep into all the areas of your life to find the connections.

Some clients come to us complaining of poor digestion, low energy, bloating, migraines, PMS, and/or anxiety to name a few. We not only focus on the area where your dis-easement is, but we follow the trail to the root cause of it! To truly heal, you need to know what the root cause is, address it, and then understand how to sustain it. This is what we do! We walk you through it... One step at a time!



Contact your Nurse Navigator or Lisa directly at www.coachingupwellness.com to learn more about the health coaching program!

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Connect DME

by Natalie Burke

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Independent TPAs Work With Employees In Mind

by Jim Farley, J.P. Farley Corporation

Why do employers switch from using an insurance company to administer their company's health plan to an independent Third Party Administrators (TPA)? They do so with their employee's best health and financial interests in mind.

One of the biggest reasons employers switch to using independent TPAs, like J.P. Farley, is that TPAs are paid by and work solely on behalf of the employer and their plan members at a fixed fee per member. There is a complete reckoning of every dollar paid out by the plan. Insurance companies are paid a fixed fee per member, but they also receive additional revenues based on claims paid for hospitals, drugs, and medical device manufacturers.

For insurance companies, the higher the claims, the higher their total revenues. Both their increasing premiums and stock prices over the past decades reflect that.

"Independent" is also an extremely important consideration when choosing a TPA. Many TPAs are owned by insurance companies, hospital systems, or the same investors that own companies benefiting from health plan claims revenue. Ownership with a stake in any type of claims revenue presents a clear and real conflict of interest with the health plan and its members.

Plan members should be looking to their health plan for assistance obtaining better health at a reasonable cost. An independent TPA is aware of all the programs and moving parts available for members of a given plan to use and can guide members in making the most of their benefits.

Since they are highly service oriented, independent TPAs offer a high level of flexibility and customization allowing employers to offer the best benefit solutions for their employees.

Many plans offer the services of a Nurse Navigator to help members understand and use the highest quality providers for serious and life altering conditions instead of just settling for one close by. The TPA reminds members of this benefit or refer members to a Nurse Navigator for outreach. TPAs will also monitor claims activities to detect opportunities to offer favored programs for members to enroll in and take advantage of, including free diabetic supplies and services offered with no or reduced deductibles. TPAs can also help steer patients to high quality, low-cost providers of care in their area. This is very important in a marketplace in which the same procedure may cost 5 times or more at one facility than another across the street and generally accepts the fact that 30% of care rendered is unnecessary.



J.P. FARLEY
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"Regardless of which pocket an owner's profit goes into, cross ownership represents a conflict of interest that should be avoided in order to protect the financial assets of employers and their employees. Independent TPAs are able to help provide better value-based care and customized services to employees without such conflicts."

-Jim Farley

**Technology.
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Best of the Best

by Steven Simpson, M.D.



At times, we all will turn to a healthcare professional, physician for help and guidance. When this time comes, we all want the best care possible to address our or our loved one's medical needs. There are times in life when substandard is acceptable, and then there are times we want the best of the best, and when it comes to our health, we all want the best of the best. There are many tools available to you via the Internet that will rate and rank physicians and organizations' quality of care, but what is not provided is what it takes to earn a top spot in the quality rankings.

My name is Steve Simpson, Director of Corporate Healthcare Development, with the Crystal Clinic Orthopaedic Center. We are a Nationally Renowned Orthopaedic organization with numerous awards and accreditations. I want to share with you how we have achieved these awards and earned a top spot in the quality rankings.

First, let me tell you a little about us; Crystal Clinic is a physician-owned orthopaedic hospital with a thirteen-office location throughout five counties in Ohio (Summit, Medina, Portage, Stark, and Cuyahoga). I am pleased to share with you we are in the process of completing our brand new state-of-the-art hospital, which will be located in the Montrose area. We have 34 orthopedic physicians, 5 plastic reconstruction physicians, and 2 PM&R (physical medicine and rehabilitation) physicians to support our 13 office locations.

One accreditation we are extremely proud of is the Joint Commission's Gold Seal for our commitment to continual improvement for knee, hip, shoulder replacement surgery, and spinal fusion. This makes us the only hospital in Ohio certified in these four orthopedic areas. To maintain this accreditation, we have formed a group that meets monthly to look for ways to improve upon our current processes. We are constantly striving to improve our level of care to always be the number one choice in orthopedic care.

Healthgrades (an online resource for comprehensive information about physicians and hospitals) has awarded Crystal Clinic with Patient Safety Excellence (2020, 2019, 2018), America's Best Hospitals for Spine Surgery (2020, 2021, 2019), and Joint Replacement Excellence (2021, 2019). CMS (Center for Medicare and Medicaid Services) awarded us 5-star Customer Satisfaction Rating in 2020. The Women's Choice has awarded us with Overall Orthopaedics (2021) and Patient Safety (2021).

The awards mentioned above are great accolades and measurements of our commitment to being the best of the best and providing our patients with the highest level of care possible. This is accomplished by a broad complement of specialists using a patient-centered service focus, and both standardized and innovative value based approaches to care delivery, with emphasis on the right care, the right cost, the right provider, the right facility, and the right outcomes.

Quality of care comes from our physicians & staff and their commitment to provide our patients the best outcomes and experience possible. I once read a quote that I feel applies to our organizations: "the meaning of life is to find your gift. The purpose of life is to give it away" (author unknown).

In closing, I would like to share our mission statement with you:

Crystal Clinic Orthopaedic Center will provide patient centered, high quality, value based, orthopaedic, musculoskeletal and reconstructive care to improve or restore the function and enhance the lifestyle of the patients we serve.



Steven Simpson



Derek Cody, M.D. FACS

A note from Dr. Mollie Manley

In today's medical system choosing a provider can be confusing. What factors can you use to make the best choice for yourself and your loved ones? To many people, it is "excellent doctors" or quality. I pride myself on giving top-quality care in Akron.



Orthopedic surgery is a competitive specialty. Top-tier surgical training programs are staffed by the leaders and innovators in their fields and accept only the best applicants. I attended Case Western Reserve University, one of the country's top medical schools. I was fortunate to train at the University of Pittsburgh under some of the biggest names in orthopedic and upper extremity surgery. Being around top-notch doctors, I have absorbed their teachings and mannerisms to deliver the best patient care. As my reputation has grown, I am fortunate to have patients travel from as far away as Hawaii to see me.

I treat my patients the same way I would treat a family member. For example, I have been doing minimally invasive surgery for years. This has made an enormous difference in patient outcomes, with patients getting back to work and play faster than with other traditional techniques. Our time is precious, and taking weeks off can be quite debilitating. My goal is to treat everyone with the highest standards possible so they can get back to their everyday lives.

Patient Testimony

A 40-year-old woman had been experiencing neck issues and right arm pain for months. Her local primary care provider discovered some cervical spine issues and sent the patient for physical therapy. COVID led to canceled physical therapy, so she suffered with the pain until her primary care provider ordered an MRI. The patient contacted the Nurse Navigator for the best imaging facility and to have her deductible waived. The results of the MRI suggested a neurosurgeon was needed.

Prior to spinal surgery being scheduled, the Nurse Navigator suggested a second opinion. An Edison Center of Excellence consult was placed, and the member was told surgery was not the correct route. She was prescribed massage and local injections to her spine, if needed for pain. The patient is engaged in therapy and already feeling better. She is so thankful surgery was avoided. A high-risk spinal surgery was avoided, and the patient is doing well, living a full life.



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Polypharmacy Perils

by Maria Fowler, RPh and owner of Hoffman's Pharmacy

As a pharmacist, I've seen many advances in healthcare in my years of practice, and you would think we'd be living our best and safest lives. But the current medical scene is vastly different than it was in generations past. Our parents and grandparents may have had far fewer options where doctors, pharmacies, and medications were concerned. They had one main doctor, maybe two, used one local pharmacy, and had a handful of medications in each category to choose from.

Fast forward to our choices now, and you'll have a doctor for pretty much every part of your body, each treating the different ailments you may have. A family doctor for your everyday problems, and then maybe a separate doctor for your heart, lungs, stomach, kidneys, eyes, etc. Don't forget your dentist, your gynecologist, and your pain doctor. Let's throw in a trip or two to an Urgent Care or ER. That's a lot of doctors writing a lot of prescriptions!

To complicate matters, you may now get your prescriptions filled in a wide variety of places. Sometimes you like to "shop around" and get them at more than one, because you're trying to get a different price, or maybe you're at the grocery store, so why not just get it there today?

And then there's your mail-order option. So convenient, right? Until the mail doesn't come, or you try to call an 800 number to talk to a pharmacist.

If this isn't what my grandmother called "Too many cooks in the kitchen", I'm not sure what is! The problem is, the "Stew" that she said this practice spoiled is your health and well-being. And this practice of multiple doctors, multiple medications, multiple pharmacies, is what is known as "Polypharmacy". Even with our best efforts and computers that should screen for possible problems or interactions, it's a scary game!

But there are ways we can protect ourselves from harm as patients.

First, make sure your primary care physician is serving as the "head chef", and that he/she is always made aware of any medical changes or meds prescribed. Keep a current list of all meds (prescription, OTC, supplements) that you take in your wallet or phone, so that every prescriber is aware. Update that list regularly. Second, use only one pharmacy to ensure that the pharmacist can see everything you are taking to screen for possible interactions. This is important since so many different prescribers are involved. Finally, always ask questions, whether it's your doctor, pharmacist, or nurse navigator.

Even with a lot of cooks, we can get the recipe right if we're careful and we all work together.





CONTACT YOUR CONCIERGE NURSE NAVIGATOR TODAY!

Call a Concierge Nurse Navigator if:

- you want to find a high-quality specialist in your area
- you need a surgery or procedure of any kind
- you have an expensive test ordered such as an MRI or CT
- you want to get a second opinion on a complex diagnosis
- you want to save money on your deductible
- you want assistance with high cost prescriptions

Concierge Nurse Navigator

1084 Walnut Blvd.

Ashtabula, OH 44004

(440) 992-7000

info@mynursenavigators.com



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