



PROVIDER NEWSLETTER

October 2024

PROMOTING THE IMPORTANCE OF EARLY DETECTION

During breast cancer awareness month, we're reminded that early detection can save lives. Regular cancer screenings are the most effective tool for identifying cancer at a stage when it is most treatable. This is particularly important for the growing senior population in the U.S., where the greatest risk factor for cancer is age. For seniors, early detection can have a significant impact on their quality of life during and after treatment.

Personalized care is key. Each patient's medical history and risk factors should be taken into consideration when discussing the appropriate types and frequency of cancer screenings. While we aim to raise awareness of breast cancer, we also are emphasizing the importance of other routine screenings, such as colorectal, cervical, and prostate screenings, as seniors are disproportionately affected by cancer and often require tailored treatment and support.

Cancer symptoms in seniors

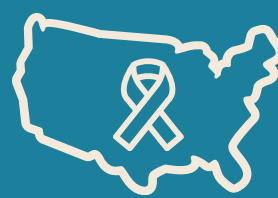
can be mistaken for other conditions



associated with older age, leading to late diagnosis and increased complexity of treatment

The median age for a cancer diagnosis in the U.S. is

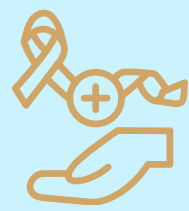
66 years old



Incidence rates for cancer overall increase steadily with age, with more than

1,000 cases per 100,000 people

in age groups over **60 years**



Over 90% of older adults with cancer



have at least one **chronic condition**, and **1/3 have more than three**

TIPS FOR CLOSING CARE GAPS WITH PREVENTATIVE CARE

- Encourage awareness and education with senior patients** by discussing individual risk factors and reinforcing the importance of screenings
- Gold Kidney members receive a \$25 reward** for the completion of a breast, cervical, colon, or prostate cancer screening
- Members benefit from copays as **low as \$0** for test services, including diagnostic radiology
- Gold Kidney requires no referrals** and few pre-authorizations to make sure your patients get the care they need, when they need it

We help your patients take proactive steps toward better health with these incentives and more.



2025 PLANS FOCUS ON STABILITY OF PRODUCTS



Core/Standard Plans
Focus on Giveback

MA-Only Plan
Focus on high giveback and improved supplemental benefits

Diabetes/CHF/CVD Plans (CSNP)
Focus on core benefits that truly matter for this population

Dialysis/ESRD Plans (CSNP)
Focus on the 3 most important benefits to this population: cost of care, transportation, and food.



\$0 copay for key specialists (cardiology, cardiovascular surgeon, endocrinologist, nephrologist, and vascular surgeon)

Low MOOPs

CSNP dual-look-a-likes will see **significant improvement with Dental, Vision & Hearing and benefits like food**

Part D benefits are still best-in-class
No deductibles, low copays
Companion Care and Fitness continued on all plans



Passive POS Benefit allows members the ability to use both in-network and out-of-network providers

Members have **access to many more providers for care**

The POS Benefit **applies to all care providers.** In addition to physicians, this would include labs and diagnostic imaging centers, as well as all other ancillary providers and facilities



MOC Training Reminder:

Reminder! Please complete your MOC Training if you haven't already for 2024

AEP New benefits:

Are you interested in learning more about our 2025 benefits and provider changes?

Contact us at providerrelations@goldkidney.com to schedule a presentation

CONTACT US

Feel free to contact Gold Kidney with any questions or concerns. Our Provider Relations Team is dedicated to assisting and streamlining processes for you, our valued providers and members.

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The first 3 offices to email us with the phrase **"We Wear Pink for GOLD!"** Will win a \$60 Dunkin's Donuts gift card for their office!

Please follow us on social media to stay up to date on news and useful information.

