

PUBLIC HEALTH DIMENSIONS OF COGNITIVE AGING

PUBLIC OUTREACH

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National Academies, Irvine CA

Jennie Chin Hansen

www.americangeriatrics.org

jhansen@amerigeriatrics.org

[@amergeriatrics](#)

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THE AMERICAN GERIATRICS SOCIETY

Geriatrics Health Professionals.

Leading Change. Improving care for older adults.

Medicare –Benefit Opportunity

Turning 65?

**Have questions
about Medicare?**

*Give us a call **BEFORE**
you blow out the candles.*



MEDICARE  **HEALTH INSURANCE**

1-800-MEDICARE (1-800-633-4227)

NAME OF BENEFICIARY
JANE DOE

MEDICARE CLAIM NUMBER
000-00-0000-A

SEX
FEMALE

EFFECTIVE DATE
07-01-1986
07-01-1986

ENTITLED TO
**HOSPITAL
MEDICAL**

**(PART A)
(PART B)**

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2005 Medicare Prescription Drug Act and 2010 Affordable Care Act 4103



Annual Wellness Visit
(AWV) under
Medicare-2010

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Prevention Intent behind “Wellness Visit”

- Establish a Preventative vs Medical-5-10 year framework
- Includes Mental Health Screening, e.g. Patient Health Questionnaire-2 (PHQ-2)
- Optional Advance Planning Discussion

Patient Health Questionnaire-2

PHQ-2

Over the past two weeks, how often have you been bothered by any of the following problems?

Little interest or pleasure in doing things.

0 = Not at all

1 = Several days

2 = More than half the days

3 = Nearly every day

Feeling down, depressed, or hopeless.

0 = Not at all

1 = Several days

2 = More than half the days

3 = Nearly every day

Figure 1. Patient Health Questionnaire-2 (PHQ-2). This questionnaire is used as the initial screening test for major depressive episode.

Information from Kroenke K, Spitzer RL, Williams JB. The Patient Health Questionnaire-2: validity of a two-item depression screener. *Med Care* 2003; 41:1284-92.

Thibault JM, Prasad Steiner, RW. Efficient identification of adults with depression and dementia. *American Family Physician*, Vol. 70/No. 6 (September 15, 2004)

Issues of Using Annual Wellness Visit

- ❑ Delayed/Skipped Use of Welcome to Medicare
- ❑ Administrative Payment Issues-strict timing rules
- ❑ Physicians aren't promoting
- ❑ Beneficiaries don't seek out (10,000 persons turning 65 every day)

Welcome to Medicare and Annual Wellness Visit (AWV)

- Welcome to Medicare Visit-
 - ▣ ONE TIME only-within the 12 months you qualify for Part B benefits
 - ▣ Prevention Visit

- Annual Wellness Visit-
 - ▣ Yearly, if you have had Part B for longer than 12 months
 - ▣ Includes a Health Risk Assessment

Source: Medicare.gov

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Considerations for Outreach

- Need for Marketing and Education of Providers and Beneficiaries
 - Address the Payment Confusion for Providers- a beneficiary who sees multiple providers in a brief time
 - Help Beneficiary understand use and purpose of Annual Wellness Visit vs a vs a routine Physical Exam

Opportunities for Improvement in Outreach

- Use of Effective Sources of Information/Outreach
 - National-Medicare.gov, AARP, NCOA, National Ethnic and Religious Organizations, Consumer Reports, Next Avenue (PBS)
 - Local-e.g Congregational Health Network (Memphis) with 500 churches

Specific Opportunities for Outreach

- Special Populations-New America Media, Community Based Organizations
- Marketplace-
 - Health Plans, ACOs
 - Convenience Clinics-Walmart, CVS, Walgreens

Credible Information to Public on Cognitive Wellness

2008 Expert Consensus on Brain
Health Report (next report soon to be
released)

- physical exercise acknowledged,
concern about claims of brain
games



<http://longevity3.stanford.edu/brain-health/expert-consensus-on-brain-health/>

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