



Five Locations
 Huntsville (256) 539-2728
 Huntsville (256) 898-4283
 Madison (256) 704-7219
 Scottsboro (256) 574-4448
 Fayetteville (931) 418-8168

Locations from left to right:
 Ray Fairbrother, Louis Hays, Vanessa Malinak, Howard Miller, Richard Besside
 Middle row from left to right:
 Brian Carter, David Griffin, Joe Clark, John Green,
 Mark Labonte, Chris Palmer, Craig Lincoln, Brian Schell
 Top row from left to right:
 Mike Miller, Alan Goodson, Stanton Davis, Maria Seymour, Gil Aast, Phil Maddox

TOC The Orthopaedic Center
 www.visittoc.com

Comp1One

FIRST IN WORKERS' COMPENSATION SERVICES

- AGGRESSIVE RETURN-TO-WORK PHILOSOPHY
- IMMEDIATE INJURY INTERVENTION
- MEDICAL BILL REPRICING/REVIEW
- ON-SITE SUPERVISOR TRAINING
- CERTIFIED CASE MANAGERS
- OPTIONAL PPO NETWORK
- PRE-CERTIFICATION SERVICES
- CUSTOM PROGRAMS FOR INSURED & SELF-INSURED



Our Case Management Team

256/532-2777 / Fax 256/532-2778
 Toll Free 888/772-6671
 P.O. Box 305 / Huntsville, Alabama 35804
 www.compone.org

NAMCI

Your Healthcare Network Solution In North Alabama
 P.O. Box 18788 Huntsville, AL 35804
 (256) 532-2755 (800) 636-2624
 Volume 3, Issue 1

PRSRST STD
 US POSTAGE
 PAID
 HUNTSVILLE, AL
 PERMIT NO. 807

WE'RE ON THE WEB:
www.namci.com

NAMCI News is a biannual publication of North Alabama Managed Care, Inc., a division of Premier Health Networks of Alabama, L.L.C. All rights reserved. All submissions, sponsorship inquiries and information regarding publication should be addressed to bethc@namci.com

- In this issue:**
- A Healthier Alabama
 - Get Healthy? What's My Motivation?
 - Promoting Organizational Health

NAMCI NEWS



NORTH ALABAMA MANAGED CARE, INCORPORATED - YOUR HEALTHCARE NETWORK SOLUTION IN NORTH ALABAMA

A Healthier Alabama

North Alabama Managed Care, Inc. (NAMCI) is the premier preferred provider network serving employers and their families throughout North Alabama. NAMCI contracts with hospitals, physicians and other medical providers to provide high quality medical care to members at a reduced cost. NAMCI offers members the advantage of lower cost while maintaining a broad choice of preferred providers. NAMCI covers over 47,000 members through contracts with various insurance companies, third party administrators and employers. NAMCI has the reputation as a strong, flexible partner that provides the highest level of customer service in the area. NAMCI is a division of Premier Health Networks of Alabama, LLC.

**P.O. Box 18788
 Huntsville, AL 35804
 (256) 532-2755
 (800) 636-2624**



www.namci.com

Almost three years ago, a group of healthcare professionals met in Montgomery, to address the declining health of many Alabamians. This meeting stimulated the development of an organization called Get Healthy Alabama! Get Healthy Alabama! has a mission to: 1) promote the value of quality healthcare; 2) optimize the personal health of Alabama citizens; and, 3) optimize the organizational health of companies doing business in Alabama.

Unfortunately, the declining health of Alabama citizens has been the result of years of neglect. While the healthcare industry has made amazing strides in treating illness and injury, the industry itself, due primarily to fragmentation, has neglected to maintain the health of its patients (the patients themselves are to blame as well). The end result is a population near the bottom of many major statistical health categories. The question is why?

Today in Alabama there are thousands of programs designed to improve the health of our citizens. Most of these programs have been proven to work, yet many of them never succeed in reaching the population who needs it most. Some would say these programs have not had enough financial capitalization to become statewide initiatives. Others would say there are too many initiatives that dilute the pool of funding for wellness programs. Get Healthy Alabama! believes there is a lack of cooperation among those sponsoring these programs that results in undercapitalized, duplicative efforts.

Time for the Healthcare Industry to work together!

Get Healthy Alabama! is attempting to bring the industry together. The task begins by establishing a clearinghouse of successful wellness programs and making that information readily available to the payers (employers, insurers, government, etc.). When successful, Alabama will be able to recreate wellness programs and superimpose them in any (hopefully all) communities. The facilitation of communication among the interested parties will further improve the outcomes of existing initiatives. The key will be for the healthcare industry to release "ownership" and work cooperatively for the good of the people.

The key will be for the healthcare industry to release "ownership" and work cooperatively for the good of the people.

communication among the interested parties will further improve the outcomes of existing initiatives. The key will be for the healthcare industry to release "ownership" and work cooperatively for the good of the people. Can the healthcare industry work cooperatively with their competitors? Get Healthy Alabama! is cautiously optimistic they can and will. If we don't...who is going to pay the bill?

*Michael J. O'Malley
 Get Healthy Alabama!, Inc.
www.gethealthyalabama.com*



Meet NAMCI's Newest Physicians

Provider	Group	Specialty
Edith P. Aguayo, MD	Edith Aguayo, MD, PC	Obstetrics and Gynecology
Mary W. Alves, MD	Huntsville/Madison County Mental Health	Counseling
Anthony E. Benchina, MD	Cullman Co Medical Clinic/Cullman Family Practice	Family Practice
Warren D. Blackburn, MD	Cullman Family Practice/Cullman Primary Care, P.C.	Rheumatology
Stephen Brzytwa, OD	Decatur Eye Institute	Optometry
Stephen F. Clark, MD	Clinic for Colon & Rectal Surgery	Surgery, Colon & Rectal
Rebecca S. Daily, MD	The Daily Center	Counseling
Kevin Ellis, MD	Huntsville Pediatric Associates	Pediatrics
Francene A. Gayle, MD	Premier Family Medicine	Family Practice
Daniel J. Hendrick, MD	The Valley Foundation	Internal Medicine
Holly B. Johnson, MD	Tennessee Valley Pediatrics	Pediatrics
Alicia K. Krichev, MD	Krichev Family Medicine	Family Practice
Millie D. Long, MD	The Valley Foundation	Internal Medicine
Navdeep K. Mann, MD	The Heart Center, PC	Cardiovascular Diseases
Clement U. Okinedo, MD	Saadat H. Ansari, MD, LLC	Internal Medicine
Darryl D. Prime, MD	The Valley Foundation	Internal Medicine
Elliott J. Saltz, MD	South DeKalb Family Medical Associates	Family Practice
Michael D. Smith, MD	Radiology of Huntsville	Radiology, Diagnostic
Allan J. Wilke, MD	The Valley Foundation	Family Practice

10 Tips For Promoting Organizational Health

1. Encourage employee fitness through lunchtime walking, fitness memberships and incentive programs.
2. Promote deskercises to reduce strain from keyboarding, sitting, and lack of fresh air and as a way to increase energy and focus.
3. Reduce caffeine and encourage higher water consumption. Water can help fight the afternoon 'lull' and boost the immune system.
4. Get them outside but not for a smoke-break. Light regulates energy.
5. Stress the importance of healthy snacks and lunches to increase focus, creativity and energy.
6. Promote teambuilding through meetings, projects, training and activities. Support from co-workers reduces stress and gives perspective. Return to work initiatives should include providing support and understanding to those who have been away.
7. Encourage effective communication through openness, sharing, and respect even on the 'tough' issues, performance reviews and brainstorming.
8. Provide training workshops on stress-related and health-related issues. Employees who have a variety of coping 'tools' are better able to achieve success and balance.
9. Increase access to information through reading materials, wellness centers, and Employee Assistance Programs.
10. Model positive behavior. Wellness and balance must be seen as an organizational priority and must be 'lived' and lead by those in management.

Beverly Beuermann-King
info@WorkSmartLiveSmart.com

We are pleased to announce that Nichelle Russell has joined the NAMCI team. Nichelle will be credentialing new physicians and recredentialing existing members, as well as working to resolve claim issues. A graduate of The University of South Alabama in Mobile, Nichelle has over 17 years of healthcare account experience.



Nichelle Russell

Nichelle and her family recently relocated from the Gulf Coast to North Alabama. Welcome Nichelle!

Primary Contacts:

- Sherree Clark**, Executive Director (256) 532-2755, sherreeh@namci.com
Beth Couch, Newsletter (256) 532-2766, bethc@namci.com
Cathy Ontiveros, Provider Relations (256) 532-2753, contiveros@namci.com
Nichelle Russell, Credentialing/Claims Specialist (256) 532-2759, niche001@namci.com
Dana Sellers, Marketing Manager (256) 532-2770, danase@namci.com
Brenda Willoughby, Operations Manager (256) 532-2754, brendaw@namci.com
Customer Service (800) 636-2624



Get Healthy? What's My Motivation?

Most people know that they need to exercise, eat right or lose weight. But the majority often fail to stick with their plans.

"Research has shown that engaging in healthy behaviors requires more than just motivation," said Joshua Klapow, Ph.D., a licensed clinical psychologist at the University of Alabama at Birmingham (UAB) and co-author of the new book "Stop Telling Me What – Tell Me How: The Simple Answer to Better Health." He also hosts the ABC 33/40 "Afternoon Alabama" show's "Healthy Habits" segment, which airs on Mondays.

"People have to know what to do, and they must be motivated, but knowing exactly how to change one's behavior also is essential," Klapow said. "Developing any good habit, whether it's starting an exercise program or cutting back on sweets, requires five basic skills:

- 1) Setting a goal
- 2) Monitoring progress
- 3) Arranging for success
- 4) Recruiting a support team
- 5) Treating oneself for good behavior.

First, it's important to set specific and reachable goals, Klapow said. "Being specific is critical," he said. "Instead of an individual saying that he or she wants to start exercising, making a specific plan to walk on Mondays, Wednesdays and Fridays from 5-5:30 p.m., increases a person's chance for success. Establishing a consistent routine is better than promising to run five miles a day and then failing to do so. Unrealistic goals hinder success.

"The next step is to monitor one's actions," he said. "It's a good idea for people to write down what they plan to do and later record what they actually do. "The mind can come up with all kinds of excuses, but self-monitoring will tell it to you straight."

Arranging one's world for success is the next step. A person must identify environmental barriers to their success, such as distractions, or a busy schedule, and

then modify their environment so the behavior has a greater chance of occurring, Klapow said.

"For example, if a person plans to exercise in the morning, they can set out their workout clothes the night before," Klapow said. "If they are trying to reduce sweets, removing them from their house can help prevent temptation."

Fourth, it's also a good idea to recruit a support team, he said. A support team, which can include a spouse, family members or friends, can make a person accountable and help them to stay on track with their goals.

"The research clearly shows that having a support team can aid success," Klapow said. "It's important that people let their support team members know that they're critical for success and to show them any progress made toward the goal.

"Missing two days of a workout or a diet doesn't mean failure."

"Finally, people should treat themselves for good behavior," he said. "Dieting, exercise or any desired lifestyle change

shouldn't be torture. If it is, it will result in failure. So, when someone cuts down on sweets consistently for two weeks, or loses that first five pounds, they should give themselves a small reward. Behaviors that are rewarded are more likely to occur again."

Despite one's best intentions, however, circumstances may cause them to miss an exercise class or blow their diet. "Missing two days of a workout or a diet doesn't mean failure," Klapow said. "The challenge is keeping those two days from becoming two weeks, two months or two years. People should anticipate failure, but remind themselves that the key is getting back on track."

For more details on how to establish and maintain healthy habits, visit Klapow's Web site at www.drjoshk.com.

Media Contact: Gail Short
205-934-8931



Joshua Klapow, PhD