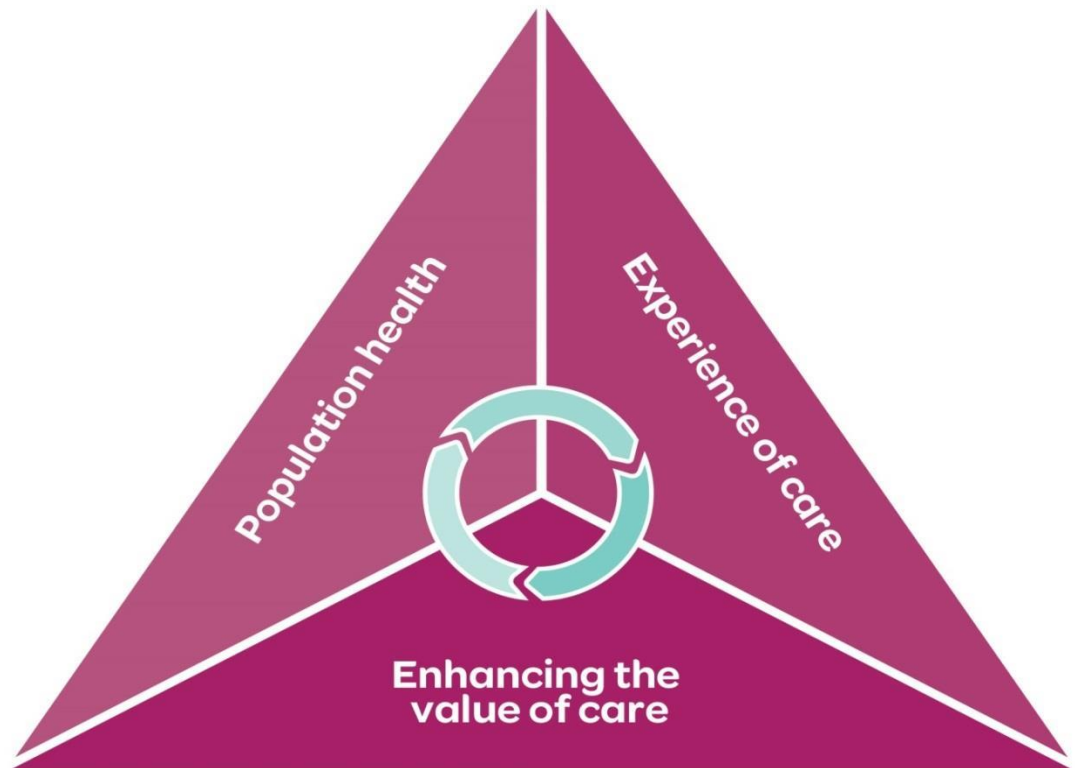


Using health plan incentives to engage high utilizers

Tracey Smith, MPH
Health Coaching Programs Supervisor

Engaging those that need it the most

- High utilizer needs and challenges
- Passport to Health program
- Incentives and benefit design
- Outcomes
- Case study



Passport to Health highlights

- Member identification
- Tailored, member-centered, goal-oriented coaching
- Tools, education, healthcare navigation, incentives
- Comprehensive, community-based support
 - > Health coach
 - > Family involvement
 - > Primary care focus
 - > Behavioral health component
- Addresses social determinants of health

Analytics and Attribution



Top 5% of utilization

- Diagnostic profile
 - › Self-management
- Prospective risk
 - › Improve utilization
- Pharmacy data
 - › Medication adherence
- Emergency room services past 12 months
- Inpatient stays past 12 months

Identify members ♦ design incentives ♦ outreach/engage
♦ build trust ♦ measure outcomes

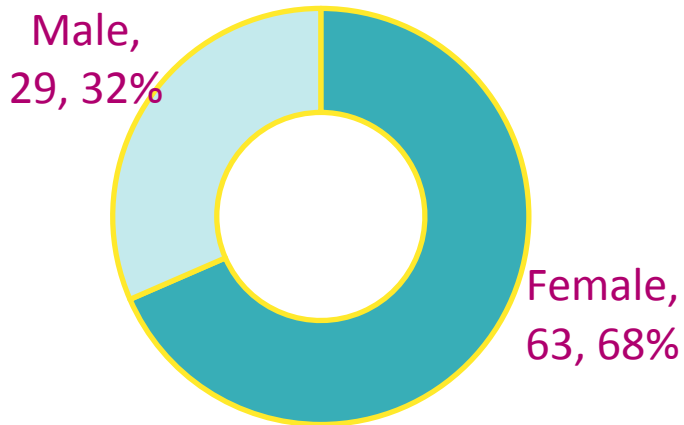
Building trust & collaboration

Instead of just focusing on treatment and disease, we begin working upstream, focusing on the social determinants of health through:

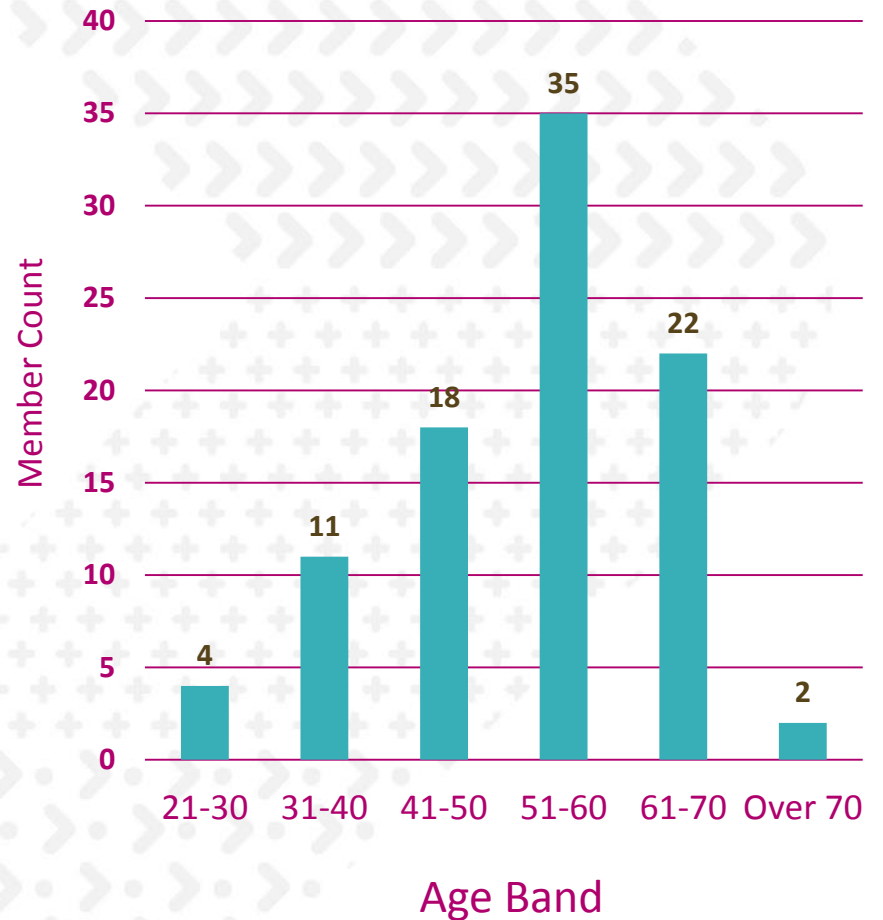
- Face-to-face visits
- Shared action plan
- Focus on self-management
- Patient education as needed
- Specialist coordination
- Transitions of care
- Pharmacy management

Member Demographics

Gender Distribution

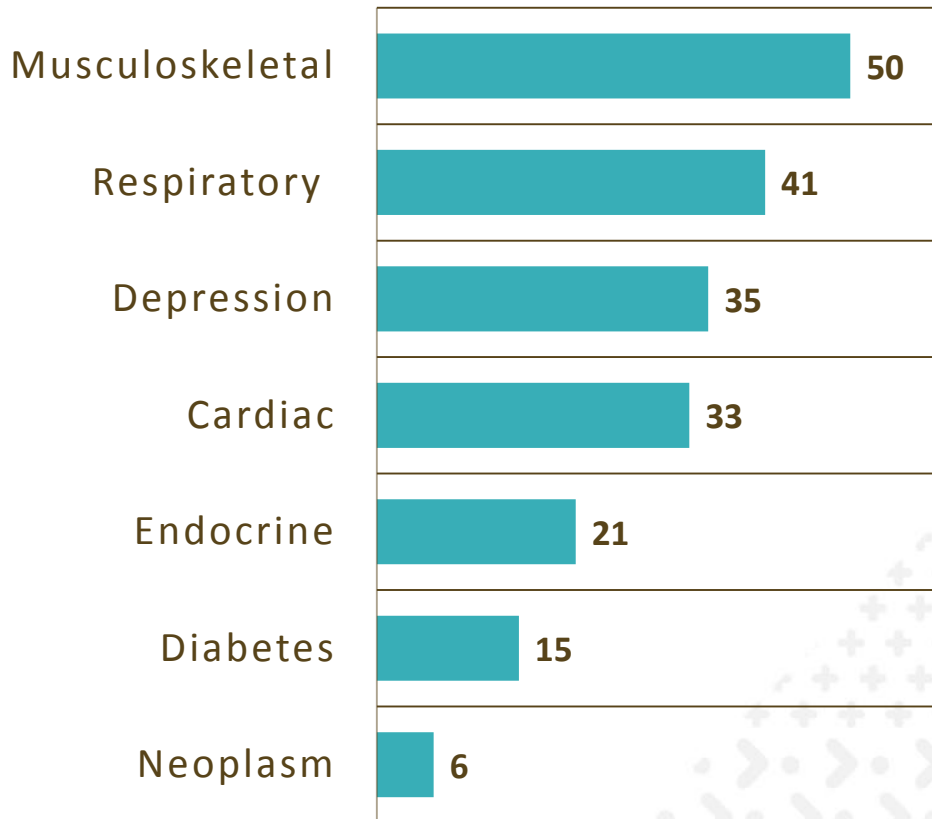


Age Distribution

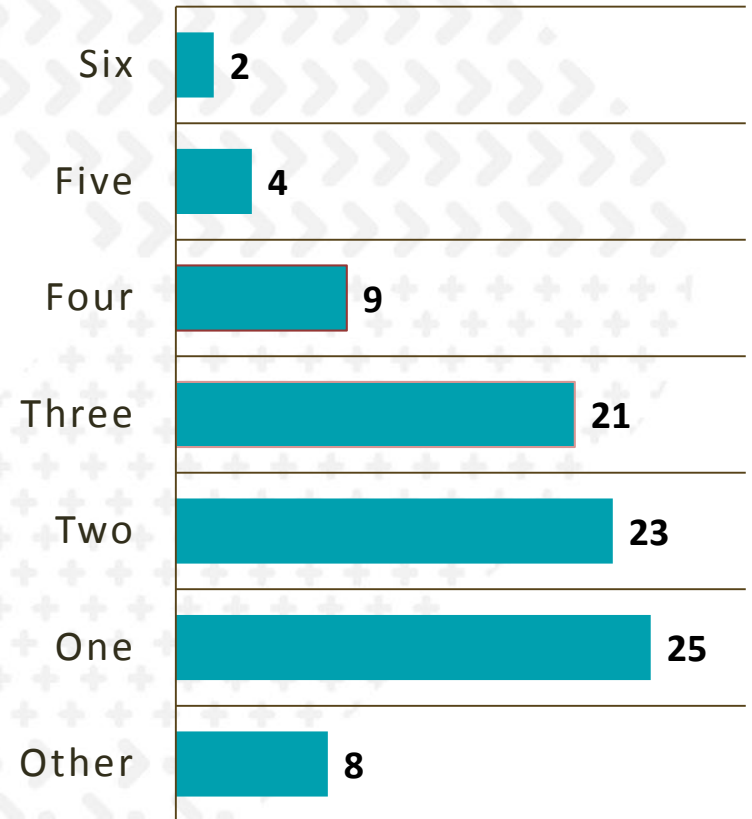


Chronic Disease Profile

Disease Burden



Chronic Diseases Per Member



Incentives that engage

- Financial rewards
- Enhances benefits – no cost sharing
 - > Office visits
 - > Urgent care
 - > DME
 - > Pharmacy
- Tailored inclusions
- Personalized support
- Improved outcomes

Incentives change utilization

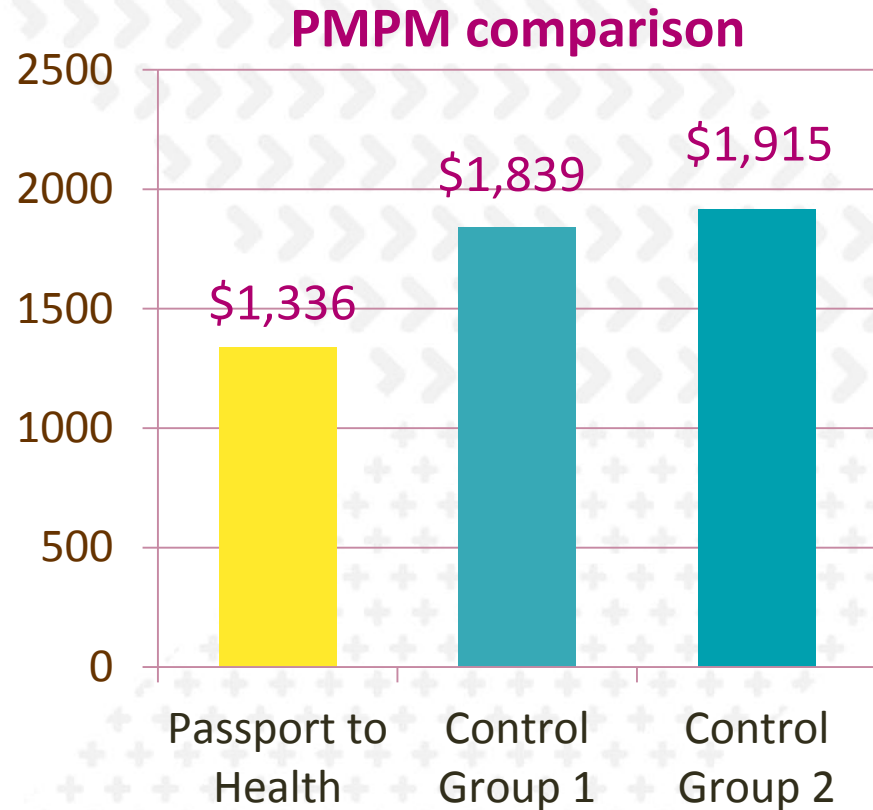
- More primary care use
- Addressing gaps in care
- Steering to urgent care as appropriate
- Covering medications
 - > decrease barriers → improve adherence
- Outpatient services

Results to date

- 100% have had a positive experience
- Members are better self-managers
 - > PAM scores increased in 95% of participants
 - > Pharmacy and outpatient use increased
- Quality of life indicators improved

Medical cost shift

- Initial cost may increase as gaps in care are addressed
- Control group comparisons support potential cost savings
- Cost decreases over time as people improve
 - ↑ outpatient visits
 - ↓ ER visits
 - ↓ risk scores
 - ↓ hospital LOS



Member “Steven” Profile

- Consistently engaged every two weeks with health coach for 12 months.
- Successfully changed lifestyle habits
 - > reduced fast foods
 - > eliminated soda
 - > Now choosing salads at work versus fried foods
 - > improved medication management
- A1C reduced from 8.3 to goal of **7.0**; blood pressure and LDL cholesterol down.
- Attended cooking class at Community Health Education Center.
- Awareness of emotional eating and long-term impact on health.
- At transition, reports overall health “very good” compared to “fair” at beginning of Passport to Health.
- Prospective risk score decreased 12% to 3.42.
- Retrospective risk score decreased 25% to 3.0.

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