

Using Health Intelligence to Improve Participant Outcomes

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Today's Discussion

- About Today's Panelists
- New Mexico Landscape: Centennial Care & LTSS
- The Centennial Rewards Program
- Centennial Rewards Results
- Electronic Visit Verification
- Impact of New Regulations
- Open Discussion

BUSINESS

Health Intelligence Technology Provider

CLIENTS

**Clients include CMS, State Medicaid Plans,
Public and Private Health Plans**

PEOPLE

**Technology and engagement experts in
systems-based health solutions**

RECENT AWARDS

Spotlight Health Care Innovation Award: CMMI

RESULTS

**Participant Satisfaction: 98%
Significant PMPM ROI & Compliance Improvement**

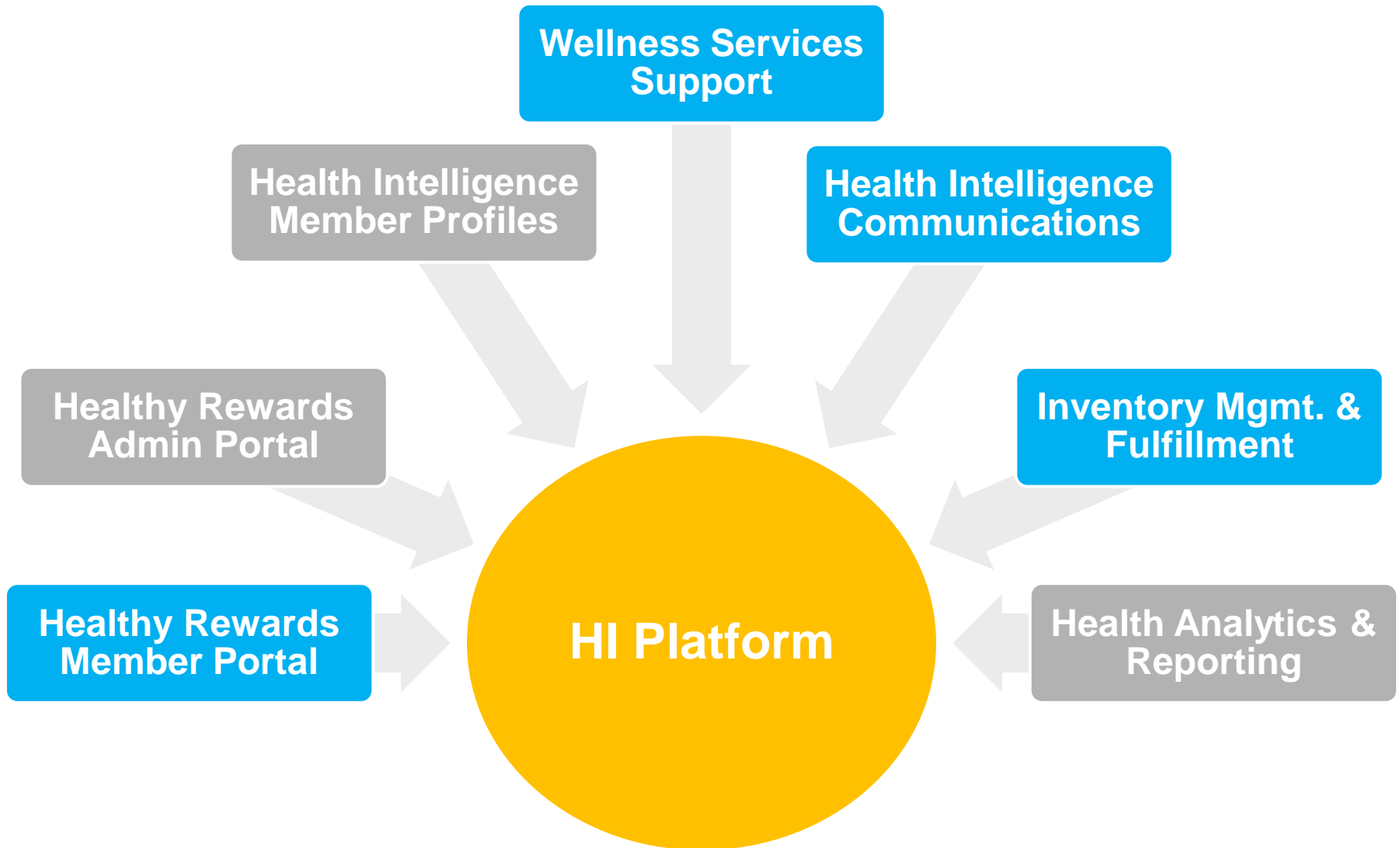
ENGAGEMENT

**Proprietary 4E engagement methodology proven
effective with millions of participants**

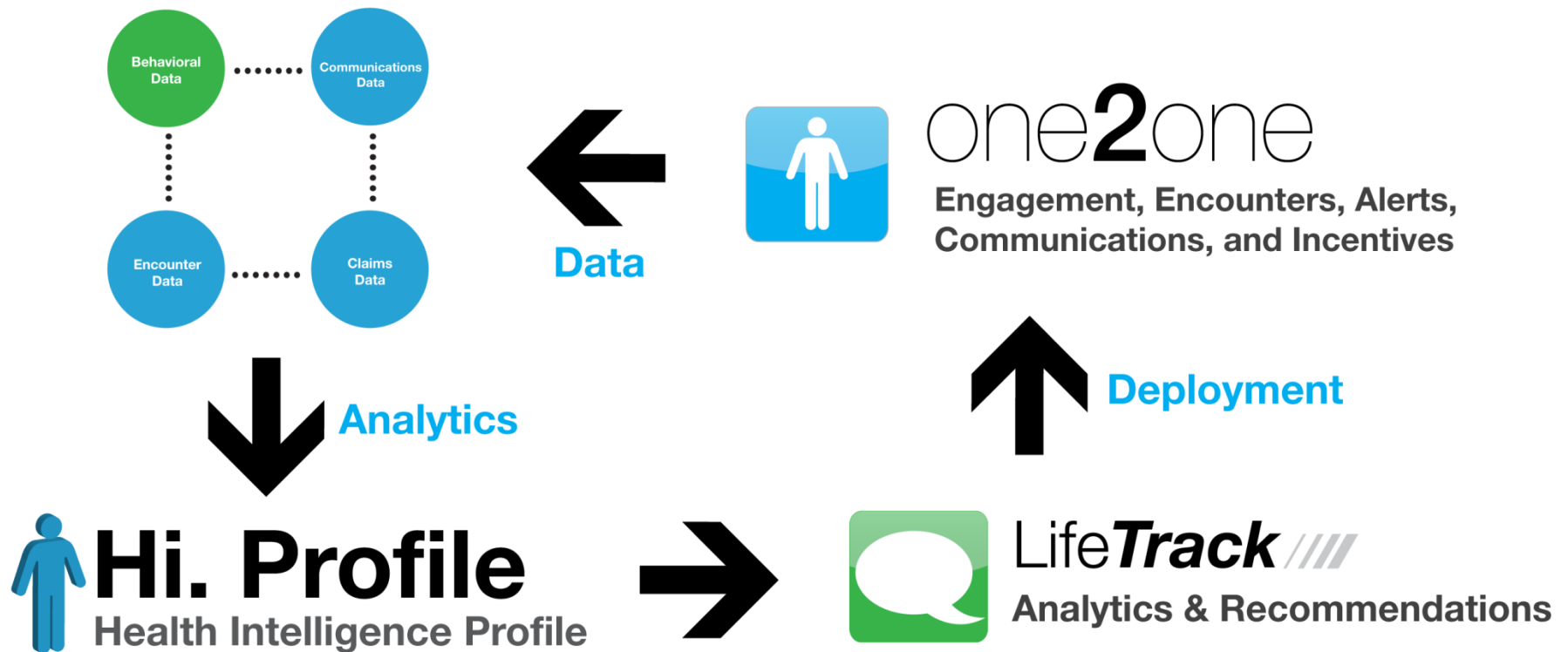
LOCATION

Headquartered in Portland, OR

Health Intelligence Platform: Components



Health Intelligence System



Finity Behavioral Change Philosophy

- **Behavior Change One Step at a Time**
 - We use a unique engagement methodology that builds health confidence by focusing on one healthy behavioral change at a time
 - Reward points are tied to both HEDIS influencers (e.g., Step-Up, Just Drink Water) and HEDIS measures (e.g., Prenatal Visit, HbA1c Test)
 - The system continually recommends and promotes the next behavioral change through multiple media
 - This approach helps “EveryBODY” take steps towards a healthier lifestyle
 - Small successes over time have a major impact





New Mexico Landscape: Centennial Care & LTSS

NM Medicaid Enrollment

Medicaid Category	Enrollment June 2013	Enrollment June 2016	Percentage Increase
Children	327,373	333,331	2%
CHIP	7,760	14,377	85%
Parents/Caretaker Adults	40,776	73,626	81%
Low-Income Adults	36,812 (SCI)	248,612 (Adult Expansion)	575%
Family Planning	49,754	67,639	36%
All Medicaid	527,940	867,890	64%

The Centennial Care Community Benefit

- All Centennial Care members who meet a nursing facility level of care (NF LOC) are eligible for the Centennial Care Community Benefit (CB).
 - Agency-based or self-directed model
- Those who are not otherwise Medicaid eligible may be allocated to the CB through the Central Registry

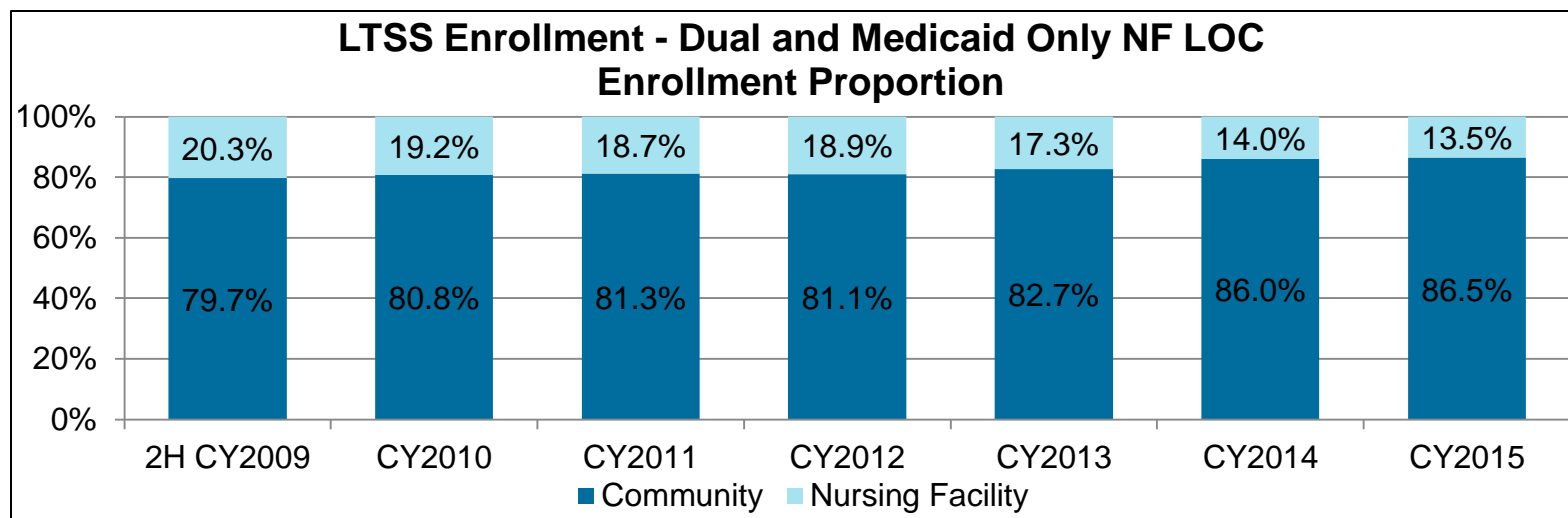


LTSS, HCBS, & Centennial Care

- **3,387** developmentally disabled (DD) members served through the 1915 (c) DD Waiver
- **241** DD and medically fragile served through the 1915 (c) Medically Fragile Waiver
- The above populations can choose to receive HCBS through the Mi Via self-directed 1915 (c) Waiver. (1,271 members)
- All receive acute care through Centennial Care (except for Native Americans, who may opt-in)

LTSS Enrollment

- Managed long-term care was implemented in NM in Aug. 2008
- It continues to have a positive impact on the proportion of members residing in the community vs. in nursing facilities
- As of CY15, **86.5%** of members are receiving long-term services at home/in the community vs. **13.5%** of members in a nursing facility



LTSS Enrollment Growth

CB Model	1/1/2014	4/1/2016	Increase
Agency-Based	17,487	23,535	36%
Self-Directed	930	1,158	26%
Total	18,417	24,693	34%

The Centennial Rewards Program



Centennial Rewards Program Overview

- **Automatic enrollment**
 - All members are eligible to earn rewards
 - Members must register to redeem rewards
- **Portable among four MCOs**
 - BCBS, Molina, Presbyterian, United Healthcare
- **Portable in & out of Medicaid**
 - Members keep unused points for up to 1 year after loss of eligibility
- **Points are “householded”**
 - Members age 18 or older must register for their own account
 - Any dependents under the age of 18 will be assigned to the account of the first parent or legal guardian who registers
- **Rewards based on HEDIS measures, where applicable**

Centennial Rewards Program Overview

Rewards are earned for the following healthy activities:

1. Annual Dental Visits (Adult & Child)
2. Asthma Medication Management
3. Bipolar Disorder Medication Management
4. Bone Density Test (Female; Age 65+)
5. Diabetes Management Tests
6. Prenatal Program Enrollment
7. Schizophrenia Medication Management
8. HRA/CNA Completion
9. Step-Up Challenge

Condition Management Rewards Portal

- **EGH Points Platform**
 - Rewards Tracking
 - Rewards Redemption
- **EGH Wellness Content & Tools**
 - DM, CM, & Wellness Activities
 - Health Scan
 - Wellness Learning Modules
 - Healthy Highlights
 - EGH Individual Challenges

The screenshot shows the Centennial Rewards portal homepage. At the top, the logo reads "CENTENNIALREWARDS Rewarding Your Healthy Choices". A navigation bar includes links for Home, Learn, Earn, Track, Health Center, Step-Up, Shop, FAQs, and My Account. The user is logged in as Jennifer, with a "Sign Out" link. A welcome message says "Jennifer, Welcome to Centennial Rewards!" and provides a link to "My Reward Activity". A large orange circle displays "2,650 Points". Below this, a shopping cart icon and a link "Ready to Spend Your Reward Points? Go Shopping Now!" are visible. A section titled "Check out the new items in the catalog!" features images of products like "GOOD CHEAP" cereal, a water bottle, an omelet, and cereal boxes. A note states "The Centennial Rewards Card is no longer available." To the right, a "My Step-Up Challenge!" section offers "Earn up to \$50 in Reward Points" and includes a "Track Now!" button. The footer contains the website URL, copyright information (© 2013-2016 New Mexico Human Services Dept.), a language selector, and links for Privacy Policy and Terms of Use.

Administrator Portal

- **Administrator Reports**

- Registration
- Engagement
- Incentives Earned
- Incentives Redeemed
- Quality & ROI reporting

- **Participant Tracking**

- Activity Tracking
- Reward Tracking
- Points Platform

The screenshot shows the Centennial Rewards Administrator Portal. At the top, it says "Welcome, Jessica!" and "Sign Out". The navigation bar includes "Home", "Rewards", "Communications", "About", and "Profile".

Welcome, Jessica!
You can view Centennial Rewards reports, reward information, and communications. The rewards data on your Administrator Portal is updated monthly or quarterly.

Centennial Rewards Spotlight

DATE UPDATED	SPOTLIGHT ITEMS	DUE DATE
05-26-2014	#65 Member Rewards Report Uploaded to SFTP	N/A
05-26-2014	View the Reward Criteria Requirements	N/A
05-26-2014	Download the Rewards Catalog	N/A
05-26-2014	View the First-Time Notification Booklet	07-21-2014
05-26-2014	Admin Portal Phase 2 Go live	N/A
05-26-2014	Download the Engagement Booklet	07-30-2014
05-26-2014	MCO Rewards Report Due to HSD	07-30-2014

Reward Dollars Earned by Activity
Updated 05-26-2014

Activity	Reward Dollars Earned (Approximate)
Dental Visit (Adult)	\$12,000
Dental Visit (Child)	\$18,000
Prenatal Enrollment	\$12,000
Bone Density Screening	\$4,000
Asthma Mgmt	\$15,000
Bipolar Mgmt	\$10,000
Diabetes Mgmt	\$6,000
Schizophrenia Mgmt	\$3,000

4,876 REWARDS PROGRAM REGISTERED MEMBERS
Last updated: 05/26/14

Registered Members by Month
Last updated: 05/26/14

Month	Registered Members (Approximate)
JAN 2014	1,000
FEB 2014	1,200
MAR 2014	1,500
APR 2014	2,000
MAY 2014	2,500
JUN 2014	3,500
JUL 2014	4,876

Program Communications

Recently Added Report
State of New Mexico #65 Member Rewards Report

[View Details](#)

www.centennialrewards.com
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Rewards Catalog

Shop the Centennial Rewards Catalog!

Use your points to shop the Centennial Rewards Catalog!

The products in this catalog have been selected to help you live an active, healthy, and balanced lifestyle. Get started by browsing the categories below.



Categories

- Athletics3-5
- The Essentials 6-9
- Arts10-11
- Personal Care 12-13
- Kid's Corner 14-16
- Outdoors 17-19
- Baby Life20-21
- Movement & Fitness 22-24



Order your items online at centennialrewards.com or call 1-877-806-8964



Most Popular Items!

Arts



250 Points DAS_600

Baby Life



990 Points ECS_900

Outdoors



450 Points WHB_900

Aviso legal: Es posible que las recompensas de Centennial Care Rewards estén sujetas a ciertas exclusiones y restricciones en base al conjunto de datos e información sobre la efectividad de la atención médica (HEDIS, por sus siglas en inglés), según lo modificado por su plan de salud. Para que una recompensa sea elegible, la actividad válida debió realizarse mientras el individuo estuvo inscrito en Centennial Care. Debe aceptar las condiciones de uso de Centennial Rewards Rewards antes de poder canjear una recompensa. HEDIS® es una marca registrada del Comité Nacional de Aseguramiento de la Calidad (NCQA, por sus siglas en inglés). Estos servicios los brinda en parte el Estado de New Mexico.



Centennial Rewards Results

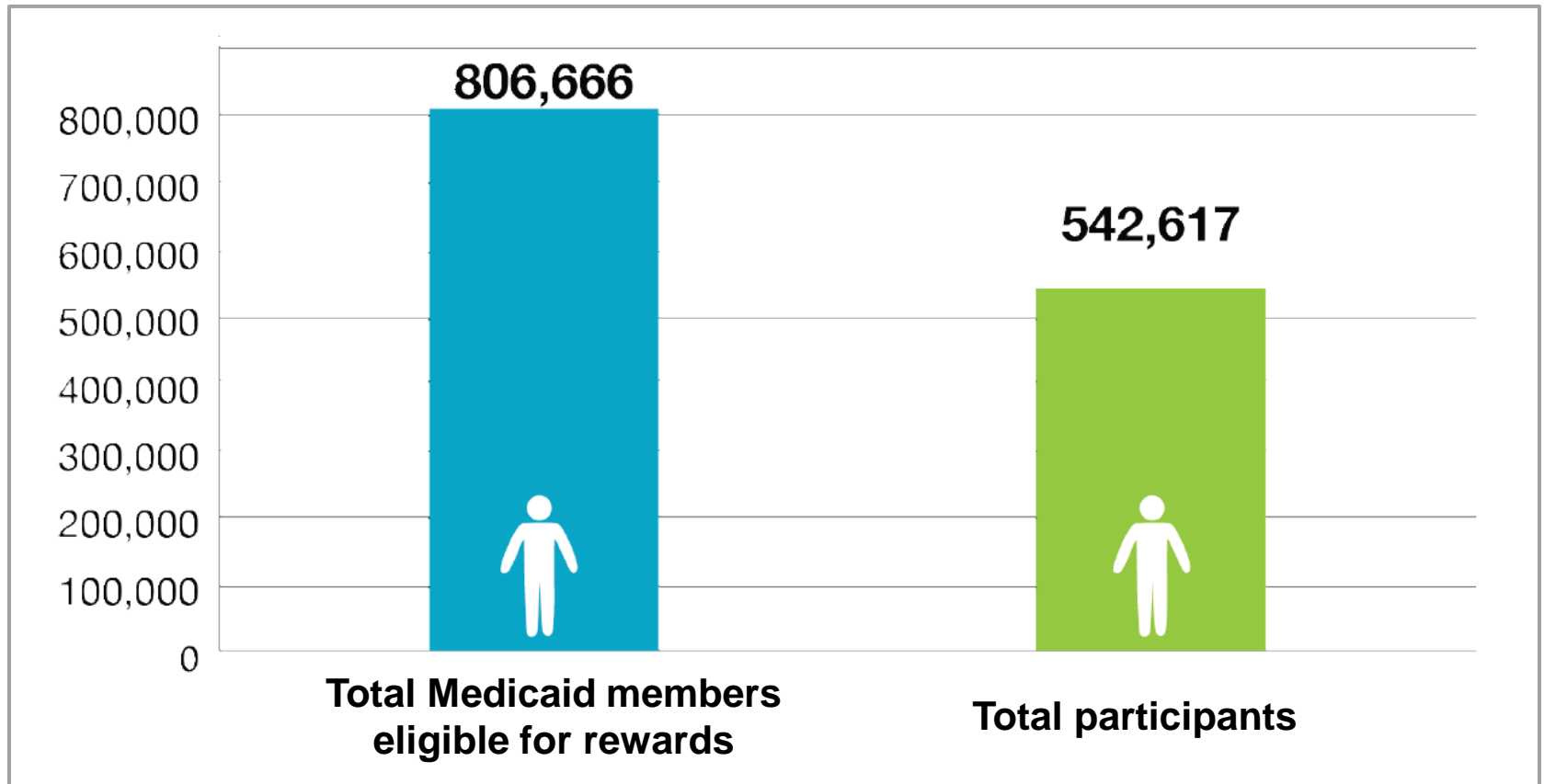
Centennial Rewards Results Summary

- Increased quality compliance & **reduced healthcare costs**
- Overall **Participation 65%**
(760,000 Medicaid population)
- Over **530,000** member portal visits
- **94%** Member Program Satisfaction
- **97%** of members say the program has led to healthier choices
- **65,000** joined the Step-Up Challenge



Over \$20MM in Cost Savings

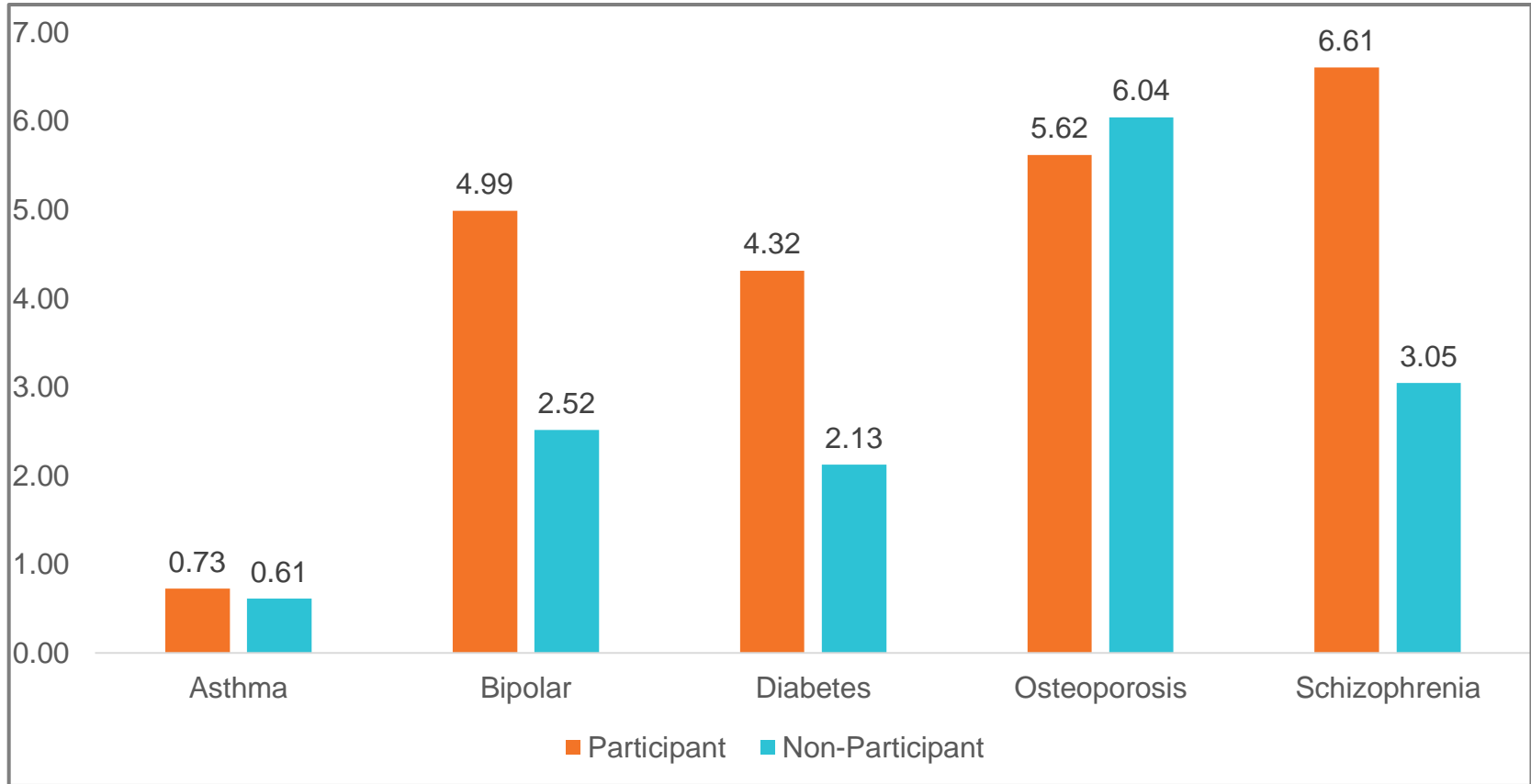
Participation Summary



*Participation = Engaged at least twice and earned at least one reward

Overall Participation* Rate of 67%

Risk Score Comparison



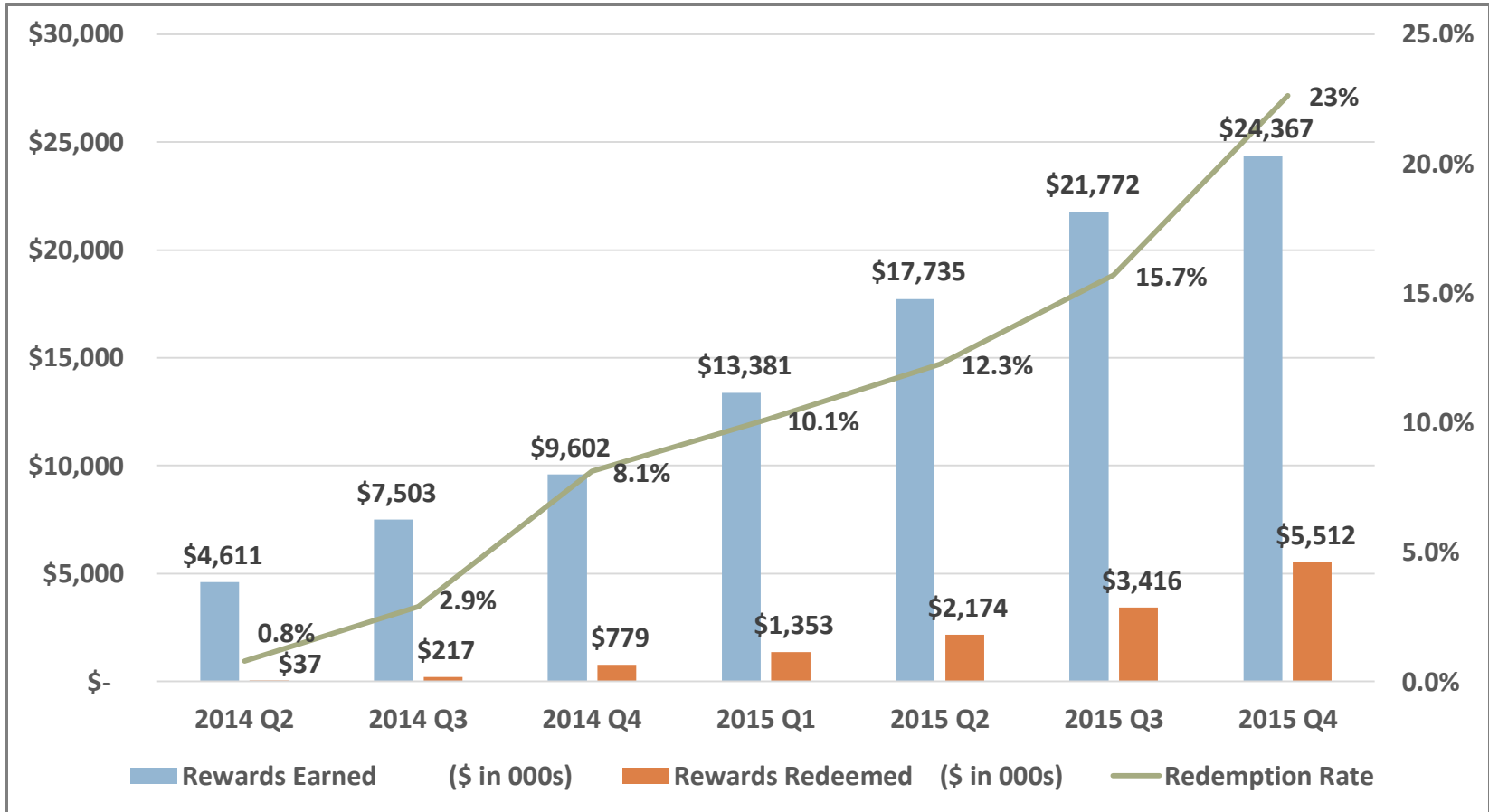
Participant risk scores are higher than those for nonparticipants across all conditions except osteoporosis.

Member Engagement

- **Call Center Engagement**
 - **20%** of the population
- **Member Portal Engagement**
 - **60%** of the population
- **Electronic Access**
 - **Mobile Access: 52.25%**
 - Over 6 minutes on site
 - Avg. 8 pages viewed
 - **Desktop Access: 37.85%**
 - 15 minutes on site
 - Avg. 20 pages viewed
 - **Tablet: 9.9%**
 - 7 minutes on site
 - Avg. 9 pages viewed

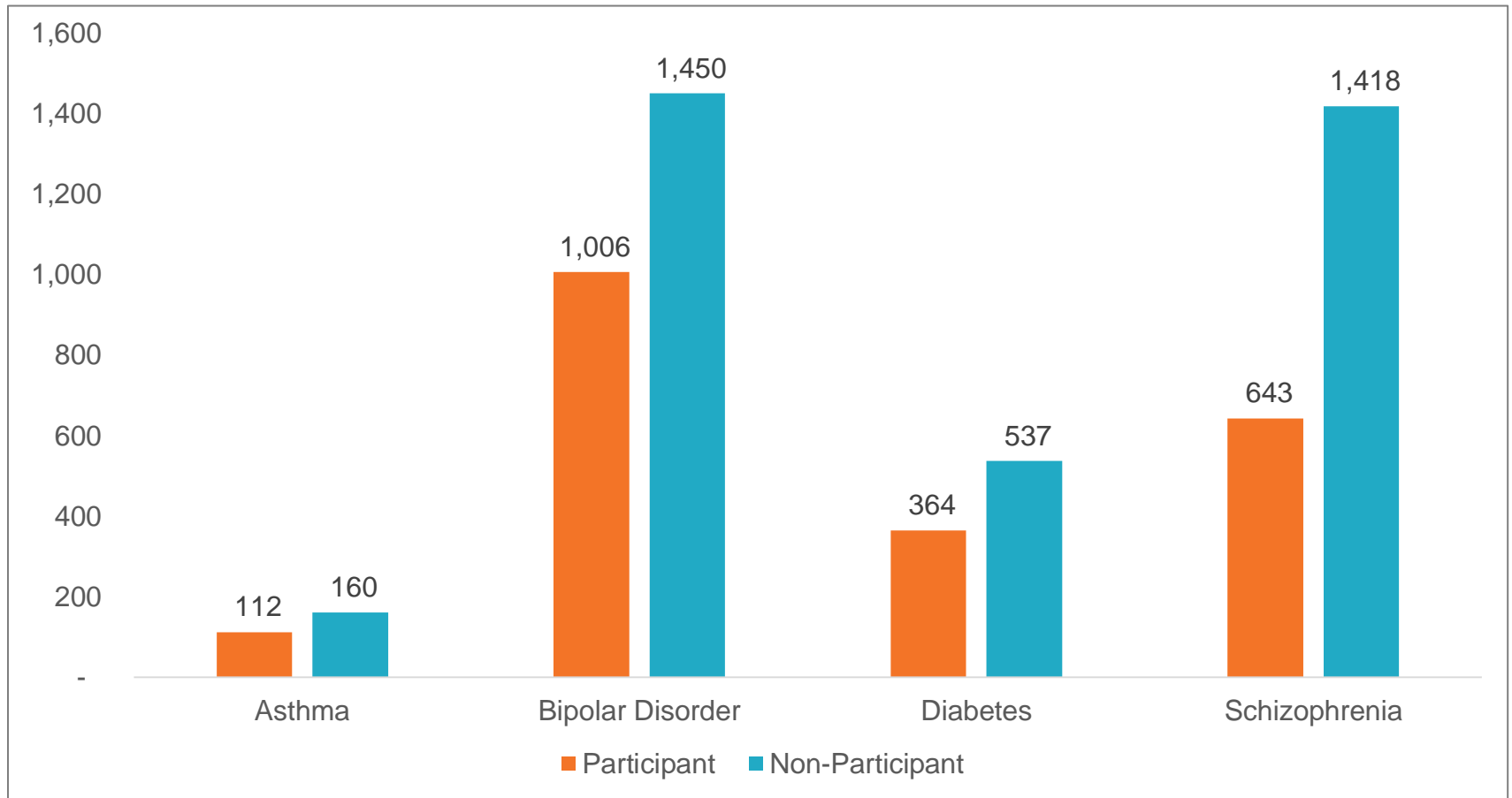


Earned/Redeemed Points Trends



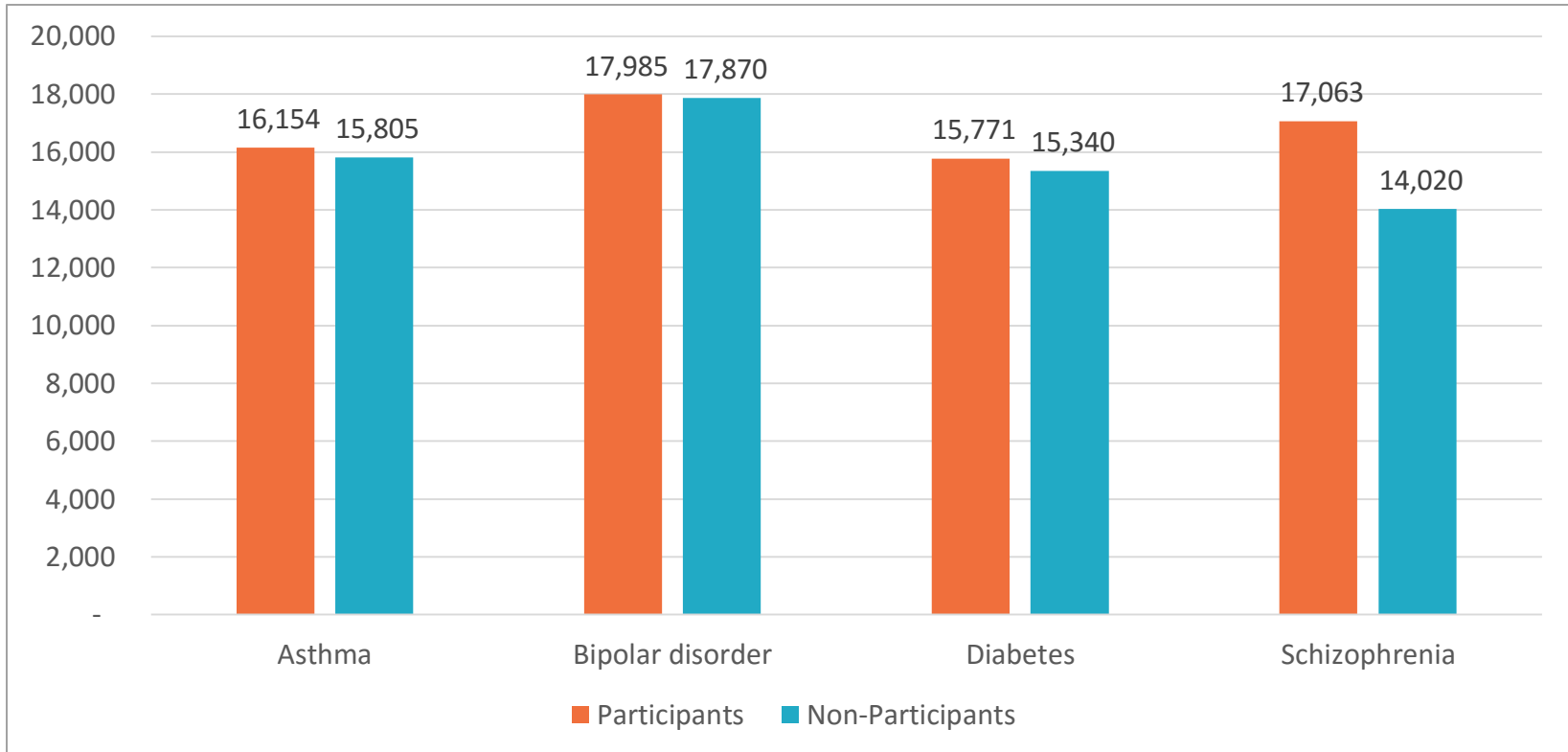
Steady increase in points earned, points redeemed, and the redemption rate throughout both years of program.

Utilization – Reduced Inpatient Admissions



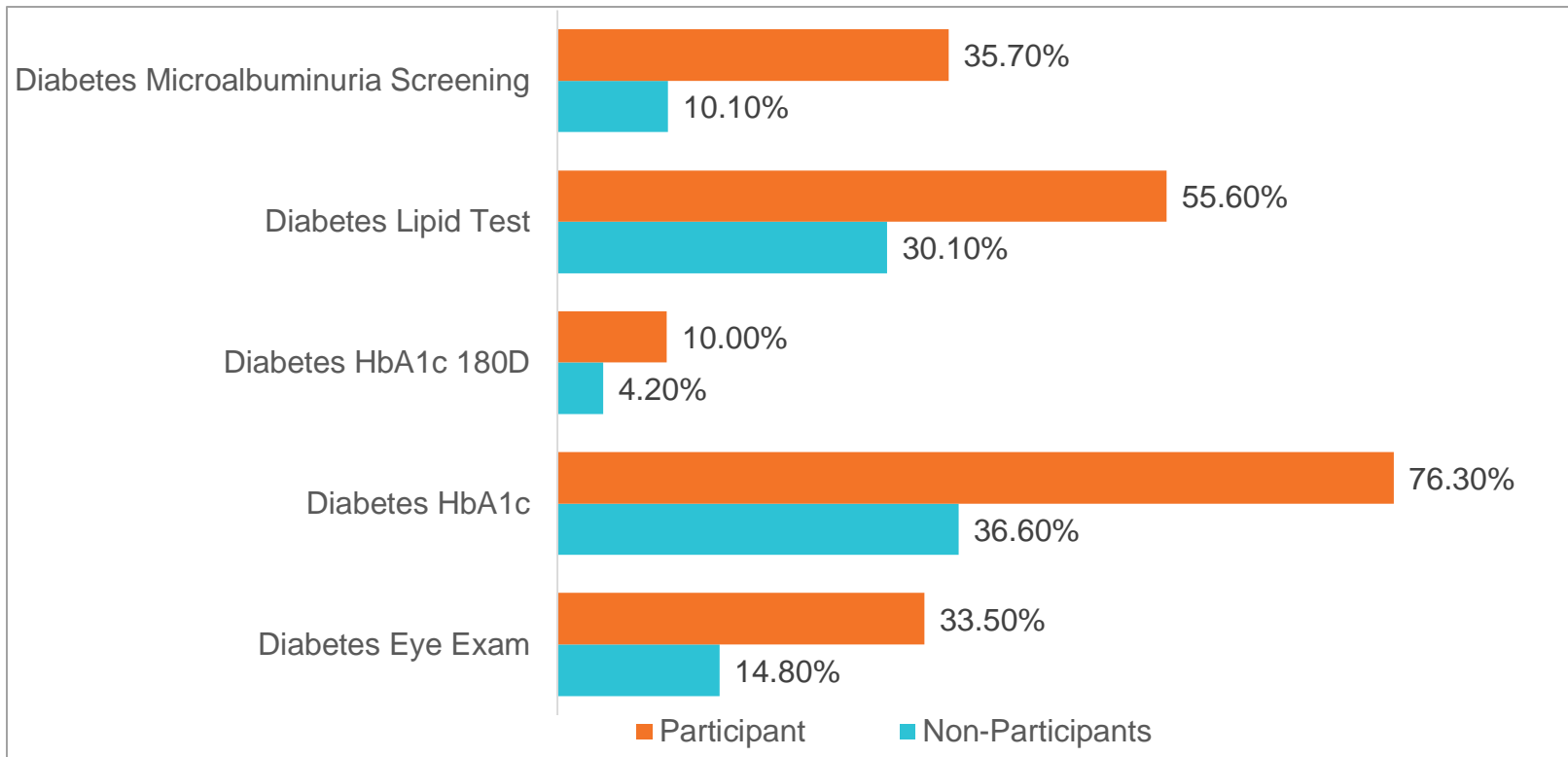
Inpatient admits (per 1,000) are lower for all conditions.

Utilization – Increased PCP Visits



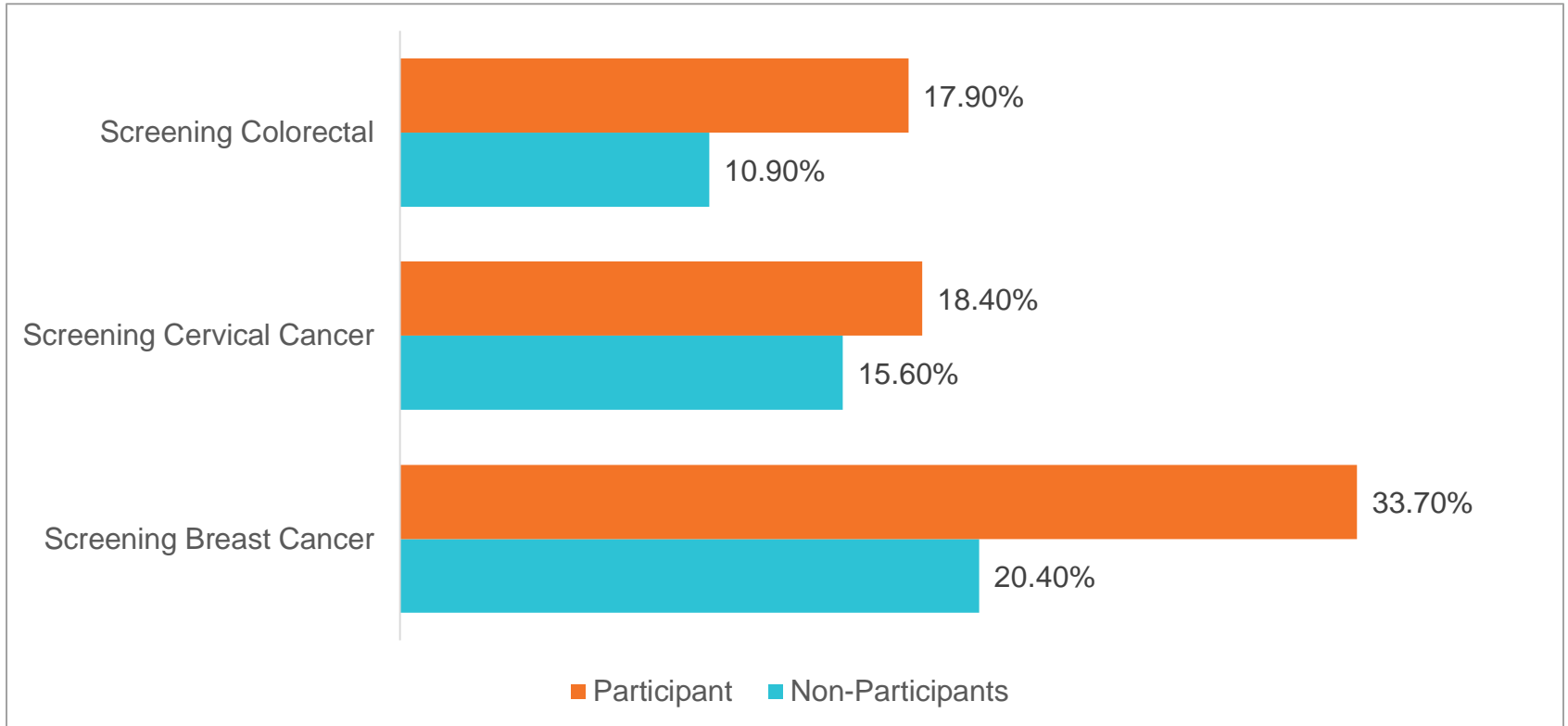
PCP visits (per 1,000) are higher for all conditions.

Diabetes Quality Metrics



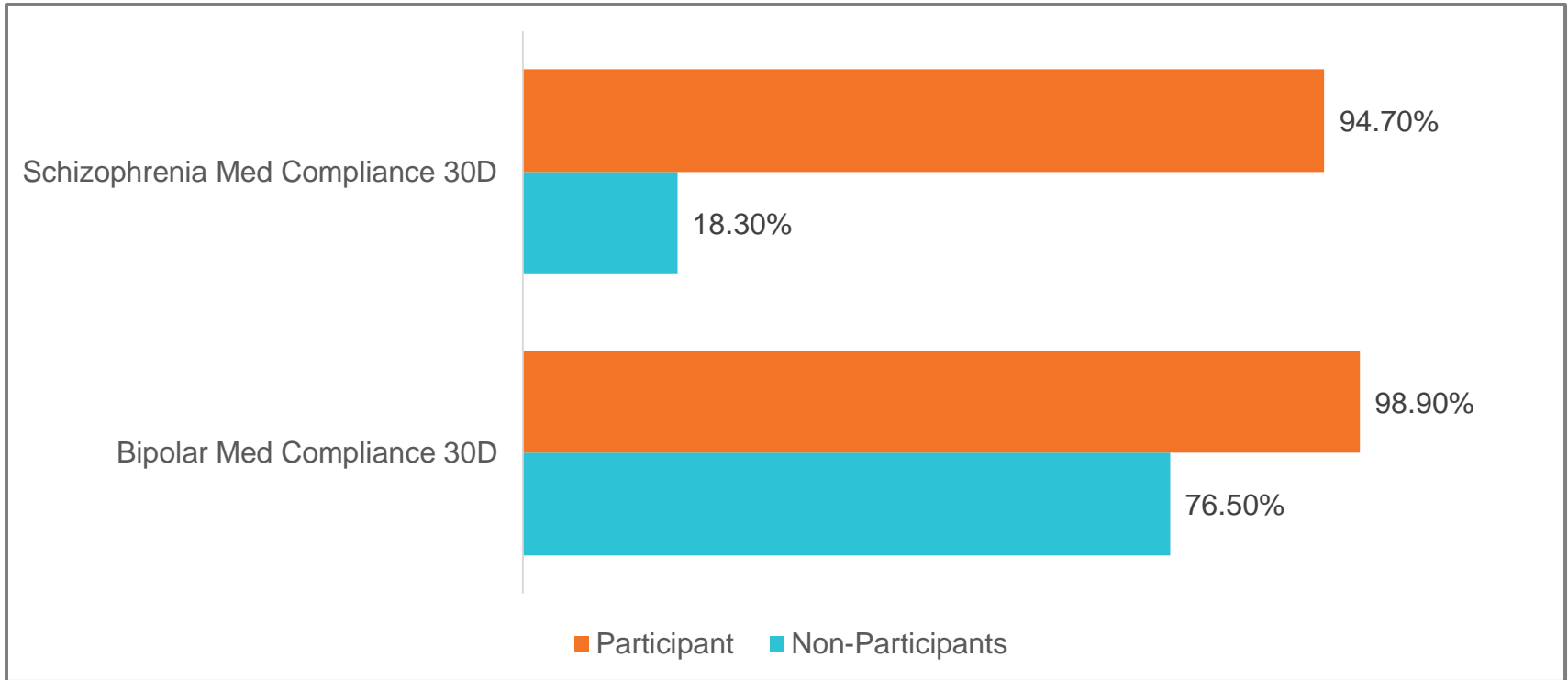
- 25.6% higher nephropathy screening
- 39.7% higher HbA1c test compliance
- 25.4% higher lipid test compliance
- 18.8% higher eye exam test compliance

Diabetes and Preventive Measures



Participants with diabetes are much more likely to complete preventive screenings.

Behavioral Health Medication Adherence



Medication adherence is substantially higher for participants in the bipolar and schizophrenia programs compared to non-participants.

Member Satisfaction* – State Program

Are you satisfied with the rewards program?



Has the program helped you improve your health?



Was the representative helpful today?



Do the rewards encourage you to make healthy choices?



*Results of English-language surveys. Similar results were obtained with Spanish speakers.



Electronic Visit Verification

Electronic Visit Verification (EVV)

- Implementation of EVV included in Centennial Care Waiver
- MCOs are required by contract to implement EVV for all Agency-Based personal care services (PCS)
- Like Centennial Rewards, all four MCOs are required to contract with one vendor to implement the program statewide



Electronic Visit Verification

- EVV was initially piloted with larger, more urban provider agencies
- Exception for no-tech zones
 - Rural/frontier area providers
- Barriers to full implementation
 - Members without landline phones
 - Internet/cell phone service issues
 - Paradigm shift for members and caregivers



Electronic Visit Verification

- Full implementation in September 2016
- EVV Solution
 - Caregiver uses member's landline with member's permission; or
 - Caregiver uses own smart phone; or
 - MCO provides stipend to caregiver to cover cost of data usage
 - Caregiver uses tablet issued by MCOs' vendor
 - Caregiver must travel to an area with Wi-Fi or cell service (Verizon) to upload data
 - Data can be stored for up to seven days





Impact of New Regulations

Medicaid Regulation, Health Equity, & FCC Requirements

Health Risk Screenings (HRS)

- Each health plan must complete an initial HRS within 90 days for all new enrollees

Member Incentives

- Incentives that are measured & linked to quality improvement can apply to medical side of MLR

Express Consent

- Health plans must gather express consent to share plan information electronically

Contact Management

- Health plans and states are required to make “best efforts” to maintain current contact info.



An integrated HRS and member incentive program can help plans and states meet the new HRS, Member Incentive, Express Consent & Contact Management requirements



Open Discussion