Using Health Intelligence to Improve Participant Outcomes

Presented at the Home & Community-Based Services Conference
September 1, 2016

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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
Health Intelligence Technology Provider

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

Technology and engagement experts in systems-based health solutions

Spotlight Health Care Innovation Award: CMMI

Participant Satisfaction: 98%
Significant PMPM ROI & Compliance Improvement

Proprietary 4E engagement methodology proven effective with millions of participants

Headquartered in Portland, OR
Health Intelligence Platform: Components

- Wellness Services Support
- Health Intelligence Member Profiles
- Health Intelligence Communications
- Inventory Mgmt. & Fulfillment
- Health Analytics & Reporting
- Healthy Rewards Admin Portal
- Healthy Rewards Member Portal

HI Platform
Health Intelligence System

Hi. Profile
Health Intelligence Profile

Behavioral Data
Communications Data
Encounter Data
Claims Data

Data

one2one
Engagement, Encounters, Alerts, Communications, and Incentives

Deployment

Analytics

LifeTrack
Analytics & Recommendations
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

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

<table>
<thead>
<tr>
<th>CB Model</th>
<th>1/1/2014</th>
<th>4/1/2016</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency-Based</td>
<td>17,487</td>
<td>23,535</td>
<td>36%</td>
</tr>
<tr>
<td>Self-Directed</td>
<td>930</td>
<td>1,158</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18,417</strong></td>
<td><strong>24,693</strong></td>
<td><strong>34%</strong></td>
</tr>
</tbody>
</table>
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**
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
Administrator Portal

- **Administrator Reports**
  - Registration
  - Engagement
  - Incentives Earned
  - Incentives Redeemed
  - Quality & ROI reporting

- **Participant Tracking**
  - Activity Tracking
  - Reward Tracking
  - Points Platform
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

- Athletics ................................................................. 3-5
- The Essentials ...................................................... 6-9
- Arts ............................................................................. 10-11
- Personal Care ......................................................... 12-13
- Kid’s Corner ............................................................. 14-16
- Outdoors ................................................................. 17-19
- Baby Life ................................................................. 20-21
- Movement & Fitness ................................................ 22-24

Most Popular Items!

Order your items online at centennialrewards.com or call 1-877-806-9864

Art

250 Points  DAS_500

Baby Life

990 Points  LCS_900

Outdoors

450 Points  WHL_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 (HEEDS, por sus siglas en inglés), según lo modificado por su plan de salud. Para que una recompensa sea elegible, la actividad válida deberá realizarse mientras el individuo estuvo inscrito en Centennial Care. Debe aceptar las condiciones de uso de Centennial Rewards antes de poder cambiar una recompensa.

HEEDS® 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
• 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

Overall Participation* Rate of 67%

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

- Asthma: Participant: 112, Non-Participant: 160
- Bipolar Disorder: Participant: 1,006, Non-Participant: 1,450
- Diabetes: Participant: 364, Non-Participant: 537
- Schizophrenia: Participant: 643, Non-Participant: 1,418
Utilization – Increased PCP Visits

PCP visits (per 1,000) are higher for all conditions.
## Diabetes Quality Metrics

<table>
<thead>
<tr>
<th>Test</th>
<th>Participant</th>
<th>Non-Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes Microalbuminuria Screening</td>
<td>35.70%</td>
<td>10.10%</td>
</tr>
<tr>
<td>Diabetes Lipid Test</td>
<td>55.60%</td>
<td>30.10%</td>
</tr>
<tr>
<td>Diabetes HbA1c 180D</td>
<td>76.30%</td>
<td>4.20%</td>
</tr>
<tr>
<td>Diabetes HbA1c</td>
<td>36.60%</td>
<td></td>
</tr>
<tr>
<td>Diabetes Microalbuminuria Screening</td>
<td>33.50%</td>
<td>14.80%</td>
</tr>
</tbody>
</table>

- 25.6% higher nephropathy screening
- 39.7% higher HbA1c test compliance
- 25.4% higher lipid test compliance
- 18.8% higher eye exam test compliance
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?**
- Yes: 97%
- No: 3%

**Has the program helped you improve your health?**
- Yes: 92%
- No: 8%

**Was the representative helpful today?**
- Yes: 98%
- No: 2%

**Do the rewards encourage you to make healthy choices?**
- Yes: 97%
- No: 3%

*Results of English-language surveys. Similar results were obtained with Spanish speakers.*
Electronic Visit Verification
• 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 smartphone; 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
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