RESOURCES FOR INTEGRATED CARE
Resources for Plans and Providers for Medicare-Medicaid Integration

Meaningful Member Engagement Webinar Series

Hard-to-Reach Populations: Innovative Strategies to Engage Isolated Individuals with Behavioral Health Need

Hard-to-Reach Populations: Innovative Strategies to Engage Isolated Individuals with Behavioral Health Needs

- *This webinar is supported through the Medicare-Medicaid Coordination Office (MMCO) in the Centers for Medicare & Medicaid Services (CMS) to ensure beneficiaries enrolled in Medicare and Medicaid have access to seamless, high-quality health care that includes the full range of covered services in both programs. To support providers in their efforts to deliver more integrated, coordinated care to Medicare-Medicaid enrollees, MMCO is developing technical assistance and actionable tools based on successful innovations and care models, such as this webinar series. To learn more about current efforts and resources, visit Resources for Integrated Care (www.ResourcesForIntegratedCare.com) for more details.*

Platform Overview

- Microphones are muted
- Need the slides?
  - Go to www.ResourcesForIntegratedCare.com
- Slides not advancing?
  - Press F5
- Need Closed Captioning?
  - See the “cc” icon (bottom of screen)
- Have a Question?
  - Click the Question & Answer icon (bottom of screen)
  - Engage the Operator through the phone line
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Overview

- This is the third session of a “Meaningful Member Engagement” webinar series.
- Each session will be interactive with 30-40 minutes of presentation, followed by 20-30 minutes of presenter and participant discussions.
- Video replay and slide presentation are available at: www.ResourcesForIntegratedCare.com

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Introductions

- **William Dean, JD, MSW** (Moderator)
  Delivery System & Consumer Engagement Manager, Community Catalys

- **Julie Bluhm, MSW, LICSW**, *Clinical Operations Manager*, Hennepin Health

- **Laurie Lockert, MS, LPC**, *Health Resilience Program Manager*, CareOregon

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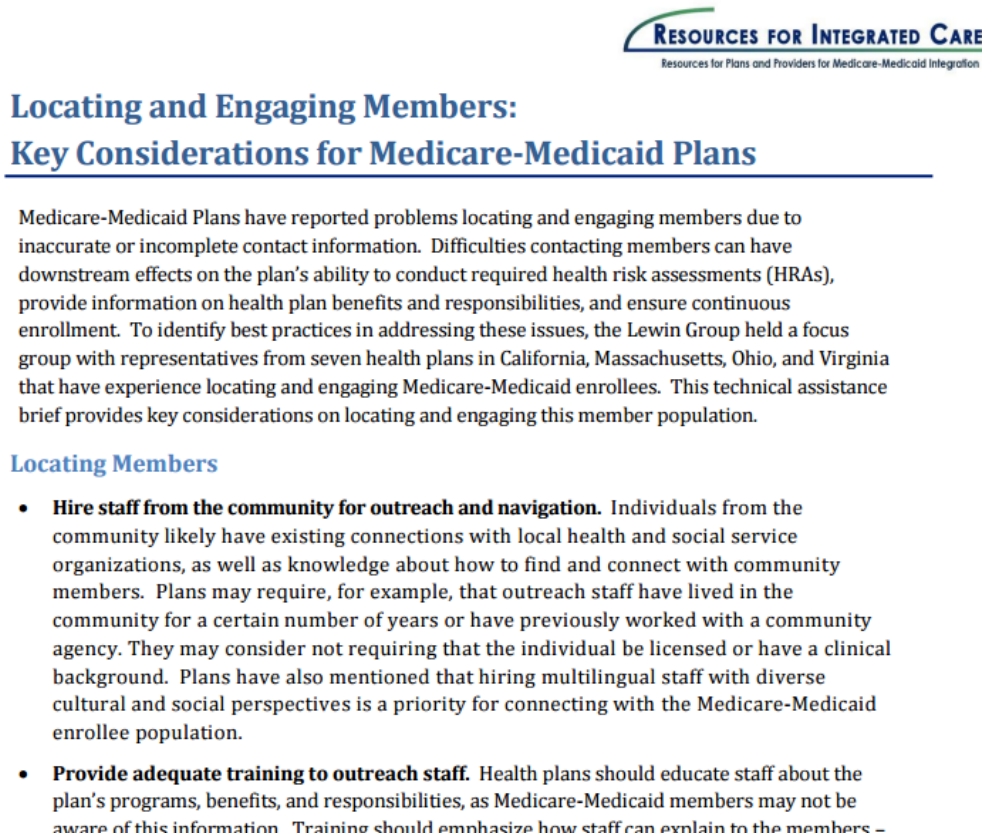
Webinar Outline/Agenda

- Hennepin Health
  - Overview
  - Care Coordination Model
  - Innovative Strategies
- CareOregon
  - Overview
  - Health Resilience Program
  - Member Engagement Strategies
- Polls; Q&A

(More) Innovative Strategies to Engage

- Resources for Integrated Care
  - (https://www.resourcesforintegratedcare.com/Locating_and_Engaging_Members_Key_Considerations_for_Medicare-Medicaid_Plans)



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Locating and Engaging Members: Key Considerations for Medicare-Medicaid Plans

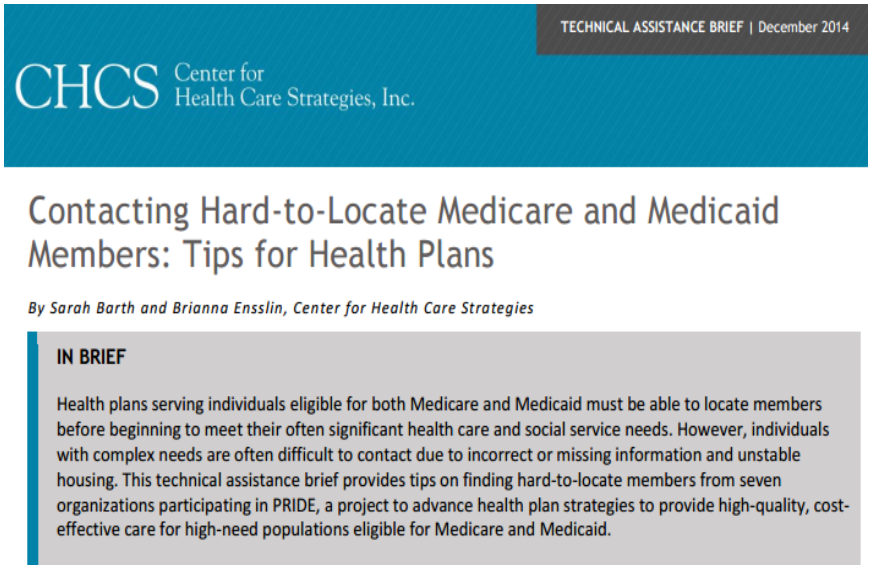
Medicare-Medicaid Plans have reported problems locating and engaging members due to inaccurate or incomplete contact information. Difficulties contacting members can have downstream effects on the plan's ability to conduct required health risk assessments (HRAs), provide information on health plan benefits and responsibilities, and ensure continuous enrollment. To identify best practices in addressing these issues, the Lewin Group held a focus group with representatives from seven health plans in California, Massachusetts, Ohio, and Virginia that have experience locating and engaging Medicare-Medicaid enrollees. This technical assistance brief provides key considerations on locating and engaging this member population.

Locating Members

- **Hire staff from the community for outreach and navigation.** Individuals from the community likely have existing connections with local health and social service organizations, as well as knowledge about how to find and connect with community members. Plans may require, for example, that outreach staff have lived in the community for a certain number of years or have previously worked with a community agency. They may consider not requiring that the individual be licensed or have a clinical background. Plans have also mentioned that hiring multilingual staff with diverse cultural and social perspectives is a priority for connecting with the Medicare-Medicaid enrollee population.
- **Provide adequate training to outreach staff.** Health plans should educate staff about the plan's programs, benefits, and responsibilities, as Medicare-Medicaid members may not be aware of this information. Training should emphasize how staff can explain to the members –

(More) Innovative Strategies to Engage

- Center for Health Care Strategies (www.chcs.org)
  - PRIDE Promoting Integrated Care for Dual Eligibles
    - CareSource (Ohio)
    - Commonwealth Care Alliance (Massachusetts)
    - Health Plan of San Mateo (California)
    - iCare (Wisconsin)
    - Together4Health (Illinois)
    - UCare (Minnesota)
    - VNSNY CHOICE (New York)


TECHNICAL ASSISTANCE BRIEF | December 2014

CHCS Center for Health Care Strategies, Inc.

Contacting Hard-to-Locate Medicare and Medicaid Members: Tips for Health Plans

By Sarah Barth and Brianna Ensslin, Center for Health Care Strategies

IN BRIEF

Health plans serving individuals eligible for both Medicare and Medicaid must be able to locate members before beginning to meet their often significant health care and social service needs. However, individuals with complex needs are often difficult to contact due to incorrect or missing information and unstable housing. This technical assistance brief provides tips on finding hard-to-locate members from seven organizations participating in PRIDE, a project to advance health plan strategies to provide high-quality, cost-effective care for high-need populations eligible for Medicare and Medicaid.

TECHNICAL ASSISTANCE BRIEF | August 2015

CHCS Center for Health Care Strategies, Inc.

Building a Culture of Engagement for Medicare-Medicaid Enrollees: Health Plan Approaches

By Sarah Barth and Brianna Ensslin, Center for Health Care Strategies

IN BRIEF

Medicare Advantage Dual Eligible Special Needs Plans and Medicare-Medicaid Plans that serve individuals eligible for Medicare and Medicaid recognize the value of building trusting relationships with this newly enrolled population. Many are seeking to foster a culture of engagement beginning with the first contact with new members. These person-centered models are guided by members' medical and social needs, as well as individual preferences. This brief presents member engagement approaches used by health plans participating in PRIDE (*Promoting Integrated Care for Dual Eligibles*), a project funded by The Commonwealth Fund to advance strategies for providing high-quality and cost-effective care for dually eligible individuals.

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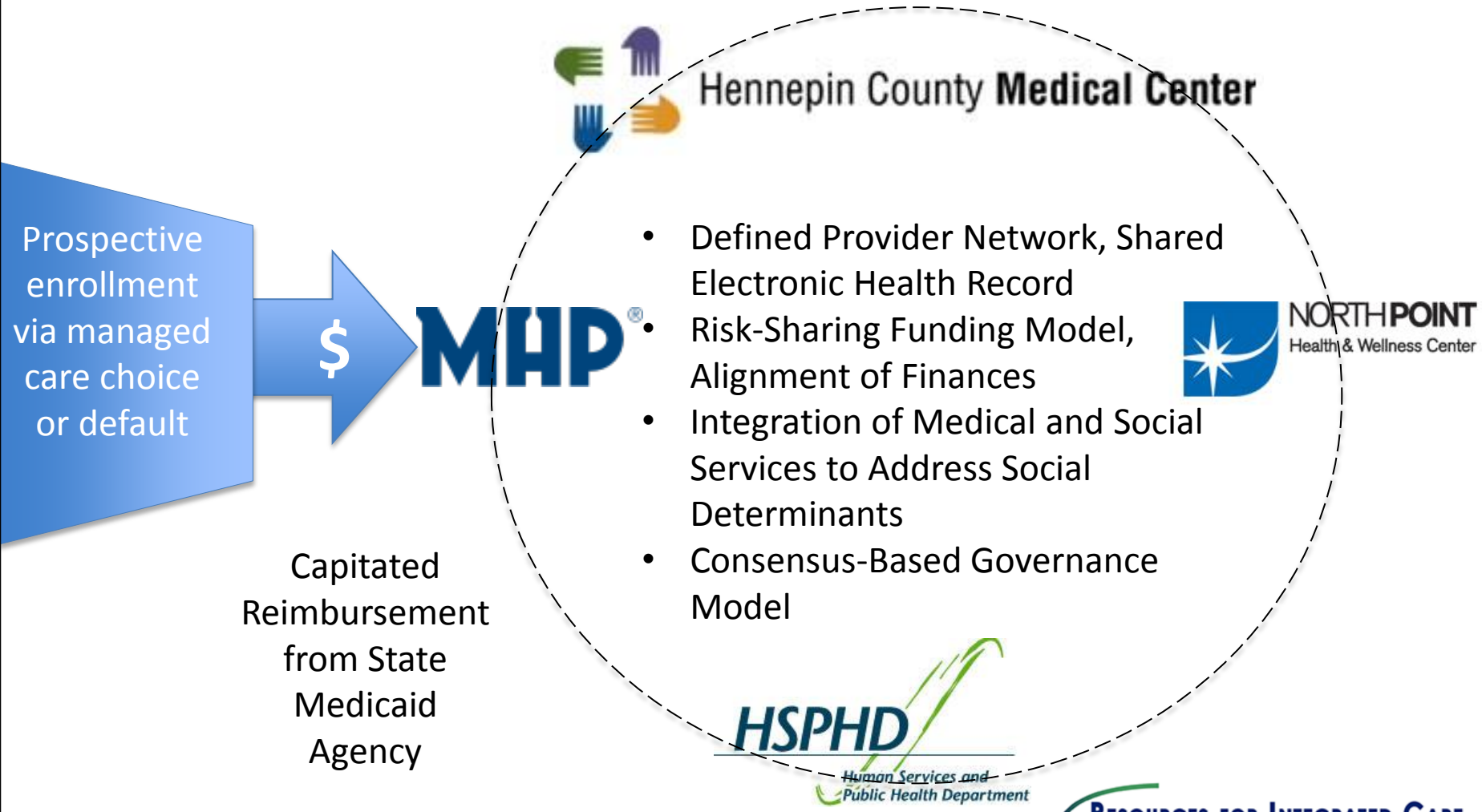
Engaging Our Hard-to-Reach Members

Julie Bluhm, MSW, LICSW
Clinical Operation Manager
Hennepin Health (Minnesota)

What is Hennepin Health?



Population Served

- Current Enrollment ~ 11,000 members
- Medicaid Expansion in Hennepin County
- 21 - 64 year-old Adults, without Dependent Children
- At or Below 133% of the Federal Poverty Level (≤ 75% prior to 2014)
- Not Certified as Disabled

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Care Model: Care Coordination

- Based on a Primary Care Medical Home with a strong community health worker role inside and outside the clinic
- Referral to “Ambulatory ICU” clinic for members with most complex needs
- Supplementing clinic care coordination with targeted behavioral health and social service interventions
- Documenting and communicating in shared Electronic Health Record (EHR)

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Prospective Risk Stratification

- Development of predictive risk tiering model using CMS's Hierarchical Condition Categories (HCC)
- Risk prediction using HCC versus crude tiering based on utilization
  - Calculates a score based on previous 12 months to predict expenditures in next 12 months
  - Preliminary analyses predict cost (predicted to actual)
- Model is based on:
  - Diagnoses codes that include mental health and chemical health
  - Age, gender, disability status, and Medicaid status (as a proxy for income)
- Future development of an "unstable housing" indicator to account for social determinants

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Innovation Highlight:
Outreach Community Health Workers

- Community Health Workers employed by providers but working in community settings
  - Correctional Facilities
  - Shelters
  - Emergency Department
  - Health Plan Lobby

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Innovation Highlight:
ED-InReach

- One hospital embedded Social Worker and one case manager contracted through local non-profit.
- Goal: Identify and target individuals in acute settings with case management services to assist patients in finding a medical or behavioral health “home.”
- Lessons learned:
  - Where we connect with individuals
  - Staff characteristics

Thank You!

Videos, newsletter, and more information:

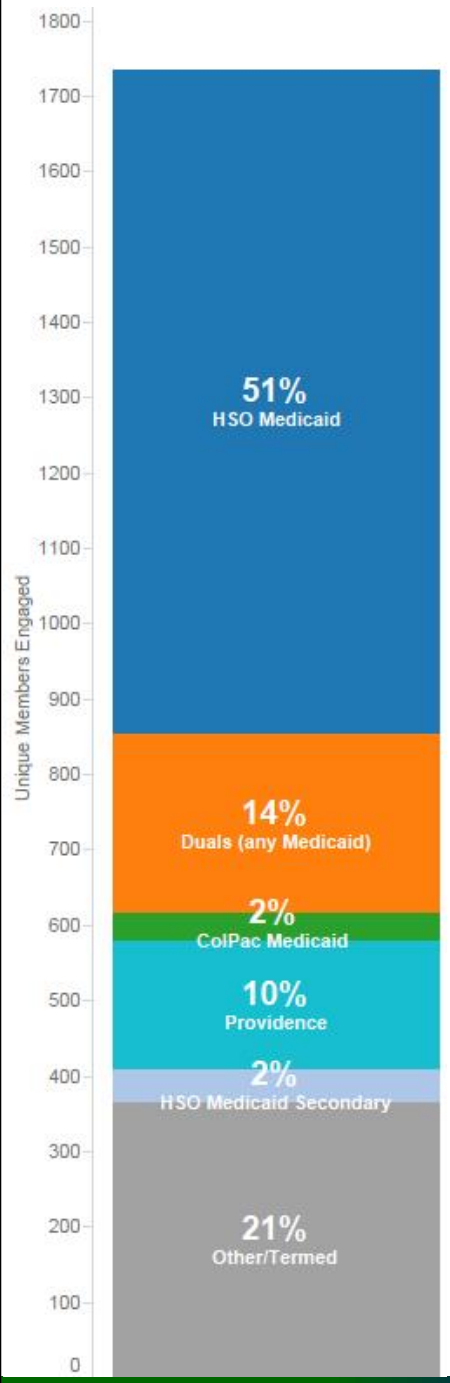
www.hennepin.us/hennepinhealth

Engaging Our Hard-to-Reach Members

Laurie Lockert, MS, LPC
Health Resilience Program™ Manager
CareOregon

CareOregon's HRP™ Program: Overview & Target Population

- CareOregon is a health plan serving Medicaid and Medicare members in Oregon
  - 225k members; 10k Medicare (9k of which are Duals)
- HRP is Trauma Informed Program with 30 Staff embedded in 23 Clinics
- High risk, complex patients ; avoidable utilization
- 1 or more non-OB hospital admissions with or without ED visits within 12 mos OR 6 or more ED visits with or without hospitalization within 12 mos



Historic Program Stats

- 1,735 unique individuals have been **engaged** by the Health Resilience Program staff
- 2,529 unique individuals have been **encountered** by the Health Resilience Program staff

  Approximately two thirds of those outreached to (encountered) will later become engaged

- Most of those served have Medicaid coverage

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Strategies for finding our members

- Utilization data by clinic of hi risk clients
- Triage Coordinators review daily IP/ER Reports
- Referrals from Clinic Providers
- Outreach to shelters
- PopIntel Registry as referral and tracking

Engaging our members: building relationships

- Starts with hiring the right staff for this work
- Time to listen to our clients; go into their world

Building relationships….cont.

- Attending appointments: role model, support, teach ; connecting to resources
- After engagement & stabilization refer to Peer Support Specialists/Recovery Mentors

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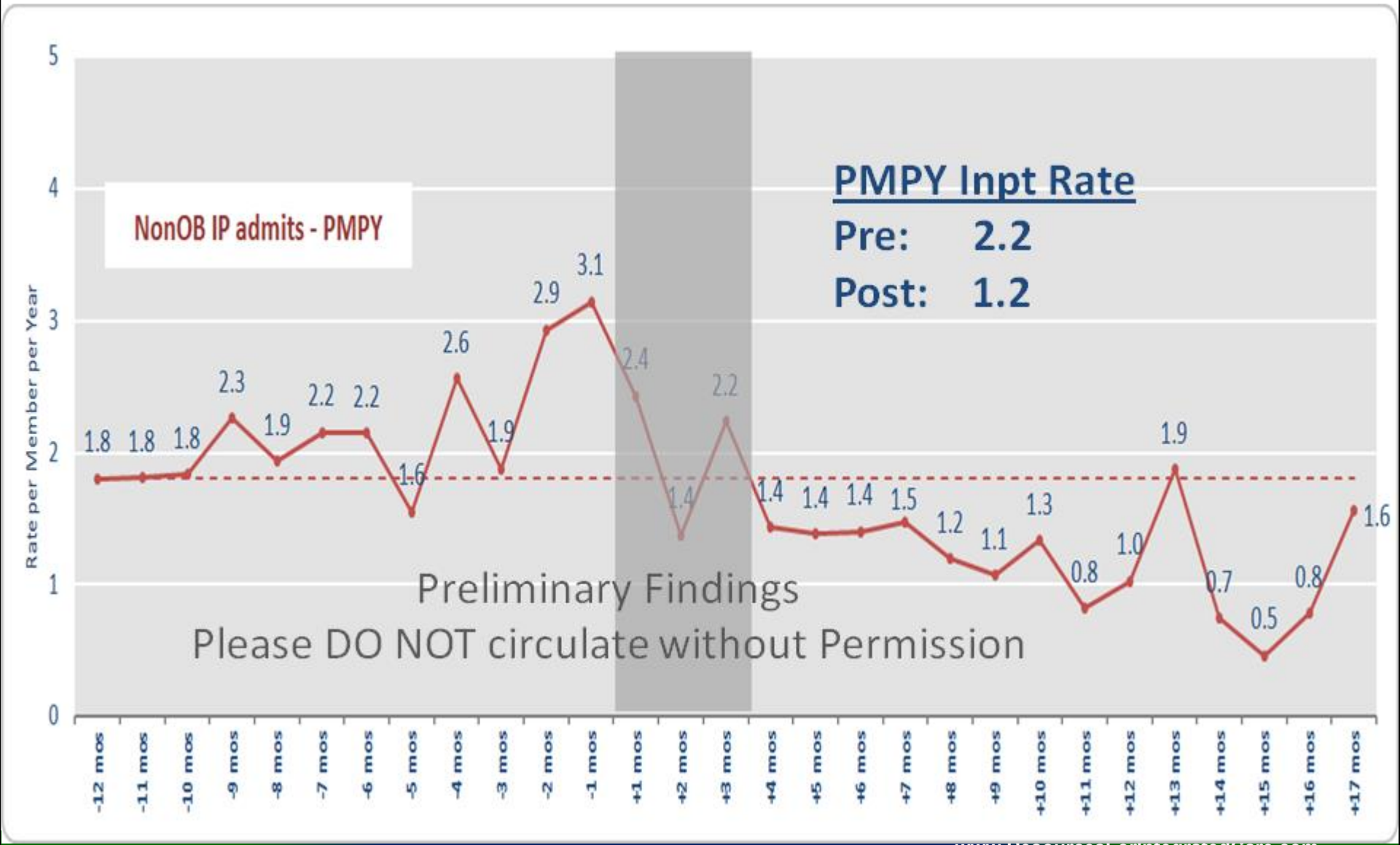
Health Resilience Program™

222 Clients

Engaged AT LEAST 1x on or Before June 30th, 2013



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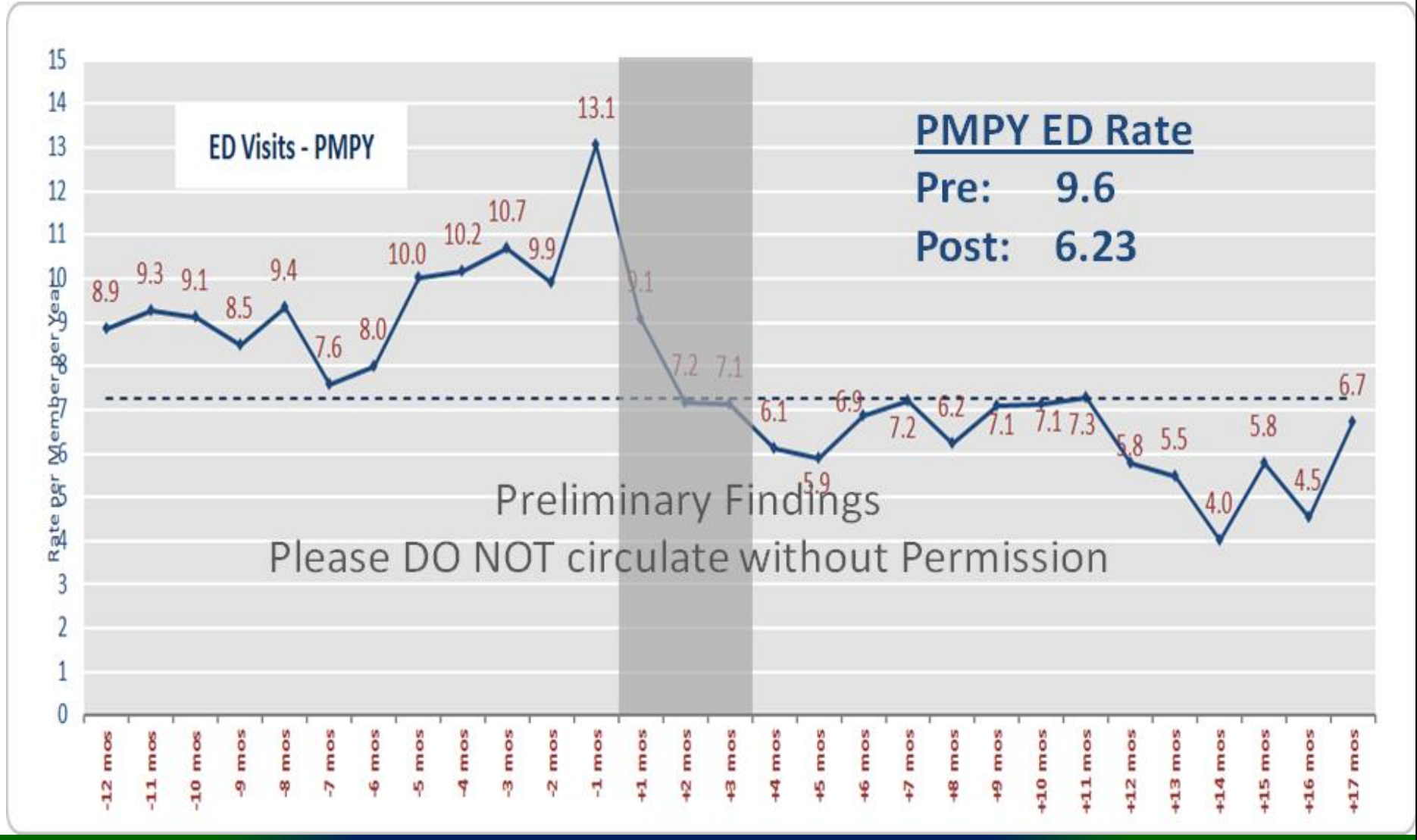

For More about the Health Resilience Program™ …

https://vimeo.com/123030580

https://vimeo.com/119540792

Thank you!

Or Contact: **LockertL@careoregon.org**

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Poll 1

- Which of the following have you found most successful to find and/or engage your members? Pick all that apply.
  - Community health workers
  - Embedded in/outreach staff at community-based organizations
  - Expanded access to EHR
  - Use of registry or priority tiering of hard-to-find members
  - Free or low cost cell phones
  - None of the above

Poll 2

- What would help you find and engage members the most? Pick all that apply.
  - More outreach staff in the community
  - Training for staff to understand members better
  - Closer relationships with community-based organizations
  - More accurate, timely (even “up to the minute”) claims data
  - Completing Health Risk Assessments at consumer’s pace
  - None of the above

QUESTIONS

Website	www.ResourcesForIntegratedCare.com
Email	RIC@lewin.com
Twitter	@Integrated_Care

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Survey

Thank you for joining our webinar. Please take a moment and complete a brief survey on the quality of the webinar.