



Focusing on the Social Determinants of Health at UnitedHealthcare Going beyond clinical health

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Eina G. Fishman, MD, MS, CPE

Chief Medical Officer

FOCUSED ON HOW PEOPLE INTERACT WITH HEALTH CARE



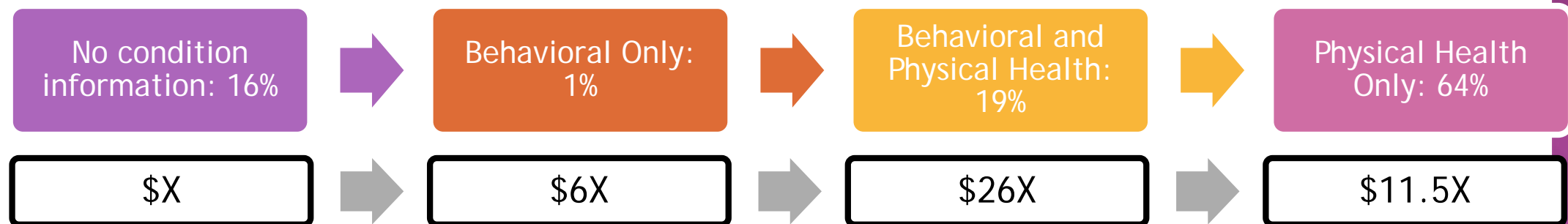
BEHAVIORAL HEALTH?

Medical and Behavioral disorders can create & exacerbate each other

- Anxiety → Drinking → Liver Disease
- COPD → Sedentary Lifestyle → Depression

Medical and Behavioral comorbidities have been shown to:

- Have higher readmission rates
- Have materially greater healthcare expenditure, specifically medical
- Have lower life quality and expectancy
- Have greater avoidable ER visits and hospital admittance rates



INCORPORATING BEHAVIORAL ATTRIBUTES

Behavioral Ownership examples

- Expanding current variables (system utilization, program engagement, etc.)
- BH program enrollment and engagement
- Rx adherence for behavioral maintenance drugs
- Counseling and therapy
- EAP usage
- Social Ownership (ties to family and friends, participation in social activities)
- Hobbies (mindfulness and self-help)
- Risk Assessment questions
- Substance use disorder complications
- Homelessness, sexual violence, domestic violence often identified here

AREAS OF FOCUS

- ◉ Maternity Health coaches
- ◉ Housing Navigator
- ◉ Neonatal services support
- ◉ Alachua Dental Clinic in collaboration with the Department of Health and the University of Florida and serving the north central Florida region.
- ◉ Wellpass Clinical Texting
- ◉ Wellness Recovery Action Plan (WRAP) app helps people manage their symptoms, communicate their needs, identify, prepare and manage triggers, create advance directives and a post-hospitalization plan.
- ◉ Social responsibility
- ◉ Join for me - A Weight Management Program for Kids and Teens
- ◉ Community Grants for food insecurity
- ◉ 4H partnership
- ◉ KidsHealth®
<http://kidshealth.org/UHCCommunityPlan/en/teens/rape-what-to-do.html?WT.ac=t-ra%20-%20catgirls>

SOCIAL RESPONSIBILITY

- ◉ \$196 M given to 2200 organizations by employees
- ◉ 1.25M employee volunteer hours in 2016
- ◉ 1850 scholarships awarded totaling \$13M
- ◉ \$2.4M awarded in honor of employee volunteers

MATERNITY CASE MANAGEMENT

- ◉ Focus on healthy moms who have never had a C section
- ◉ Identify moms with SUD
- ◉ Social determinants screenings
- ◉ BH screening

FAMILY ADVOCACY PROGRAM/POST-DISCHARGE SUPPORT/CM

Acuity level of infant will align with in home support.

Low acuity infant

Care Manager: Family Advocacy CM and case escalation to MD as necessary.

Interventions:

- Assist with removal of barriers to care
- Verify all follow-up appointments are kept

Case length: As needed up to 30 days

Moderate acuity infant

Care Manager: Family Advocacy CM and case escalation to MD as necessary.

Interventions:

- Verify all follow-up appointments are kept
- Ensure equipment is utilized appropriately/discontinued as needed
- Confirm medications are filled/taken,
- Educate re: discharge instructions; confirm they are followed
- Encourage and provide available support
- Reduce readmissions
- Support HEDIS gap closure
- Coordination w/ WPC and CHW's if necessary

Case length: As needed up to 90 days

High acuity infant

Care Manager: Family Advocacy CM and case escalation to MD as necessary.

Interventions:

- Verify all follow-up appointments are kept
- Ensure equipment is utilized appropriately/discontinued as needed
- Confirm medications are filled/taken,
- Educate re: discharge instructions; confirm they are followed
- Encourage and provide available support
- Reduce readmissions
- Support HEDIS gap closure
- Coordination w/ WPC and CHW's if necessary
- Care coordination w/ other providers PDN, social services, other agencies
- DME care coordination
- Warm hand-off to CM or WPC depending on acuity of infant

Case length: As needed up to 15 months

HEDIS:

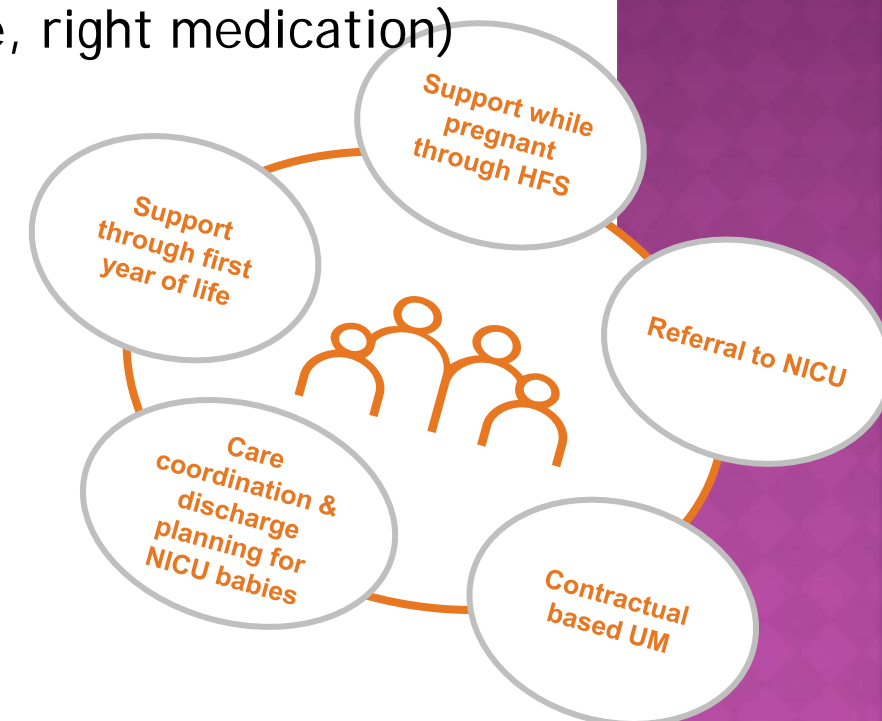
Goal of ensuring all well child and immunization visits are completed timely (Note: infant's immunizations are delayed due to their acuity)

Algorithm to identify babies with missed appts/immunizations

- If baby still in NRS CM, NRS CM/SW will intervene to identify barriers and resolve
- If baby no longer in NRS CM, alert sent to WPC CHW for intervention

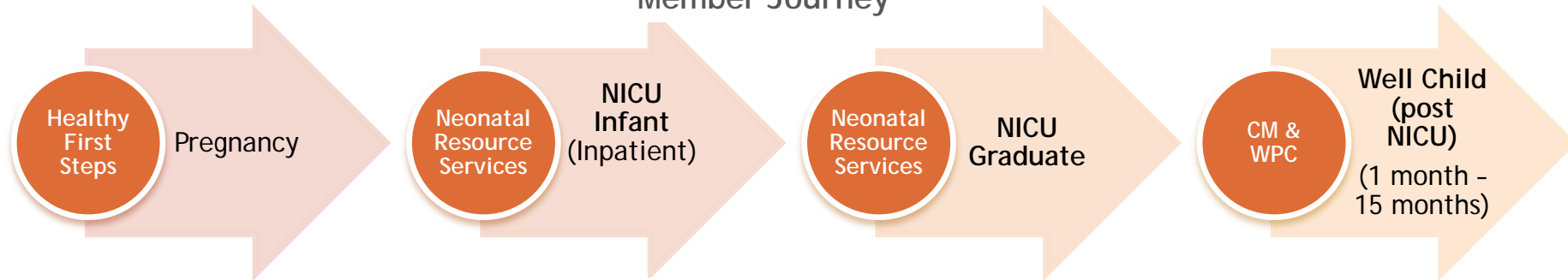
KEY NICU REDESIGN CONCEPTS

- ✓ Clinical intake for all NICU admissions
- ✓ Focused UM
 - ❖ Utilize UM resources where impact can be realized based on contract type (Per Diem, DRG, etc.)
- ✓ Enhanced Family Advocacy & Discharge Planning for NICU babies
 - ❖ Coleman Model
 - ❖ Discharge planning and CM support by RN and/or SW:
 - ❖ Aligned to 4 pillars (right care, right provider, right lifestyle, right medication)
- ✓ New First year of life program
 - ❖ NICU babies: Family/caregiver education, advocacy and support
 - ❖ Ongoing case management up to 15 months based on need
 - ❖ HEDIS gap identification and intervention
- ✓ Improved provider experience
- ✓ Enhanced communication/collaboration with health plans



MEMBER JOURNEY AND RESOURCES

Member Journey



Management Approach

<h3>Maternity Care Management</h3>	<h3>Contractual Based UM</h3>	
<p>New redesigned program launched 4/1</p> <ul style="list-style-type: none"> • CHW support for physician search, appt, scheduling and barrier removal • Market RN support <p>Integrating HFS CM and UM programs with NRS team to foster collaboration:</p> <ul style="list-style-type: none"> • Timely notification of expected or actual NICU admission • HFS RN educates and promotes benefits of NICU program • Simplify member experience 	<p>UM Reviews based on:</p> <ul style="list-style-type: none"> • State contracts for payment configuration: DRG or Per Diem with or without leveling and outliers • Gestational age • APR-DRG LOS targets • Discharge Planning • Algorithm to predict outliers 	
	<h3>CM & Discharge Planning</h3>	<h3>CM & FYOL</h3>
	<ul style="list-style-type: none"> • Complex case support (stratify cases low, mod and high) • In patient case management • Discharge planning before discharge (Coleman) • Discharge support post discharge (Coleman) with ongoing case management • Collaboration with RN/MD telephonically • Same RN or SW provides inpatient and outpatient CM to ensure smooth transition and maintain relationship with family 	<ul style="list-style-type: none"> • Acuity based case management for complex NICU babies • Clinical education and support • Algorithm to trigger intervention for missed appt./immunization for all NRS babies up to 15 months of life • Whole Person Care CHW integration

What is MyHealthLine?

MyHealthLine is a no cost capability combining the federal Lifeline benefit with a comprehensive digital strategy administered through text that empowers UnitedHealthcare members to stay connected and better manage their health.

- Free smartphone device or bring your own device options for members through three mobile carriers
- Five text campaigns: Text4baby, Text4kids, Text4health, Text2quit, and Care4life
- Secure Mobile App: Wellpass – allows condition specific messaging and person-to-person text
- Program Libraries: 30+ additional pre-populated campaigns focused on specific conditions such as depression, asthma, hypertension, and childhood obesity
- Custom Messaging: Health plans can create their own messages for population health or targeted at population subsets or individuals (i.e. promoting a community event for members in a particular zip code, exam or immunization reminders based on age)

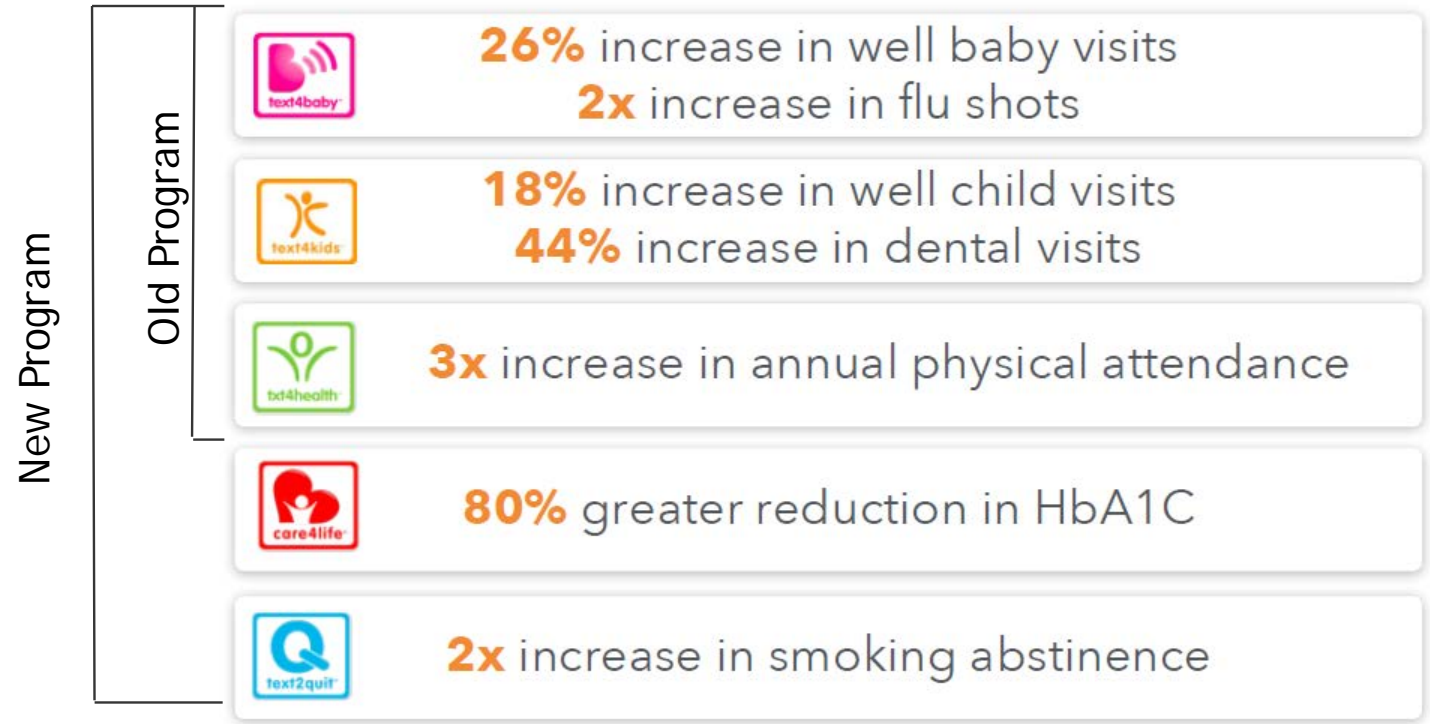
Enrollment in Wellpass Health Programs

Members can be enrolled in a suite of proven, automated test-based health programs.

Programs aligned with HEDIS quality goals.

Real-time access to member data for myHealthline users, aggregate data for all others

Wellpass Health Program Impact



Wellpass Health Programs are offered for free to people forever.

Interactive Messaging Campaigns AND/OR Person-to-Person Messaging

Automated, interactive messaging campaigns can be used to support a variety of messaging needs to targeted or broad populations:

- Welcome and Onboarding
- Benefit and Service Notifications
- Incentive Program Notifications
- Appointment & Medication Reminders
- Gap in Care Alerts
- Marketing and Administrative Messages (community events, transportation, Nurseline)
- Re-Enrollment/Re-Determination Reminders
- Promotion of Health Plan App
- Other Needs/Services

KIDSHEALTH®

<https://kidshealth.org/UHCCommunityPlanMississippi/en/teens/rape-what-to-do.html?WT.ac=ctg>