

SIMPLY CONNECTEDSM

Blue Care Connection[®]

AN ACTIVE APPROACH TO
INTEGRATED HEALTH MANAGEMENT

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Illinois
New Mexico
Oklahoma
Texas

A close-up photograph of two people's faces. On the left, a person with light skin and a full, reddish-brown beard is looking slightly to the right. On the right, a person with dark skin and curly hair is looking towards the camera with a slight smile. The background is dark and out of focus.

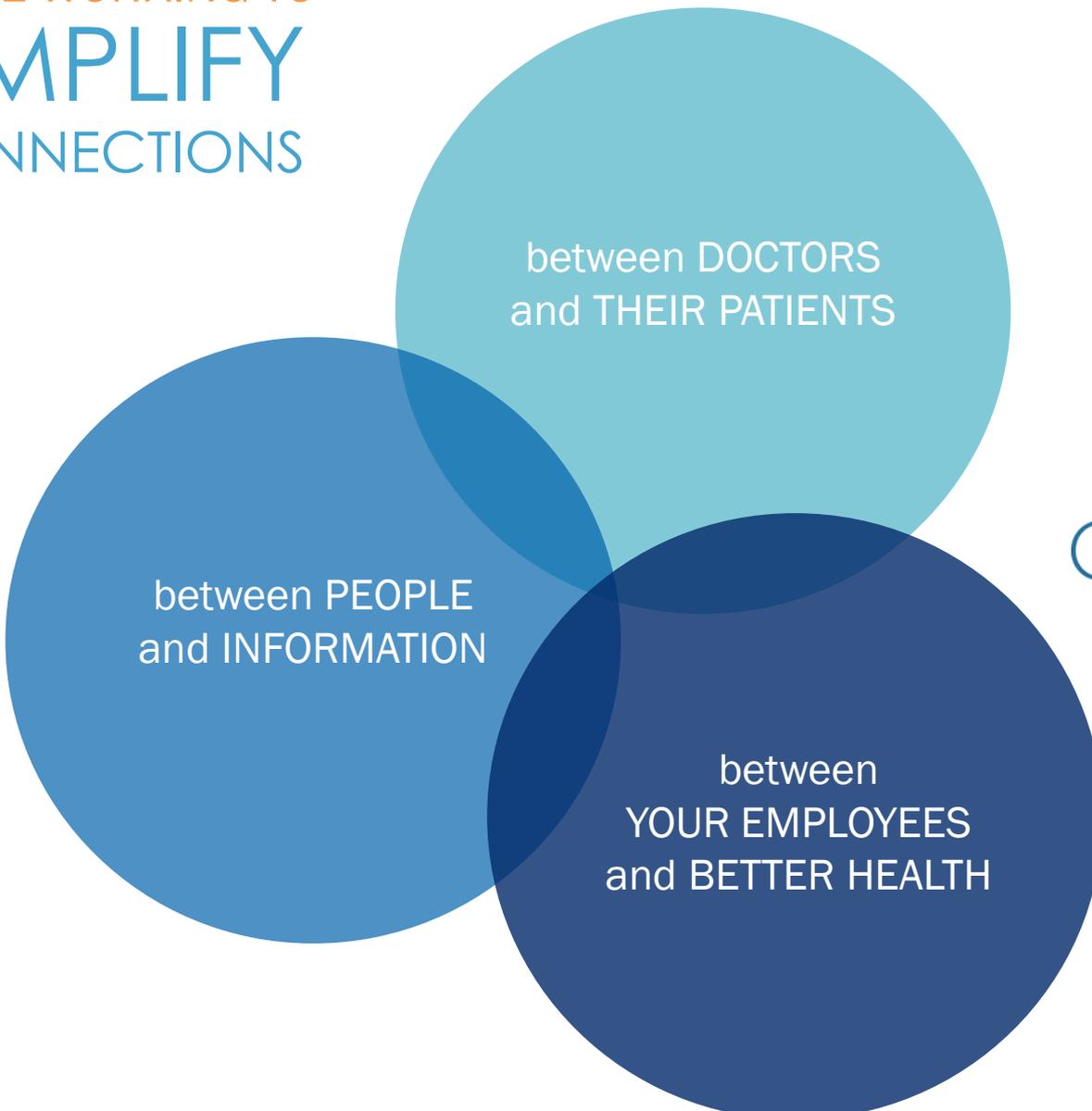
ONE IN TWO AMERICANS
LIVES WITH A CHRONIC HEALTH CONDITION
that is largely preventable

SIMPLY POWERFUL



Through predictive modeling and advanced risk stratification, **we're identifying at-risk members earlier**, getting them the help they need, even before they know they need it

WE'RE WORKING TO
SIMPLIFY
CONNECTIONS



between DOCTORS
and THEIR PATIENTS

between PEOPLE
and INFORMATION

between
YOUR EMPLOYEES
and BETTER HEALTH

Blue Care
Connection[®]

**MICRO-PREDICTIVE MODELING
DRIVES EARLY IDENTIFICATION
OF SPINAL FUSION CANDIDATES**

COST SAVINGS:

\$50,000 per episode of care



CONNECTING WITH YOUR EMPLOYEES ACROSS THE HEALTH SPECTRUM

INTEGRATING MEDICAL, BEHAVIORAL HEALTH AND WELLNESS SOLUTIONS

HEALTHY

LOW RISK

AT RISK

CHRONIC CONDITIONS

COMPLEX CONDITIONS

Blue Care® Advisor coaching

- Well onTargetSM
- Health Assessment
- Biometrics
- Preventive initiatives
- Member portal and online tools
- 24/7 Nurseline
- Lifestyle Management
- Care onTargetSM
- Utilization Management
- Condition Management
- CCEISM Care Coordination & Early Intervention
- Case Management
- Special Beginnings® maternity program
- Behavioral Health Management

<<< Strong provider partnerships in collaborative care initiatives >>>

EARLY IDENTIFICATION, MULTI-CONDITION APPROACH

50% OF THE TOP 10 SERVICES PERFORMED ARE RELATED TO HEART OR MUSCULOSKELETAL CONDITIONS



Cardiovascular Condition Clusters Expands to include earlier warning signs – angina, peripheral arterial disease, and atherosclerosis



CCEISM Care Coordination & Early Intervention

Targets members at risk earlier to reduce avoidable readmissions, complications, and/or ER visits



Musculoskeletal Leading Indicators Focus on low back pain and member education on treatment alternatives to surgery



Early Alerts Initiative

Screening of daily admissions reports for at-risk members. Regression analysis reporting helps identify potential high-cost claimants

Metabolic Syndrome (MetS) and MetS Leading Indicators Managing MetS and leading indicators earlier to prevent disease progression to diabetes and heart disease



Care onTargetSM

Comprehensive web-based health assessments for 5 core conditions, click-to-chat with a clinician. virtual library of condition-specific tutorials

SIMPLY INNOVATIVE



CCEISM CARE COORDINATION & EARLY INTERVENTION

Beyond utilization, authorizations and transactions

Helps prevent or reduce future admissions, avoidable re-admissions and emergency room encounters

Pre-admission counseling and post-discharge planning

Each avoided readmission = \$25,000 approx. savings

RESULTS

CCEI engaged members showed **60% LOWER READMISSION RATES** than non-engaged members (5.18% vs. 13.8%) in first six months of CCEI launch, for a total of **\$23M** estimated savings (January – June 2012)

Case Management ENHANCEMENTS

MANAGING HIGH COST CLAIMANTS
EARLIER AND FASTER

● EARLY WARNING SYSTEM

Screening and management of actual and potential high dollar cases

- ✓ Advanced analytics
- ✓ Daily Admission Reports
- ✓ High Cost Claimant report
- ✓ Potential High Cost Claimants
- ✓ ER alerts report
- ✓ Transportation Alerts

Integrated Grand Rounds

RNs, Medical Directors, Customer Service, Network, Pharmacy, and Behavioral Health staff meet weekly to review cases and identify potential cost containment measures



BLUE CARE® ADVISORS

Blue Care Advisors

provide education and support to moderate and high-risk members with specific conditions, helping them enhance self-management skills to change behaviors, **improve overall health and help prevent or delay disease progression**





WE BELIEVE
real change happens
one person at a time

WE'RE PAIRING MEMBERS WITH THEIR OWN PERSONAL COACH

empowering them with information
and support to make better
decisions about their health





OUR HEALTH ADVOCACY MODEL ENSURES DEEP ENGAGEMENT LEVELS.

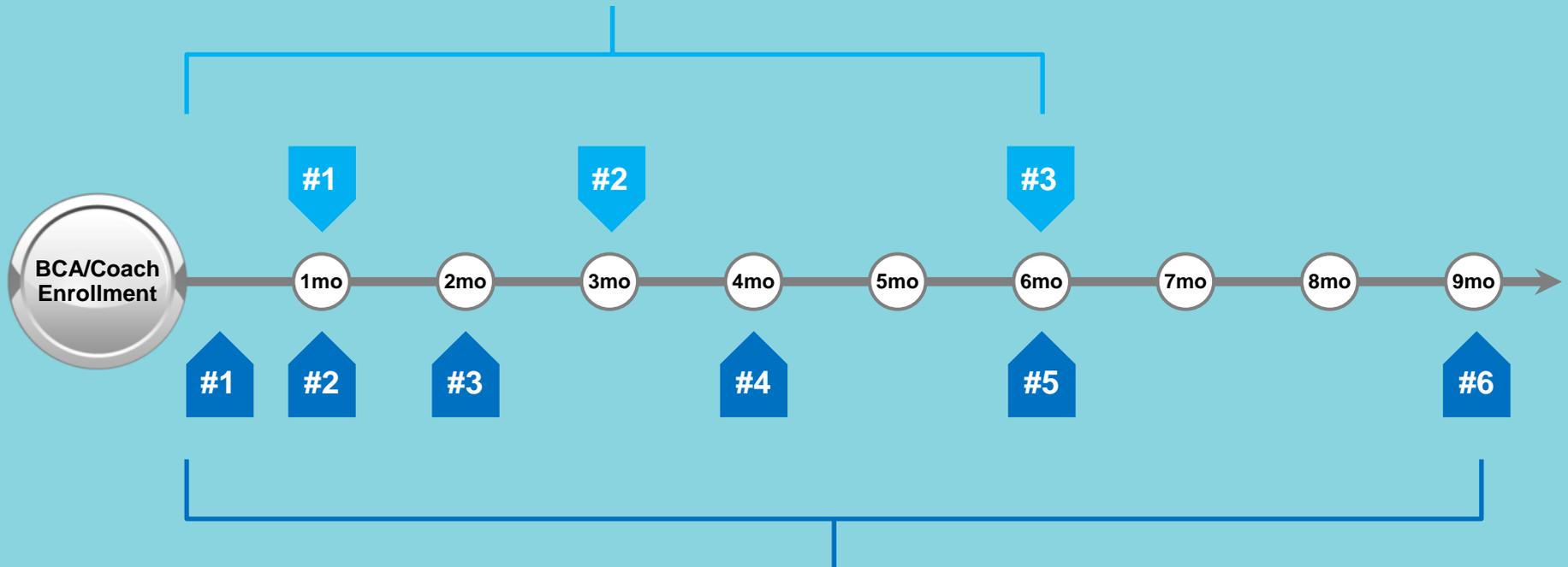
- ☑ **Real engagement is defined by real clinician contact**, not by a checkmark on a mailing list.
- ☑ **Engagement is when people listen**, and then they change behaviors.
- ☑ **Engagement is when we can teach, and learn**, and inspire others to do better and reach their potential for wellness.

TOUCHING MORE LIVES MEANS
BETTER HEALTH OUTCOMES.

BLUE CARE ADVISOR/COACH CALL TIMELINE

Blue Care Advisor's (BCA) Follow-Up Timeline (Typical 6 Month Total Engagement)

NOTE: Actual Follow-up Schedule determined by member's needs



Lifestyle Management Coach Advisor's Follow-Up Timeline (Typical 9 Month Total Engagement)

NOTE: Actual Follow-Up Schedule determined by member's needs

ALL GAPS MATTER — Just some of the hundreds of gaps

Preventive Gaps



- Lack of immunizations, mammograms, cervical screenings, colonoscopies

Lifestyle Gaps



- Physical inactivity / poor nutrition / BMI \geq 25
- Tobacco use
- Abnormal cholesterol

Condition-Specific Gaps



- No emergency action plan in place for asthma, or condition-specific screenings done
- Member not following physician's treatment plan

Psychosocial Gaps



- Positive depression screen
- Inadequate financial, family or other resources
- Cultural or religious barriers

Knowledge Gaps



- Member does not understand need to track blood pressure readings or how to read
- Member does not know how to use peak flow meter

Medication Compliance



- No beta blocker use with Coronary Artery Disease diagnosis
- Asthmatic not on controller meds
- Diabetic not taking diabetic meds

GAP CLOSURE VALUE

SUCCESSFUL FORMULA FOR IMPROVING HEALTH STATUS

Members with a chronic condition and no open targeted gaps are **50% LESS LIKELY** to have a hospital admission or ER visit



Members with
**ONE CORE
CONDITION
COST**

**2.5x
MORE**

Diabetes

- HbA1C in the past 12 months
- Physician office visit in 6 months
- LDL level in the past 12 months
- Microalbuminuria in past 12 months
- ACE/ARB medication in past 6 months for diabetics with hypertension

Cardiovascular Condition Clusters

- LDL level in the past 12 months

Congestive Heart Failure (CHF)

- Physician office visit in 6 months

Chronic Obstructive Pulmonary Disorder

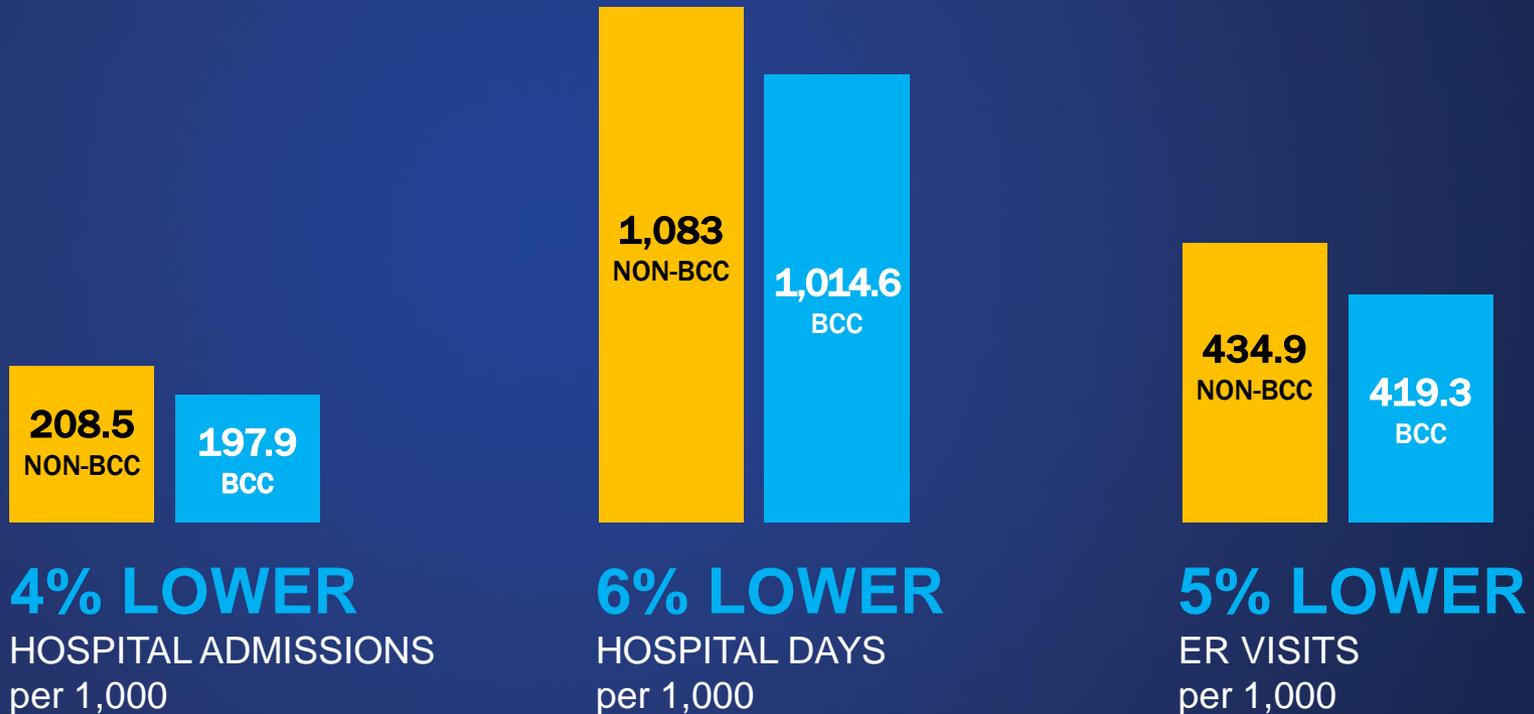
- Bronchodilator adherence

Asthma

- On controller medication

A PROVEN APPROACH

WITH BLUE CARE CONNECTION, EVERYONE WINS



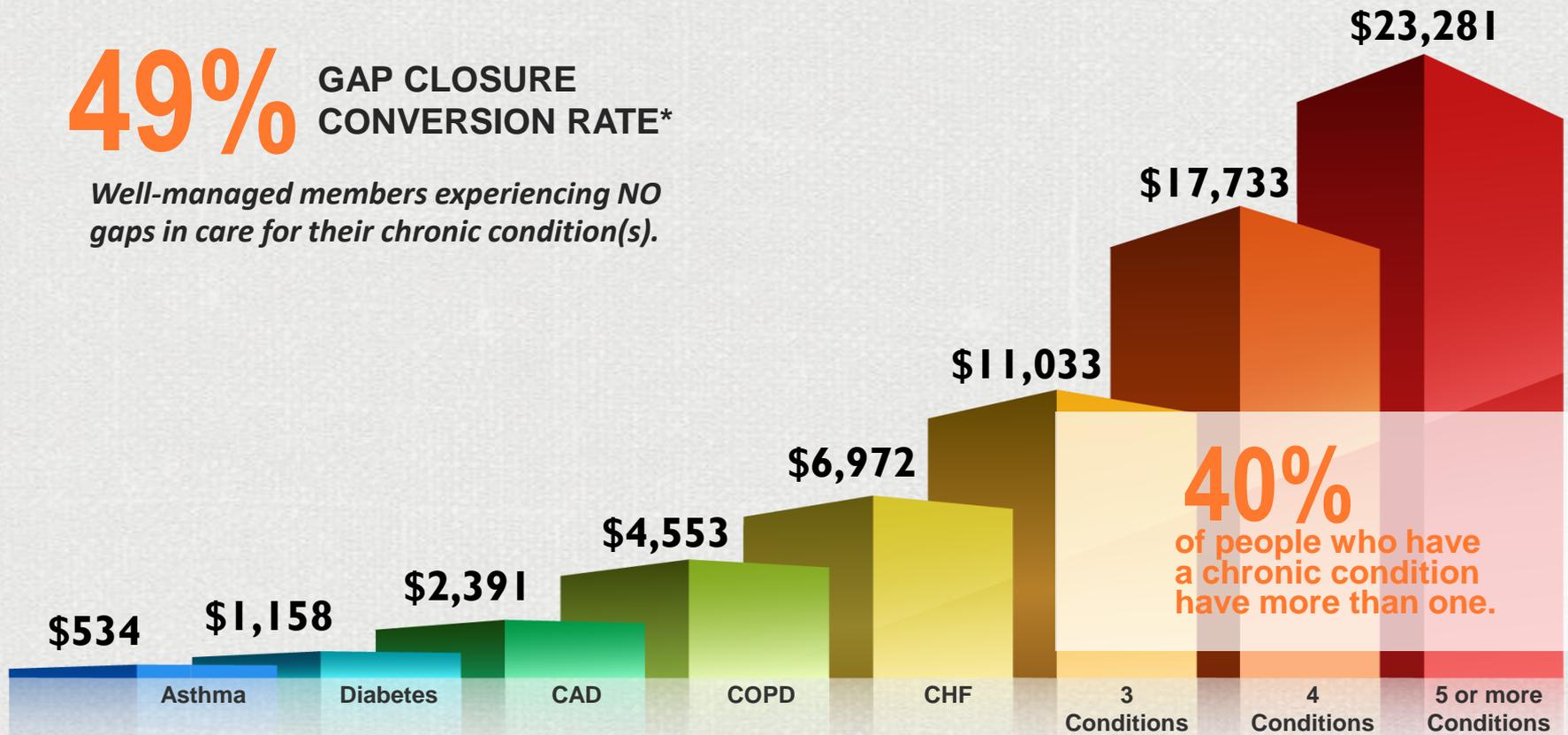
Data provided is for members with one or more core conditions (asthma, diabetes, CAD, CHF or COPD)
BCC vs. Non-BCC ASO Accounts (excluding ERS, FEP, Medicare Primary) – Service Dates from June 2010 through May 2012

We're Closing the Gaps to Better Care

MAKING A POSITIVE DENT IN YOUR BOTTOM LINE*

49% GAP CLOSURE
CONVERSION RATE*

Well-managed members experiencing NO gaps in care for their chronic condition(s).



*ANNUAL SAVINGS PER WELL-MANAGED MEMBER. Source: HCSC claims data from September 2010 - August 2011; 600,000+ members identified with chronic conditions.

** 190,779 out of 387,391 members converted from poorly managed between June 2011 and May 2012 to well managed through November 2012.

Reflects outcomes for 6.9 million ASO BCC members.

MEASURABLE VALUE ... TANGIBLE RESULTS

EXPECTED SAVINGS \$12.18 PEPM

\$1.88 PEPM

Preventive Care

\$0.44 PEPM

Lifestyle Management & 24/7 Nurseline

\$0.42 PEPM

Care Coordination & Early Identification

\$7.93 PEPM

5 Core Conditions

\$1.51 PEPM

Complex & Catastrophic (incl. High-Risk OB)



MANAGING THE WHOLE PERSON IS MORE EFFECTIVE

NEARLY 1 IN 3

ADULTS WITH A MEDICAL DISORDER
HAS A MENTAL HEALTH CONDITION

68%

REPORT HAVING AT
LEAST ONE GENERAL
MEDICAL CONDITION

We're managing **the whole person**
to enhance overall treatment effectiveness,
improve outcomes, and achieve better results

MANAGING THE WHOLE PERSON ACHIEVES BETTER RESULTS

THE VALUE OF BEHAVIORAL HEALTH INTEGRATION

16% DECREASE
IN ER VISITS
AFTER CASE MANAGEMENT
ENGAGEMENT¹

\$1.05 MILLION
ENGAGEMENT VALUE¹

27% Potential days avoided acute IP
ALOS reduced by 2+ days

Dollar Impact = \$10,194,198

Cost Avoidance = \$1.63 PEPM

= ~10% of total behavioral health spend²

READMISSIONS ↓ 12% to 9%³

SIMPLY
WHOLE

MOBILE HELPS MEMBERS MANAGE THEIR HEALTH



DIABETES CARE MANAGEMENT

Better self-management with Rx reminders, preventive information, diet tips, and general information

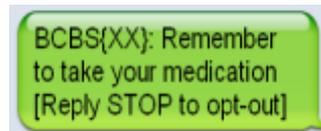
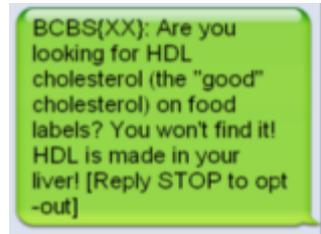
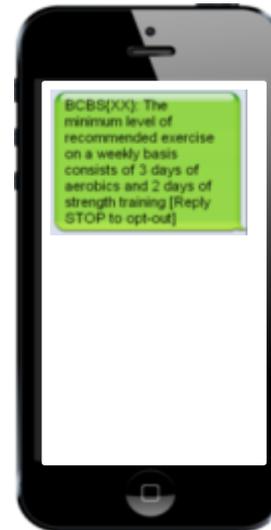


MATERNITY CARE MANAGEMENT

What to expect, pregnancy basics, checkups, screenings, vaccinations, a contraction timer, nurse outreach (enrolled members in Special Beginnings®)

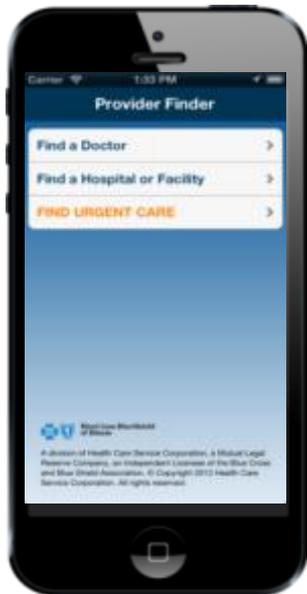
CORONARY ARTERY DISEASE (CAD) CARE MANAGEMENT

Diet, exercise, fitness, and basic care management tips



FOUR text messages sent every minute

Smart Phone APPS



Provider Finder® App

- Redesigned Interface
- Faster results
- Locate providers
- Link to map and directions
- Add to contacts
- Locate urgent care facility using GPS location

For iPhone® and Android® phones.



Duty Calls enables new dads to stay more engaged with their partner throughout pregnancy and help make the healthiest decisions.

**Easy and awesome!
And no ads!**
by onepercentmilk



With **Tot Tracker** new (and veteran) parents can stay on top of their child's milestones, upcoming vaccinations and growth measurements – ages 0 - 3 years.

* For iPhone® only. Can be viewed on iPad® and iPhone® Touch

More than

1,000

Provider Finder app
downloads / month

Special Beginnings WEB



Special Beginnings™

Illinois
New Mexico
Oklahoma
Texas

Having a baby? We want to help make sure your baby has a healthy beginning. It is important that you learn how to take care of yourself while pregnant. You will need to have regular exams and make healthy lifestyle choices. The **Special Beginnings program** will help you care for yourself and your baby during pregnancy and six weeks after you give birth.

The Special Beginnings program offers:

- ▶ A healthy pregnancy calendar to help you keep track of your pregnancy
- ▶ **Videos** that cover topics such as eating habits, exercise, stress and more
- ▶ Details about each trimester and the physical and emotional changes in you and your baby
- ▶ A list of screenings and vaccines to help you prepare for your checkups
- ▶ Support and advice from our nurses Monday through Friday from 8:00 a.m. to 6:30 p.m.

Enroll today. Call us at **1-888-421-7781**.

Healthy Pregnancy Calendar

The **healthy pregnancy calendar** allows you to:

- ▶ Keep track of your baby's growth based on trimester
- ▶ Learn about the physical and emotional changes that will happen to you during each trimester
- ▶ Learn about what to expect during each trimester's screenings and tests
- ▶ Plan for your Special Beginnings check-ins with one of our nurses

Get started by entering your...

Due date Conception date - **OR** Last menstrual period

Month Day Year

Throughout Your Pregnancy

These articles will guide you throughout your pregnancy and will help with topics such as:

- ▶ [Discomfort and Treatment](#)
- ▶ [Prenatal Visits/Appointments](#)
- ▶ [Healthy Eating](#)
- ▶ [Activities and Substances to Avoid](#)
- ▶ [Warning Signs](#)

For information about each trimester, please fill out the [Healthy Pregnancy Calendar](#).

Featured Videos

Watch pregnancy and childbirth videos with professionals such as clinical psychologists and registered nurses.

Managing exercise during pregnancy. (06:52) [\[cc\]](#)

[Check out all of our videos >>](#)

Want to enroll in Special Beginnings?
Call us at **1-888-421-7781** - Monday through Friday from 8:00 a.m. to 6:30 p.m.

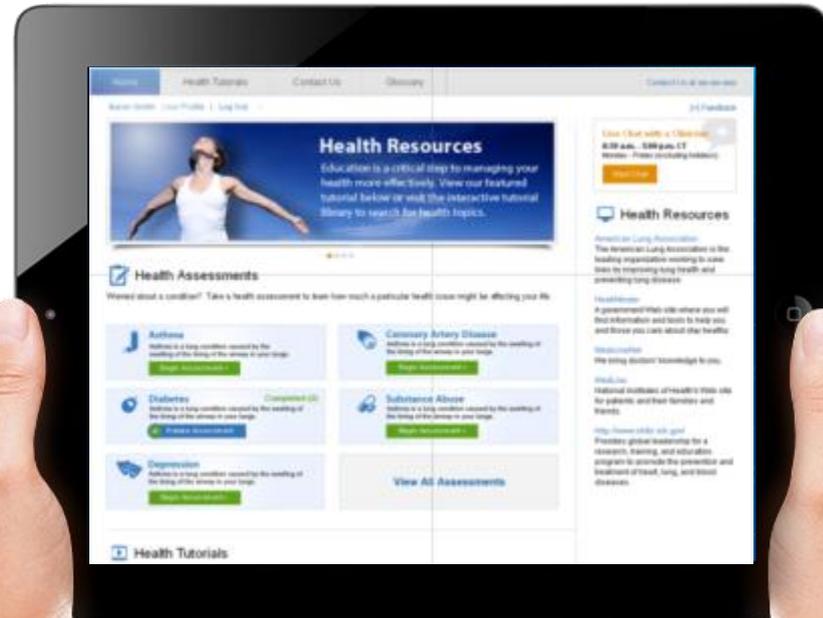
- A calendar informing moms of **what to expect** during each week of pregnancy.
- A **library of articles** to help moms stay healthy and informed throughout their pregnancy.
- Information on **vaccines and tests** that moms will encounter during pregnancy.
- Educational **videos from a cross disciplinary panel of experts** on pregnancy.

NEW CONDITION MANAGEMENT SITE

Care onTargetSM

CONDITION MANAGEMENT NOW MEETS MEMBERS WHERE THEY ARE ...

ONLINE



[+] Feedback

Live Chat with a Clinician
8:30 a.m. - 5:00 p.m. CT
Monday - Friday (excluding holidays)

Start Chat

Health Tutorials

Want to learn more about diabetes? We cover everything you need to know. If you are interested in other topics, visit the tutorial library.

What is Diabetes?
View our featured video or visit the interlibrary to search for health topics. Learn more from green. Learn more and adjust diet.

Health Tutorials

Health Tutorials

Health Tutorials

Live Chat

Education is a critical step to managing your health more effectively. View our featured tutorial below or visit the interactive tutorial library to search for health topics.

Health Assessments

Take a health assessment to learn how much a particular health issue might be affecting your life.

Health Resources

Education is a critical step to managing your health more effectively. View our featured tutorial below or visit the interactive tutorial library to search for health topics.

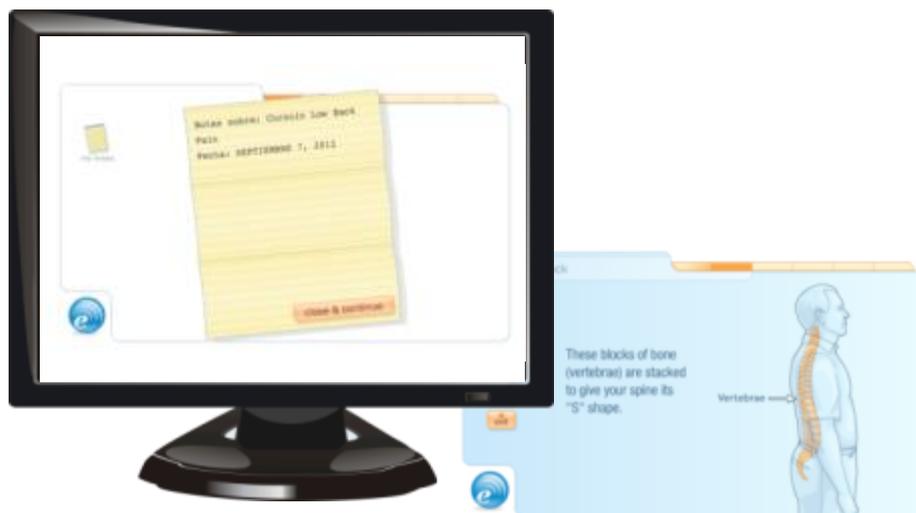
Health Tutorials

Education is a critical step to managing your health more effectively. View our featured tutorial below or visit the interactive tutorial library to search for health topics.

Many videos tutorials offered in Spanish

Interactive Health Tutorial

EXAMPLE for Low Back Pain



Many available in Spanish

Your Back

my notes

pause

back

skip

exit

You actually need movement so your back doesn't become weak or stiff.



Your Back

my notes

pause

back

skip

exit

Spinal stenosis

- If you have back pain with leg pain that gets worse when you're standing
- If you have back pain and your legs feel weak

Your Back

my notes

pause

back

skip

exit

Several nerves in your lower back combine to form the "sciatic nerve."



Sciatic nerve

Medications & Treatments

my notes

pause

back

skip

exit

A process

Then move on to therapies used for long-term recovery, so you can feel better all the time.





BlueCross BlueShield of New Mexico

SIMPLY
CONNECTEDSM

more CONNECTIONS **more** INTEGRATION