Healthy Indiana Plan

Member Education and Orientation Activities
July 15, 2010
MDwise’s Approach to Member Engagement

• MDwise conducts a variety of activities to engage the member in their Healthy Indiana Program coverage, as well as promote the general healthcare of the member

• Activities start during “conditional enrollment” (before first member contribution is made) and continue throughout “full enrollment” (each month, as member continues to make contributions and maintain coverage)

• Member engagement as a key hallmark of HIP - helping educate the member to take charge of their own healthcare
Conditional Member Welcome/Invoicing

• **Receive Welcome Letter and First Invoice**
  • Welcome letter explains:
    • Payment options including employer contributions and making payment for multiple family members
    • Preventive care guidelines
    • Non-payment consequences
  • Invoice
    • Monthly contribution amount due
    • Reminds member of due date
    • Notifies member that coverage will not begin until payment has been made
    • Where to mail payments
    • Where to call with questions

• **MDwise Customer Service makes outbound phone call to new members**
  • Welcome to MDwise
  • Health Risk Assessment
  • Inquire about invoice receipt and encourage payment
  • Answer questions about HIP and MDwise
Fully Eligible Member Education/Programming

- **ID Cards**
  - Card issued by MDwise
  - Mailed to member when fully eligible notification is received from the State
  - Cards include: ER copay amount, PMP Information, Customer Service contact information, Pharmacy Contact information, Member ID #
  - MDwise website address
  - Where to call with questions

- **Member Handbook**
  - Mailed to member within 2 weeks of fully eligible notification from the State
  - Handbook includes: Pertinent information to navigate their Healthcare including; POWER Account, Payment options, Preventive care, Benefits, Self referral services, Specialty care, ER use, BH services, Rights and Responsibilities, Grievance filing procedures, Privacy policies, Wellness programs, Co-pay amounts
Fully Eligible Member Invoices & Past Due Reminders

- **Monthly Invoices Include:**
  - Contribution amount due
  - Reminds member of due date
  - Where to mail payments
  - Where to call with questions
  - Any past due amounts
  - Adjustments to amounts due (contribution changes etc.)

- **Monthly Past Due Reminder Notices Include:**
  - Past due amounts
  - Reminds member of due date
  - Notifies member that coverage will be lost if payment is not received
  - Where to call with questions
Fully Eligible Member Monthly Statement

- **Member Monthly Statement**
  - Mailed to member on paper plus available on the MDwise web portal

- **POWER Account Summary**
  - Promotes member financial responsibility by providing:
    - Medical/Pharmacy claims transactions
    - Member contributions paid to date
    - State contributions paid to date
    - Employer contributions paid to date

- **Preventive Service Information**
  - Reminds members of the roll over benefit when required preventive services are received
  - List of claims that apply to the preventive service target
  - Tells member if they have met the preventive service target for the year
Member Monthly Statement

Member Name: John Doe  
Member ID: L346705091900  
Plan Year: 09/01/2009 – 08/31/2010

Year-to-Date Contributions
Member: $105.66  
State: $927.00  
Employer: $0.00


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Preventive Service Target
Reaching your preventive service target ensures that your POWER Account balance is rolled over to the next year rather than beginning at zero. You can see your yearly preventive service targets by looking in your member handbooks, going to the MDwise website at www.mdwise.org or by calling our Customer Service department at 317-822-7196 or 1-877-822-7196.

No activity this period.

You HAVE NOT reached the preventive service target for this year.
HIP Customer Service

MDwise Healthy Indiana Plan
Phone: 1-877-822-7196 or in Indianapolis 317-822-7196
Fax (317) 822-7192 or 1-877-822-7192
Website: www.MDwise.org

HIP phone options

Members: Option 1
Behavioral Health: Option 2
NURSEon-call: Option 3
Spanish-Speaking Members: Option 4
Provider Services: Option 5
MDwise Wellness Programs

These are designed to engage members in managing their own healthcare issues.

**NURSE**on-call
Speak with a nurse 24 hours a day

**WELLNESS**chats
Take charge of your health

**IN**control
Learn to manage your asthma, diabetes or other chronic illness

**WEIGHT**wise
Reach and maintain a healthy weight

**HELP**link
Work with a member advocate who knows about health, school and community services

**SMOKE**-free
Get help kicking the tobacco habit
Newsletters

• **Member Newsletter (Steps to Prevention)**
  • Published quarterly
  • Articles include: redetermination reminders, preventive care guidelines, appropriate use of emergency room, information on common health conditions found within the HIP population such as COPD, Diabetes, etc., Good nutrition habits, smoking cessation, and much more
Includes a variety of member education materials, such as:

- Handbook
- Newsletters
- Cost of Services information
- Provider Quality Information
- My WellnessZone - interactive library of health information, with written and video educational materials, as well as tools member can use
In This Section:

- After You Return
- Care of the Mouth and Teeth
- Head Injury
- Home Page - Pregnancy and Childbirth
- Ineffective Latch-on or Sucking
- Influenza (Flu)
- Methods of Surgery
- Online Resources - Arthritis and Other Rheumatic Diseases
- Overview of Pacemakers and Implantable Cardioverter Defibrillators (ICDs)
- Reconstructive Plastic Surgery Overview
- Renal Vascular Disease
- Squamous Cell Carcinoma
- The Pathology Report
- Traveling With HIV
- Well-Care Visits
Diabetes (Type 1, 2, and Gestational)

What is type 1 diabetes?

Type 1 diabetes may also be known by a variety of other names, including the following:
- Insulin-dependent diabetes mellitus (IDDM)
- Juvenile diabetes
-brittle diabetes
-sugar diabetes

There are two forms of type 1 diabetes:
- Insulin-dependent type 1 diabetes - refers to rare forms of the disease with no known cause.
- Immune-mediated diabetes - an autoimmune disorder in which the body's immune system destroys, or attacks, the cells in the pancreas that produce insulin.

Immune-mediated diabetes is the most common form of type 1 diabetes, and the one generally referred to as type 1 diabetes. The information on this page refers to this form of type 1 diabetes.

Type 1 diabetes accounts for 5 to 10 percent of all diagnosed cases of diabetes in the US. Type 1 diabetes usually develops in children or young adults, but can start at any age.

What causes type 1 diabetes?

The cause of type 1 diabetes is unknown, but it is believed that genetic and environmental factors (possibly both) may be involved. The body's immune system attacks and destroys the insulin-producing cells in the pancreas. Insulin allows glucose to enter the cells of the body to provide energy.

When glucose is not used by the cells, it builds up in the blood, depleting the cells of nutrition. People with type 1 diabetes must take daily insulin injections and regularly monitor their blood sugar levels.

What are the symptoms of type 1 diabetes?

Type 1 diabetes often appears suddenly. The following are the most common symptoms of type 1 diabetes. However, each individual may experience symptoms differently. Symptoms may include:
- high levels of sugar in the blood when tested
- high levels of sugar in the urine when tested
- unusual thirst
- frequent urination
- extreme hunger but loss of weight
- blurred vision
- nausea and vomiting
- extreme weakness and fatigue
- irritability and mood changes

In children, symptoms may be similar to those of having the flu.

The symptoms of type 1 diabetes may resemble other conditions or medical problems. Always consult your physician for a diagnosis.
Case Management/Disease Management

- Members are identified for Case Management and/or Disease Management by review of claims, referrals from providers, member referral, emergency room encounters, appeals, health needs assessments

- Stratify members based on their individual severity of illness. (Higher level of stratification means member receives more intensive and more frequent interventions)

- Interventions for Case Management and/or Disease Management include but are not limited to:
  - Contact with a Registered Nurse
  - Disease-specific educational materials at a 5th grade reading level
  - Review of preventive care guidelines and promotion of self-management skills
  - Periodic contact and updates with the treating providers
  - Home health evaluations as needed
  - Specialty referrals as needed
Case Management Disease Management (cont’d)

• MDwise provides access to a web based portal via My Health Zone that covers a variety of health related topics regarding diabetes, asthma, COPD, CHF, tobacco cessation, nutrition and exercise

• Observations:
  • MDwise has found that the majority of HIP members have not previously gotten preventive care or disease-specific care (i.e. diabetics who have not had their necessary blood testing)
  • For many members, their disease is far advanced when they become an eligible MDwise HIP member due to the lack of care as noted above
  • Majority of HIP members use tobacco which may account for the high percentage of HIP members with pulmonary related problems (i.e. COPD)
HELPlink

Member Advocate Program
- Social workers
- Link members with providers and social service agencies in the community
- Bridge communication between members, healthcare providers and community programs
- Raise the level of member awareness and understanding of MDwise health plan and covered services
- Ensure prescribed wraparound services are being provided to members

Areas of education/intervention include but are not limited to:
- Missed medical appointments
- Issues or conflicts between doctor and MDwise patient
- Emergency room education/awareness.
- Assistance with eligibility issues
- Family issues (assessing a member’s needs for mental health services, housing, financial, finding other services such as support groups and other community resources, etc.)
- Health plan (assisting a member in understanding benefits and how to access)
- Crisis intervention
Emergency Services Education Program

HIP Member visits to ER identified via:

- Indiana Health Information Exchange (IHIE) notification
- Emergency room claim disputes
- NURSEon-call triage notifications
- Provider or Delivery System notifications
- Calls to Customer Service
- Utilization data
MDwise Medical Management reviews data and refers the member to the following options as indicated or appropriate:

• Case management
• Disease management
• Right Choices Program (restricting members to one pharmacy, one hospital and one primary care physician)
• IVR call to member (inquire about calling PMP before ED visit and educate about when to utilize Emergency Department)
• Member Advocate Referral- (address psychosocial issues, educate about ER, remind about availability of PMP and NURSEon-call, encourage follow-up care)
Preventive Care Reminders

- Targeted mailings (postcard)
  - Reminds members of what preventive services are needed for their age and gender
  - Reminders to members that unlimited preventive services are covered by MDwise and not deducted from the POWER Account
- Targeted IVR reminder calls (Women’s annual exams in the Fall of 2009)
  - Asked women if they had their annual pap (all), mammogram (40+) and Chlamydia (19-25 year olds) screenings
  - Educated as to importance of obtaining these services
  - If they responded that they had not obtained the service, were asked why they had not obtained
- Letter and phone call at redetermination
  - Reminds members that they have time to get preventive care in prior to the end of their coverage year to get rollover benefits
Preventive Care Postcard

Everyone needs check-ups

Did you know that as a member of the Healthy Indiana Plan (HIP) you need to get certain preventive services in order to roll over your POWER account balance at the end of the year? See back for details.

Call your doctor today to schedule an appointment
For more information, visit www.MDwise.org or call 1-888-MDwise1

The chart below lists the preventive care needed for your age. You MUST get these services each year in order for your POWER Account Balance to roll over at the end of the year:

<table>
<thead>
<tr>
<th>Female ages</th>
<th>Annual Physical Exam</th>
<th>Pap Smear</th>
<th>Blood Glucose Screen*</th>
<th>Tobacco-Diphasia Screen</th>
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The Facts:
Regular health exams and tests can help find problems before they start. They also can help find problems early when your chances for treatment and cure are better. By getting the right health services, screenings, and treatments, you are taking steps that help your chances for living a longer, healthier life.

Source: Centers for Disease Control and Prevention

If you would like this postcard in Spanish, please visit www.MDwise.org/espanolpostcard or call 1-877-822-7196
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<th>Annual Physical Exam</th>
<th>Blood Glucose Screen</th>
<th>Tetanus-Diphtheria Screen</th>
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<td>19-35</td>
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*Annual or as required for your disease history specific condition.

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MDwise

HEALTHY INDIANA PLAN
Health Coverage = Peace of Mind
Member Satisfaction Survey

• Began HIP Member CAHPS survey in 2009
• Feedback is used to identify opportunities to improve our services to members
• 2009:
  • Rating of Health Plan - On a scale of 0-10, 90.3% of MDwise Healthy Indiana Plan members rated their plan an 8, 9, or 10. (This score is significantly above the Quality Compass Summary Rate and ranks at the 99th percentile.)
  • Customer Service - This composite is another Key Driver of Rating of Health Plan. MDwise’s 2009 Customer Service composite Summary Rate is 86.1%. (This score ranks at the 84th percentile for Quality Compass.)
Community Outreach

- MDwise presence throughout the state
- Develop relationship with community partners
  - Enrollment Centers
  - Community agencies and coalitions
- Promotes and educates about the HIP program and how to apply
- Participates in health fairs and community events to interact and educate face-to-face with members and potential members