



WellCare of Nebraska

Health & Human Services Committee Presentation

Laurie Rubel, President/CEO

September 22, 2017



- Operational Challenges and Solutions
- Corrective Action Plan and Response
- Member and Provider Engagement
- Care Management Highlights

- Challenges related to Nebraska specific, historical behavioral health reimbursement from prior behavioral health MCO
- 599 CHIP eligibility identification in 834 enrollment transaction file
- Provider contract affiliations and credentialing submissions; corresponding delays in provider configuration
- Need for provider education specific to “clean” claims processing and front-end edits
- Power of attorney validation for guardians and case workers for foster children
- Distinction between Heritage Health covered benefits and HCBS waiver benefits

- Historical behavioral health reimbursement from prior behavioral health MCO – *building strong partnerships with key behavioral health providers to understand historical payment arrangements and reconfiguration of automated processes*
- Limited provider education specific to “clean” claims processing and front-end edits – *additional training for providers with high rejections and denials; development of detailed reference guides*
- Modification of specific eligibility validation steps and front-end edits – *examples include member matching logic relaxed for 599 CHIP eligibility identification; power of attorney validation for foster children*
- Provider contract affiliations and credentialing submissions – *working closely with provider systems and groups to validate affiliations and system configuration*
- Distinction between Heritage Health covered benefits and HCBS waiver benefits – *current analysis of specific codes to align with benefit packages*

Issues identified in MLTC's Corrective Action Plan notification dated 8/16/17:

- Failure to notify MLTC of the vacancy of the key staff position of Director of Finance within 2 business days of the change.
- Continued pattern of inappropriately denying reimbursement to behavioral health providers.
- Continued pattern of inappropriately denying reimbursement to Durable Medical Equipment (DME) providers.
- Failure to implement system changes accurately to correct inappropriate denials for reimbursement of services when Medicaid should be primary when clients have Medicare/Medicaid dual eligibility.
- Failure to post known claims management issues to the website per directed by MLTC staff on 5/18/2017
- Failure submit semi-annual Claims Audit and Medical Necessity Review reports by extended due date of July 31, 2017.

Corrective Action Plan submitted to MLTC September 14, 2017

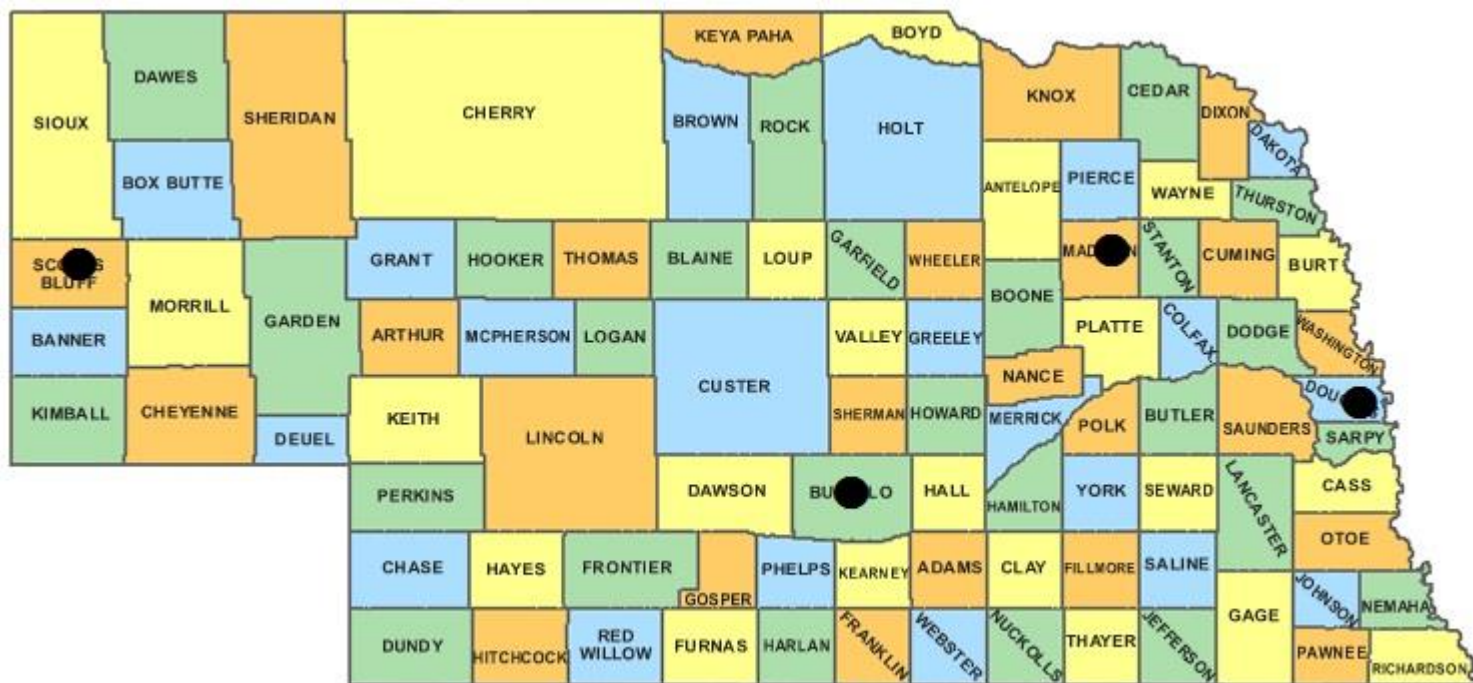
- Root cause resolution and corrective action workflows for:
 - a) Notification delay for key staff change
 - b) Behavioral health claims issues
 - c) DME claims issues
 - d) Delay in claims error audit report

- Medicare Coordination of Benefits (COB) processing
 - Revised COBA process
 - Supplemental (“MediGap”) COB

- Provider Complaints
 - Service level monitoring for response times
 - Ongoing provider engagement and education
 - Continuous monitoring of claims (BH, DME, other identified)

- Standing Joint Operating Committee meetings (JOCs) with health systems, provider groups and complex care providers
- Member Advisory, Provider Advisory and Clinical Advisory Committees
- Claims data monitoring and proactive issue identification/outreach
- Member follow-up on quality of care concerns and/or service complaints
- Extended field-based member service efforts
- Provider Satisfaction Survey (Q4 '17)
- Member Satisfaction Survey (Q1 '18)

- Welcome Rooms
- Field Care Management
- Baby's First



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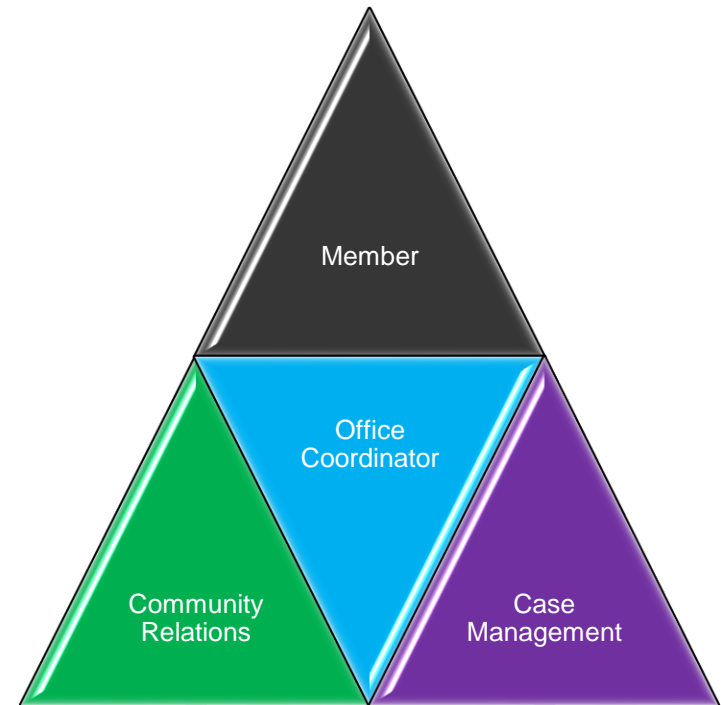
Four Welcome Rooms across Nebraska:

- Kearney (Brittany) – 2714 2nd Ave – 308-698-2501
- Norfolk (Tanya) – 500 S.13th St. – 402-370-1901
- Scottsbluff (Denise)- 2621 5th Ave – 308-220-7901
- South Omaha (Guadalupe)– 2921 K St. – 402-738-3701

- Community Presence
 - Available to the public, not just WellCare members
 - Office coordinators are trained to handle member service issues
 - Access to tools and information
 - For example, 911 educational seminar, diabetic monitors
 - Community Events
 - For example, Holiday gift wrapping event
 - Fall Festivals
- Central Location for WellCare-sponsored Meetings
 - Provider Training Sessions
 - MAC Meetings
 - Meeting space for Field Health Nurses
- Community Partners Host Site
 - Alzheimer's support group
 - Probation Focus group
 - Adoption Agency of NE – training sessions
 - Circles of Security
- Workspace for Care Managers and Field Associates
 - Open from 8:30am to 5:00pm, Monday – Friday

Office Coordinator's Role

- Extension of Customer Service
 - Serving Members and Non-members
 - Member Services Call Monitoring
 - Provider Call Monitoring
- Issue Resolution & Member Outreach Resource
 - State-reported issues
 - Member issues
 - Provider look up for member services
- Welcome Rooms Oversight
 - Scheduling appointments and meetings
 - Assisting with hosted events



Welcome Room Personal Customer Service

- Direct Assistance for Foster/Adoptive Parents and Case Workers
- Comprehensive Member Service and Support
- Membership Alerts/Updates

Welcome Room Telephonic Customer Service

- Member and provider customer service call monitoring
- Direct member education and outbound call campaigns

Care Management Success Stories:

- Coordination of BH, pharmacy and treatment for complex, chronic co-morbidities
- Medication adherence improvements
- Economic and social supports coordination
- Reductions in ER visits and inpatient readmissions
- Member health improvements and increasing member satisfaction

- Goal: To outreach and enroll all eligible infants in Care Management for the duration of RSV season (Nov-March) and to assure Synagis therapy for high-risk infants is properly administered.
- To measure the impact, WellCare will track and report the following at the conclusion of RSV season:
 - Eligible members identified each month
 - Number of those eligible that enroll in care management
 - Number of doses members are **eligible** to receive vs doses they **actually did** receive (and when)
 - Emergency room visits of eligible members for RSV primary diagnosis
 - Inpatient admissions of eligible members for RSV primary diagnosis

Baby's First



A postpartum educational program designed to optimize health outcomes and preventive care for baby's first fifteen (15) months of life.

BABY'S FIRST





Baby's First

- **Opt-in** postpartum education program for WellCare members and non-members*
- Delivers timely postpartum guidance and education
- Strong emphasis on increasing HEDIS quality scores and utilization of WellCare provided resources
- Enhanced functionality and data collection for WellCare members
- For a preview, text the phrase “Baby1” to the following number: 52046

***This is a text and browser based program, not a downloaded app**



Baby's First: Overview



Program Overview:

The program includes materials focused on education around healthy child-rearing; postpartum and pediatric provider visits; immunizations; “shaken baby” syndrome; calming and coping techniques; healthy-parenting motivation; local support resources, and more:

- ✓ *Birth recovery*
- ✓ *Breastfeeding*
- ✓ *Emotional support*
- ✓ *Provider visits and vaccinations for mother and child*
- ✓ *Home safety*
- ✓ *Transportation safety*
- ✓ *Nutrition*
- ✓ *Growth & Health milestones*
- ✓ *Safe exercise for parent and baby*



The WellCare 15-month Baby's First program goals include:

Increasing:

- ↑ Postpartum education
- ↑ Postpartum caregiver emotional health
- ↑ Postpartum, EPSDT visits, and pediatric vaccine rates
- ↑ % of breastfeeding mothers
- ↑ Improvements in family planning and birth spacing
- ↑ Relationships and bonds between members, their families, and WellCare
- ↑ Utilization of WellCare services: Nurse Triage and Crisis lines, Customer Service, Community Assistance Line, Welcome Rooms and more



Baby's First: Goals (cont'd)



The WellCare 15-month Baby's First program goals include:

Decreasing:

- ↓ Infant abuse and neglect
- ↓ Infant mortality rates
- ↓ Infant food insecurity
- ↓ Vaccine-preventable diseases
- ↓ Costs of postpartum care



Baby's First – Program Benefits



Community Benefits:

Mothers/guardians with babies who are:

- ✓ *Low risk*
- ✓ *High risk*
- ✓ *Multiples*

Community Services Include:

- *Community Assistance Line*
- *Welcome Rooms*
- *Community Baby Showers*

Additional Benefits for WellCare Members:

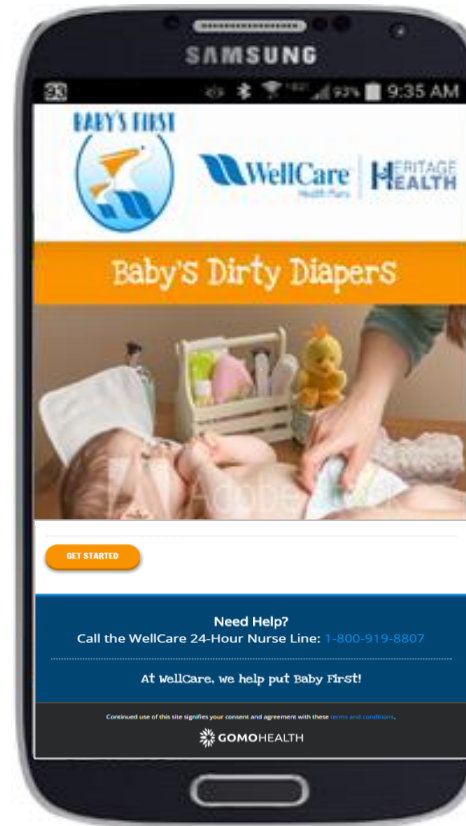
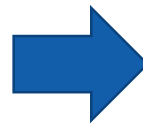
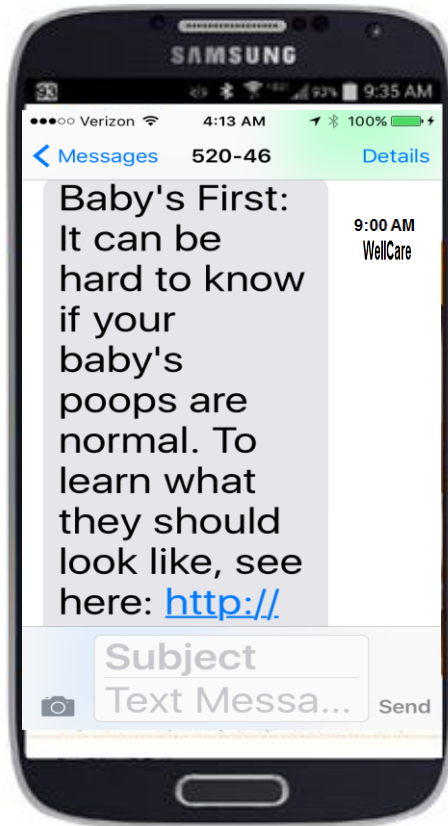
- ✓ *Healthy Rewards benefits*
- ✓ *Weight Watchers program*
- ✓ *24 hour nurse triage and crisis lines*
- ✓ *Case management*
- ✓ *WellCare customer service*
- ✓ *WellCare mobile smartphone app*
- ✓ *OTC benefit education*



Baby's First: Example



Baby's First Quick Page™ Example



Questions?

Thank you!