

# State Health Benefit Plan



Presentation to: Care Management Committee

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# SHBP – Number of Members by Vendor

<b>CIGNA Total Active Membership</b>	
<b>2010</b>	<b>2011</b>
57,865	67,471
<b>United Healthcare (UHC) Healthcare Total Active Membership</b>	
<b>2010</b>	<b>2011</b>
550,253	540,413

# CIGNA Emergency/Urgent Care Summary

Visits per thousand members	2010	2011	Norm
Emergency Room	235.1	230.7	245.3
Urgent Care	96.7	96.9	92.6
Convenience Care	44.5	42.3	N/A

# UHC Emergency/Urgent Care Summary

Visits per thousand members	2010	2011	Norm
Emergency Room	194.2	195.7	192.5
Urgent Care	99.9	114.0	110.0
Convenience Care	38.0	34.5	35.0

# Continued Efforts to Decrease ER Utilization

## Education

- Newsletters
- Promotion of Urgent Care/Convenient Care Clinics

## Outreach

- Care Management
- Disease Management

## Follow Up

- 24 Hour Nurse Line

# 2011 ER Initiative

**Goal:** Identify & engage high ER utilizers and high narcotics users.

**Data Source:** Monthly ER utilization report.

**Action Taken:** Those with two or more ER visits within 30 days are contacted by a nurse.

**Results:** Increased engagement by nurses with members to educate on the appropriate use of ER, urgent care options, and how to use the 24 Hour Nurse Line. Nurses also help members find a PCP, encourage members to follow up with their PCP, and assess for any gaps in care.

# CIGNA Inpatient Performance

	2010	2011	Norm
Admissions per 1000	62.5	62.8	71.6
Bed Days per 1000	287.3	270.5	314.4
Average length of stay	4.6	4.3	4.4

# UHC Inpatient Performance

	2010	2011	Norm
Admissions per 1000	63.10	62.2	63.2
Bed Days per 1000	294.40	297.5	294.10
Average length of stay	4.66	4.78	4.65

# 30 Day Readmission Rate 2011

	2010	2011	Norm
CIGNA	2.3%	2.4%	3.23%
UHC	8.7%	9.4 %	9.7%

# Readmission Management

**Welcome Home Process:** Within two business days of discharge, a care management nurse or behavioral health care advocate calls the member to conduct an assessment and if needed, talks with the attending physician to identify any gaps in health care services and in the individual's ability to self-care. The nurse or care advocate implements interventions and follows up with the member to assess their effectiveness.

## **Benefits:**

- Proactively monitors and supports transition from the inpatient setting to home – transitional period that can often be a vulnerable period in the member's recovery
- Facilitates continuity of care – Primary nurse conducts outreach for Welcome home follow up
- Identifies any gaps in care and fulfillment of their value pillars (i.e., right care, right medication, right provider, and right lifestyle)
- Referral to appropriate care management program if gaps are identified

# DSM Enrollment

\* Total includes High, Moderate, and Low Risk members

	2010	2011
CIGNA	9,877*	11,821*
UHC	94,449*	101,663*

# Preventive Care – CIGNA

Screening Rates	2010	2011	Norm
Well Visits	38.4%	40.1%	37.1%
Breast Cancer	63%	69%	59%
Cervical Cancer	62%	62%	60%
Colon Cancer	32%	37%	48%

# Preventive Care – UHC

Screening Rates	2010	2011	Norm
Well Visits	38.0%	39.7%	32.1%
Breast Cancer	44.1%	47.6%	37.1%
Cervical Cancer	40.2%	40.7%	33.9%
Colon Cancer	17.3%	21.4%	12.4%

# Wellness

	CIGNA		UHC	
	2010	2011	2010	2011
Online Registration	15,843	19,651	151,090	198,984
Health Assessment	7,031	9,515	47,746	63,860
Online Health Coaching	1,385	1,227	2,601	1,776
Telephonic Coaching	3,989	4,057	14,450	13,482
24 hour Nurse Line	1,991	1,941	22,916	22,351
Worksite Biometric Screens	1,667	1,520	N/A	1,808

# Cigna Mammogram Campaign Summary

- **CIGNA's Breast Cancer Screening Initiative :**
  - Targeted population is based on age, gender, and claims data (Women 40+, have not had their mammogram in 2011)
- **Goal:**
  - To increase awareness of breast cancer and the importance of yearly mammograms among SHBP members through direct informational mailings
- **Rationale:**
  - Highest total plan spend for SHBP in 2010
  - 25% of SHBP's population are women 40+
- **Objectives:**
  - Increase overall Breast Cancer Screening Rate for SHBP members by 5% (63% in 2010)
  - Incentivize screenings with a raffle for a weekend stay at Chateau Élan for two
- **Overview and Outcomes**
  - Identify females 40+ who had not had their mammogram in 2011 (15,590 members)
  - Sent targeted mailing to identified members with Chateau Élan incentive
  - SHBP finished year with 69% compliance (+6% from 2010 and +10% from Cigna norms)
  - 4 members won a weekend stay at Chateau Élan

# UHC Mammogram Campaigns Summary

	2010	2011
Strategy	Targeted Guaranteed Incentive	Global Capped Incentive (first 1,000)
Incentive Amount	\$25	\$25
# of Members Targeted	6,133	29,427
# Received Mammogram	1,409	3,412
Response Rate	23%	12%
# Cancers Discovered	26	32
% Cancers Discovered from 16 Mammograms Received	2%	1%

# UHC 2011 Colorectal Campaign

- **Generations of Wellness**  
Sponsored Colorectal Screening Pilot
- **Objectives:** Understand the impact of specific messaging and interactive, automated phone outreach (IVR) on colorectal cancer screening rates
- **Selection of Pilot Participants:**  
Age 50+; Non-Compliant for at least (2) years; African American

	2011
# Members Who Met Criteria	9,992
# of Members Targeted	8,204
# Received IVR Message	1,568
# Received Letter	6,636
# Received Colorectal Screening	367
Response Rate	4.47%
# Cancers Discovered	*

# *STATE HEALTH BENEFIT PLAN*

*THANK YOU!*