MAC Meeting
UnitedHealthcare Community Plan of Kentucky
Meet the Team

Krista Hensel  
CEO

Dr. Divya Cantor  
CMO

Greg Irby  
COO

Michael Lines  
CFO

Ashley Hobbs  
Director of Enrollee Services

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Membership

Membership by Region

Region 1: 6%
Region 2: 9%
Region 3: 29%
Region 4: 13%
Region 5: 19%
Region 6: 8%
Region 7: 5%
Region 8: 11%

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Network Adequacy:
Medical, Behavioral and Dental

95% Medical Network Access
96% Behavioral Network Access
94% Dental Network Access
Appointment Availability

Providers are contracted to meet appointment scheduling guidelines.
Primary Care: 30 days for routine appointments, 48 hours for urgent appointments
Behavioral Health: 10 days for routine appointments, 48 hours for urgent appointments, 6 hours for Emergencies that are not life-threatening

Quarterly audits are conducted to ensure appointment standards are achieved.

Gaps are addressed through remediation and additional audits until compliance is achieved.

Member services is ready to support any member experiencing difficulty accessing care

99% PCP Routine Appointment Compliance
90% Behavioral Health Routine Appointment Compliance
Telehealth

Telehealth allows equitable access for members in urban and rural geographies and reduces transportation barriers

Telehealth Utilization Over Time by Region

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Improving provider processes

Provider Appeals

- Appeals Per 1,000 Members Down 55% from Q3-2021 (9.5) to Q2-2022 (4.3)

Claim Adjudication Time

- On average, claims are adjudicated in less than 9 days with a continuing downward trend.
- More than 99% of claims are adjudicated in 30 days.
SDOH | Scaled Program Approach

Close the gaps so that everyone has an opportunity to be as healthy as possible

**Understand**
Individual’s barriers to better health through screening

**Connect**
People to resources in the community

**Expand**
Community capacity to foster health and promote health equity

<table>
<thead>
<tr>
<th>% of Members w/ SDoH Needs</th>
<th>% of Members w/ Clinical Conditions &amp; SDoH Needs</th>
<th>Needs by Domain</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.7% National</td>
<td>10.1% National</td>
<td>Nutrition</td>
</tr>
<tr>
<td>7.1% KY</td>
<td>5.4% KY</td>
<td>Financial</td>
</tr>
<tr>
<td>0.5%</td>
<td>0.5%</td>
<td>Housing</td>
</tr>
<tr>
<td>14.0%</td>
<td>10.7%</td>
<td>Health Services</td>
</tr>
</tbody>
</table>

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2022 Eastern KY Flood Response

Case Management
Continuous outreach occurring for all members in case management (5 Complex Care Members and 53 Chronic Condition members). 14 members with Behavioral Health conditions; 4 enrolled in Intensive Opportunity; 1 enrolled in Chronic Illness

Member Engagement
Email, Call, Text campaigns live Banner on UHC member and community-facing websites Messaging programmed on community resource sites Natural Disaster Information and Alerts sent to inbound call teams

Provider Engagement
Suppressing Prior Authorization Requirements for impacted areas from 07/29/2022-09/09/2022 Banner on UHC provider websites Direct outreach to key providers

Staff and Operations
All staff accounted for and well All operational process intact with no loss of continuity

Community Outreach
Donated $205k to Team Eastern Kentucky Flood Relief Fund, KY Rural Health Collaborative & Need More Acres Personal outreach campaign to community partners in Region 8 Volunteering with CBOs in Region 8 (Mercy Chefs & Ramiro's Food Truck) Community Resources & Support Flyer Created
2021 Western Kentucky Tornados

**Case Management**
- Continuous outreach occurring for all members in case management
- 30 members in Complex Care Management; 65 Chronic/Care Coordination members; 28 Behavioral Health Care Management members

**Member Engagement**
- ~7,000 members prioritized
- Outbound call, text, and email campaigns to assess needs and connect to resources
- Banner on UHC member and community-facing websites
- Natural Disaster Information and Alerts sent to inbound call teams

**Community Engagement**
- Donated $500k towards relief activities
- 5,000 Mom's Meals delivered to Pennyrile Community Action Agency (Hopkinsville)
- UHC WKY Tornado Relief ad played during WKU basketball games
- Sending food truck to offer meals
- Monetary donations to CBOs
- Blankets provided to CBOs
- Resource Flyer created for distribution

**Provider Engagement**
- Email blast regarding emergency pharmacy refills, member services, and crisis support
- Banner on UHC provider websites

**Staff and Operations**
- All staff accounted for and well
- All operational process intact with no loss of continuity
Engaging Members with Presumptive Eligibility

Member Engagement Activities:
Hosted 19 open houses in identified counties to educate & inform PE members
IVR and Live calls to members
Extended hours for member inbound call center
Letters sent to members each month
Banner on UHC website
FAQ & talking points on PE coverage for member call center staff
Member Programs and Benefits

**Healthy First Steps**
Specialty care program focused on the health and well being of pregnant moms and their babies

**Home Delivered Meals**
14 Home-Delivered Meals for members who meet eligibility requirements

**WellHop**
Online group conversations and fun educational tools to help women get ready for their new baby

**Boys & Girls Clubs**
UnitedHealthcare Community Plan of KY provides Boys and Girls Club memberships for after school care

**Sports Physicals**
Free for members ages 6-18

**On My Way Program**
A free engaging and interactive program that informs Kentucky youth and helps prepare them for many real-world situations that lie ahead
Member Programs and Benefits

**Behavioral Health**
On demand help with stress & anxiety with Sanvello app

**Virtual Care**
24/7 Telehealth Visits to receive care when and where it is needed through Doctor Chat

**Care Management**
Specially trained health care workers who works with you and your doctors

**Free Cell Phone Service**
Eligible members can get no-cost mobile phone service through Assurance Wireless which includes talk, text and data

**Stipend for Participation**
$50 stipend for participation in quarterly Quality and Member Access Committee meetings

**Healthy Rewards**
Members can earn gift cards for completing important preventive services

**Adult Eyeglasses**
Eye exams and eyeglasses are covered for all members

**Smoking Cessation**
Help quitting smoking at no cost to members

**Acupuncture**
30 visits for members age 18+ with lower back pain or migraine diagnosis
Members Vaccination

As of 3/1/2022, 48% of UHC members received at least one dose of the COVID-19 vaccination.
Improving Vaccination Rates for Members

As of 3/1/2022, 48% of UHC members received at least one dose of the COVID-19 vaccine.

**Provider Engagement**
- Targeted PCP listen & learn sessions
- Sponsored vaccine incentive raffles with FQHCs
- Provider Town Halls with DPH
- PPE donation
- Provider Incentive

**Member Engagement**
- Letters
- Phone Calls
- IVR Reminders for missed second dose
- Member Open Houses

**Data and Training**
- Using data to drive targeted outreach efforts
- Case Management Job Aid & FAQ document
- Inbound Member Call Center

**Member Incentives**
- $100 Gift Card Incentive
- 14 home delivered meals
Improving Vaccination Rates for Members
As of 3/1/2022, 48% of UHC members received at least one dose of the COVID-19 vaccination.

Community Outreach
Vaccine Hesitancy Video
KY Youth Advocates Youth Focus Groups
Pregnancy Focus Group
COVID + Flu Vaccine Clinics
Faith-based organization outreach
Participation at KY State Fair with KAHP
COVID Confidence Educational Sessions w/ International Centers
Mobile Vaccine Clinic at Lexington Legends & WKU Football Game
Food Distribution Vaccine Clinic w/ Lynn Bowden Jr.
QMAC Feedback on vaccine hesitancy & potential incentives
Staff participation at community vaccine clinics
Behavioral Health Success Story

23-year-old female with domestic violence and serious mental illness concerns

Assistance from our Behavioral Health Advocate (Care Management associate)

• Employment resources
• Housing
• Peer support
• Dental provider
• Transportation

Outcomes Achieved:

• PCP appointments completed
• Appointment at Penny Royal Mental Health completed
• Dental appointment completed
• Reliable transportation
• Studying to become a Peer Support and has interviews with upcoming jobs
• Positive outlook on life
Appendix
Member Engagement for Missed Appointments

Reasons for Missed Appointments

- Child Care
- Financial
- Insurance
- Transportation
- Forgot About Appointment
- Unforeseen Issues
- Other
- Rescheduled Appointment
- Unknown
- No Reason Provided

Missed Appointments Reported by Provider Type

- Behavioral Health
- Orthopedic Spine
- Oral Surgery
- Nutrition
- Gastroenterology
- Diabetes
- Arrhythmia Center

**Member Mailings**

Members who miss one, two or three appointments over previous 12-month period (rolling 12 months) will receive a missed appointment mailer reminding the member of the importance of their appointment as well as inviting the member to contact the health plan for assistance.

**Direct Member Outreach via Phone**

The health plan will make a call to members who miss four or more appointments over previous 12-month period (rolling 12 months). The calls will address the following:

- Attempt to identify if there are any physician office barriers
- Recommend member reschedule appointment and offer assistance making appointment or scheduling transportation
- Help member understand that any further missed appointments may result in the member having to find a new doctor
**HEDIS Performance**

As a new health plan on January 1, 2021, HEDIS MY 2021 is a baseline year

**2022 Member Initiatives:**

Utilizing various outreach channels to educate about benefits of care, encouraging members to obtain care and assisting to schedule appointments through newsletters, mailings, text, email, live calling and IVR calling.

Initiating Member Rewards which offers incentives to members, in the form of gift cards to motivate them to schedule appointments and close gaps in care.

**2022 Provider Initiatives:**

Initiated the Provider Quality Engagement Consultant program which works directly with practices. Their activities include dissemination of gap in care reports to practitioner offices where they have face to face discussions with the practitioner and/or their representative to discuss areas of opportunity and best practices.

Initiation of provider incentive program based on gap in care closure.

<table>
<thead>
<tr>
<th>Measure Acronym</th>
<th>Measure Description</th>
<th>HEDIS MY 2021 Final Rates</th>
<th>NCQA HEDIS MY 2020 Quality Compass National Medicaid 50th Percentile **</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMM</td>
<td>Antidepressant Medication Management: Effective Acute Phase Treatment</td>
<td>82.55%</td>
<td>&gt;95thPercentile</td>
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<tr>
<td>AMM</td>
<td>Antidepressant Medication Management: Effective Continuation Phase Treatment</td>
<td>70.91%</td>
<td>&gt;95thPercentile</td>
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<tr>
<td>CDC</td>
<td>Comprehensive Diabetes Care: Hemoglobin A1c (HbA1c) Testing</td>
<td>93.67%</td>
<td>&gt;95thPercentile</td>
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<tr>
<td>POD</td>
<td>Pharmacotherapy for Opioid Use Disorder</td>
<td>61.29%</td>
<td>&gt;95thPercentile</td>
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<tr>
<td>UOP*</td>
<td>* Use of Opioids from Multiple Prescribers and Multiple Pharmacies *</td>
<td>0.52%</td>
<td>&gt;95thPercentile</td>
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<tr>
<td>SSD</td>
<td>Diabetes Screening for People With Schizophrenia or Bipolar Disorder Who Are Using Antipsychotic Medications</td>
<td>86.19%</td>
<td>&gt;95thPercentile</td>
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<tr>
<td>IET</td>
<td>Initiation and Engagement of Alcohol and other drug abuse or dependence treatment: Engagement of Treatment Total</td>
<td>24.34%</td>
<td>90thPercentile</td>
</tr>
<tr>
<td>AAP</td>
<td>Adults’ Access to Preventive/ Ambulatory Health Services</td>
<td>84.32%</td>
<td>75thPercentile</td>
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<tr>
<td>CDC*</td>
<td>* Comprehensive Diabetes Care: HbA1c Poor Control (&gt; 9.0%) *</td>
<td>36.50%</td>
<td>75thPercentile</td>
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<tr>
<td>IET</td>
<td>Initiation and Engagement of Alcohol and other drug abuse or dependence treatment: Initiation of Treatment Total</td>
<td>52.78%</td>
<td>75thPercentile</td>
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<tr>
<td>CBP</td>
<td>Controlling High Blood Pressure</td>
<td>62.29%</td>
<td>66.67thPercentile</td>
</tr>
<tr>
<td>CDC</td>
<td>Comprehensive Diabetes Care: Blood Pressure Control (&lt; 140/90mmHg)</td>
<td>63.99%</td>
<td>66.67thPercentile</td>
</tr>
<tr>
<td>PPC</td>
<td>Prenatal and Postpartum Care: Timeliness of Prenatal Care</td>
<td>88.32%</td>
<td>66.67thPercentile</td>
</tr>
</tbody>
</table>

*A lower rate indicates better performance

** **NCQA HEDIS MY 2021 Quality Compass National Percentiles unavailable at time of reporting
Community Engagement

**Goodwill Industries: Reentry Festival & Job Fair**
UHCCP-KY is a proud 2022 sponsor of Goodwill’s RISE & Expungement Classes that are offered throughout the Commonwealth. Attended the Reentry Festival & Job Fair on June 3rd at Rupp Arena with nearly 400 participants, 50+ vendors and 140 individuals received expungement services that day.

**Limestone Laundry Initiative- Lexington**
UHCCP-KY, in partnership with KPCA and Limestone Laundry, sponsored the first of three free laundry days in Lexington. Bluegrass Community Health Team (FQHC) provided health screenings for attendees, as well as BP screenings, glucose checks, COVID vaccinations/boosters, tetanus shots and dental varnishes. Face painting, balloon animals and an ice cream truck were on-site for kids and the Lexington Public Library also provided information to families.

**PPMHSC 2022 Conference**
“Promoting Positive Mental Health in our Schools and Communities”
Provided educational resources to participants and panelists and interacted with community partners and mental health workers.

**Partnered with Walgreens for Vaccine Clinics**
In the last two weeks, UHCCP-KY has partnered with Walgreens at 3 community events across Louisville to provide COVID-19 as well as severe flu vaccinations. Over 60 vaccinations were administered including 20 first doses!
Community Partnerships

Food Insecurity

**Need More Acres**: connecting farmers, consumers, community leaders and public health employees together in order to pilot fresh food projects that create lasting and meaningful health improvements for Kentuckians.

**Black Soil**: providing health interventions that emphasize equity and improve community members’ outcomes and quality of life.

**Lend-A-Hand Center**: supporting the development of a Basic Needs Food Pantry in Knox County.

Maternal Health

**Black Birth Justice**: Doula Support to decrease infant mortality rate in underserved communities.

OUD/SUD

**Operation Unite**: supporting individuals transiting from residential substance use treatment program into transitional housing.

Justice Involved

**Goodwill’s Expungement Clinics & RISE**: Between 1/1/22-3/1/22, Goodwill hosted 4 expungement clinics (statewide) and served 225 individuals. Goodwill also had 66 RISE graduates during this time.

Homeless/Unhoused

**Housing + Health Program**: providing CM services for UHC members who receive housing vouchers.

Diabetes

**DPP**: partnered with UK Barnstable Brown Diabetes & Region Ext Center to provide diabetes workshops in Rural KY.
SUD Treatment – Connection, Continuity & Collaboration

- Partnerships
- Robust Network
- Accountability
- Education
- Quality
- Clinical

SUD Treatment Provider/Member
Clinical Programs

**Cancer Guidance Program**
Using evidence-based standards for prior authorization process, including radiation therapy services

**Cancer Support Program**
Telephonic and digital case management for both high and low risk any active cancer diagnosis

**Kidney Resource Services**
Disease management for program chronic kidney disease stages 4 and 5 and End Stage Renal Disease to delay disease progression.