WellCare’s Approach to Care

WellCare uses a holistic, customized approach to care for our members based on their unique physical, behavioral, pharmaceutical and social needs.

- WellCare uses a proprietary, clinical platform to identify and stratify members’ needs into four areas (physical, behavioral, pharmacy and social), which improves care coordination and appropriate utilization.
- Addressing members’ social needs is an important part of the solution. When members are connected to services like job, education and utility assistance, we see:
  - Improved medication adherence rates;
  - Increased independence;
  - Lower hospital admissions; and,
  - Improved physical and behavioral health outcomes.
Focus on Holistic Care

Our Mission
Meeting members where they are, to support them in removing social barriers to improve health outcomes and systemic, organic change through data-informed decision-making and program evaluation, strategic local community partnerships, and industry-leading innovation pilots.

Why this focus?
- The US has unsustainable rising health and social service costs with marginal impact on health and well-being outcomes
- Individuals and families with socio-economic needs have higher healthcare needs and costs

What We Do
- Integrate socio-economic solutions into the whole-person care model
- Support community partners in preparing for more formal integration into the healthcare system
What Impacts Health?

Socioeconomic Factors
- Education
- Job Status
- Family Social Support
- Income
- Community Safety

50% can be traced back to your zip code!

Physical Environment

Health Behaviors
- Tobacco Use
- Diet & Exercise
- Alcohol Use
- Sexual Activity

Only 20% include those moments in a healthcare environment.

Health Care
- Access to Care
- Quality of Care

Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)
Identifying Social Determinants of Health (SDOH) Needs

- Solicit provider input
  - There are nine ICD-10 Z codes which identify SDOH via claims
  - Providers contact WellCare provider relations representative or quality practice advisor
  - Providers contact WellCare care management team
  - Providers contact WellCare Community Connections Help Hotline

- WellCare partners with community agencies
  - WellCare gives grants to community agencies
  - A requisite for grant funding is for community entity to identify members SDOH needs
  - If entity is unable to address SDOH need, WellCare Community Relations team engages
This team is focused on building data-informed, strategic partnerships with social service agencies. We participate in coalitions and form community councils to expand innovative community-based programs. We establish grants to assess impact and pilot new outcome-focused payment models with community partners. Our team is focused on removing social service barriers for our members and the community to improve overall health outcomes.

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This team helps our members understand and use their member benefits to ensure individuals and families are meeting their personal health goals. We provide trainings, presentations, and educational materials to organizations who work directly with our WellCare membership. We create, attend, and sponsor events to bring resources and education to the communities we serve.

Where our team resides within their coverage area
For WellCare members, non-members, and caregivers!

- Retirement planning
- Volunteer opportunities
- Legal services
- Educational services
- Support groups
- Disability services
- Child care assistance
- Meal and nutrition assistance
- Homeless shelters
- Financial aid
- And more!

Call the Community Connections Help Line at (866) 775-2192
Community Connections Help Hotline (continued)

- Launched in 2014
- Assists with
  - Housing/living conditions (unsafe home environment, domestic violence)
  - Food
  - Transportation
  - Financial assistance (utilities, rent)
  - Affordable childcare
  - Job/education assistance
  - Family supplies (diapers, formula, cribs, and more)

- Data
  - Average of 40,000 referrals/year
  - Top 5 referral categories
    - Food pantry
    - Medical transportation
    - General transportation
    - Utility bills’ assistance
    - Clothing assistance
  - People with unmet social needs are 68% more likely to be readmitted to a hospital following a hospital admission
Partnership Example – Hotel, Inc

- Hotel, Inc
  - WellCare is a founding partner (launched in 2016)
  - Provides safe/stable housing and other benefits for individuals experiencing homeless to help them get back on their feet
    - Stable housing
    - Quality food
    - Education assistance
    - Employment assistance
    - Financial assistance
    - Transportation for medical AND non-medical needs
    - Case management

- Data analysis
  - 10% reduction in ER visits
  - 18% reduction in flu-related visits

Specific Case
- A mother struggling with addiction was living in a car while her children were with relatives
- She moved into Hotel, Inc and underwent substance use (SU) disorder treatment
- She was reunited with children
  - One year later living in a home with her children and continues treatment
Partnership Example – Rural Transit Enterprises Coordinated (RTEC)

- Rural Transit Enterprises Coordinated (RTEC)
  - Provides transportation for
    - Medical
    - Education
    - Job placement
    - Food access

- Data analysis
  - Average RTEC beneficiary has 4.5 chronic diseases (reinforcing transportation need in order to address health conditions
    - 66% have hypertension
    - 48% have asthma
    - 40% obesity
    - 32% diabetes

- Impact
  - 21% reduction in ER visits
  - 57% reduction in non-emergency health care visits (indicating health stability)
  - Similar initiative in Western KY showed 62% reduction in hospitalization among members with asthma
Welcome House
- Pilot project to assist individuals experiencing homelessness
  • Medical
  • Education
  • Job placement
  • Food access

Data analysis
- 22% of WellCare members who went to Welcome House found and maintained housing

Impact
- 48% subsequently visited a primary care physician
WellCare Works

- **WellCare Works**
  - Launched when KY Health (proposed Medicaid redesign which included community engagement/work requirement for “able bodied” to maintain Medicaid coverage
  - Provides free employment assistance such as
    - Resume preparation
    - Job training and coaching
    - Interviewing guidance
    - GED preparation and tests
    - Much more

- **Specific example -**
  - 54-year-old male with knee injury who worked in factory (standing eight hours/day) was no longer able to perform job
  - Via WellCare Works he discovered he qualified for financial aid and enrolled in Kentucky Community Technical College System (KCTCS)
  - Currently pursuing a medical coding degree
New Additional (2022) Value – Added Benefits Addressing SDOH Needs

- New Benefits for 2022 Target COVID-19 Pandemic Impact
- Enable remote school/learning
  - Internet hot spot (12 months for ages 8-18)
  - Tutoring (12 one-hour sessions for ages 8 – 18)
- Housing/Utilities Allowance
  - $250/year ($62.50 per calendar quarter)
- Family fitness
  - YMCA family membership
  - $75 Nike gift card (for children, conditioning on having wellness visit)
- State ID card
Prior Value-Added Benefits
Addressing SDOH Needs (continued from prior year)

- Criminal record expungement ($40 certification fee)
- Meals for individuals discharged from inpatient hospital, skilled NF, rehabilitation facility, or behavioral health facility
  - Within 14 days of discharge
  - 10 meals
- Baby stroller, playpen, car seat, or six-pack of diapers
  - For pregnant women who complete pre-natal visits
- Sports physicals (children 6 – 18)
- College scholarship
  - Fifty $1,000 scholarships
  - Must be at least 18 and admitted to college/university
  - For pregnant women who complete pre-natal visits
- GED (must be at least 16)
  - Test preparation information and tools
  - Vouchers to pay for up to four tests
- Respite
  - 200 hours of in-home respite services
  - Five days of out-of-home respite services
  - Fifty $1,000 scholarships
- Over-the-counter pharmacy benefit
  - $10/month allowance for one-person household
  - $20/month allowance for two-person household
  - $30/month allowance for three-person household
- Amazon prime membership
- Fitbit
- Weight Watchers six-month membership
- $150 eyeglasses/contact lens
Additional Findings

- WellCare compared demographically similar members who had no identified social barriers to those who had social barriers and the barriers were removed.
- Those with barriers removed were:
  - 5.5 times more likely to have an annual PCP visit after barrier removed.
  - 1.4 times more likely to improve HbA1c results after barrier removed.
  - 1.7 times more likely to improve functional status after barrier removed.
Questions?