



Georgia Enhanced Care (GEC) Program At-A-Glance 2006

An Information Source for Physicians, Providers and Facilities



- What is Health Management?
- The Georgia Enhanced Care (GEC) Program
- Benefits for Medicaid GEC Program Participants
- Benefits for Georgia Physicians, Providers and Facilities
- Successful Outcomes achieved in other APS Health Management Programs

WHAT IS HEALTH MANAGEMENT?

HEALTH MANAGEMENT IS...

- A **proven framework** for improving health outcomes and reducing costs
- A system where **patients assume personal responsibility** for monitoring their own care
- A **collaboration with healthcare providers** that supports them in their effort to stay within current, proven guidelines
- A model to **improve outcomes and reduce costs** within the Georgia **Aged, Blind and Disabled Medicaid population**
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FEATURES AND BENEFITS OF HEALTH MANAGEMENT

1. Improved quality care

- Coordination of care between providers, member and the community
- Establishment of a “medical home,” each Member has his/her own primary care provider
- Use of telephonic support and electronic monitoring (over telephone lines), allowing Members to communicate health indicators to providers and Health Coaches
- Increased Member and provider satisfaction

2. Improved health outcomes

- Quality improvement measurement, profiling and reporting for Members and providers

3. Guaranteed lowered total costs

- Reduction in inpatient hospitalizations
- Reduction in inappropriate ER use
- Reduction in unnecessary or inappropriate medication
- Reduction in other inappropriate health care resource utilizations

4. Better educated providers, Members and consumers

- Increased Member education and self-management skills
- Integration of preventative care into the clinical management model

APS HEALTHCARE'S HEALTH MANAGEMENT...

- **Promotes lifestyle modifications, treatment plan compliance, education and support**
- **Equips GEC Members** with the decision-making tools they need to improve quality of life
- **Focuses** on the social context of behavioral decisions and focuses on helping people to develop personal and social skills required to make positive health behavior choices
- **Provides the appropriate level of counseling and education**—also referred to as health literacy— reinforcing information provided by Members' healthcare providers and helping Members incorporate the information into their daily healthcare decisions
- **Generates results** by supporting clinical interventions with continuous reinforcement through printed, web-based and verbal education and support.

THE GEORGIA ENHANCED CARE (GEC) PROGRAM

APS Healthcare Midwest has contracted with the Georgia Department of Community Health to provide population and disease management services to 53,000 aged, blind or disabled (ABD) Medicaid members. The contract covers 53 counties, including Atlanta and the surrounding metropolitan area. The program, called the Georgia Enhanced Care (GEC) Program, Region 1, serves the northern half of the Georgia Medicaid ABD population and is one of the largest in the US for state payers. The program provides health coaching, care coordination, education, provider assistance, a 24-hour nurse call center, and pharmacy consultation. In addition, APS has assembled an innovative, first in the nation collaborative that engages members in the settings where they receive medical care, such as federally qualified community health centers, high-volume emergency rooms, and other primary care centers.

APS offers disease management support to all ABD members, but focuses attention upon those with chronic illness, co-morbidities, and important risk factors. Target areas include conditions such as asthma, diabetes, congestive heart failure, chronic obstructive pulmonary disease, hemophilia, psychiatric disorders, substance abuse, and others. Members are supported by a team of nurses, physician advisors, pharmacists, and social workers. Health coaches coordinate care with members' respective health care providers and reinforce information and treatment plans provided by those health care providers. They also provide members and family with appropriate education on their health and assure that patients are taking appropriate advantage of medical services.

The premise behind APS Healthcare's Health Management program is to support Members by **reinforcing the treatment plans** developed by their healthcare providers—physicians, nurse practitioners, physician assistants—and by **educating patients so that they make responsible decisions about their healthcare**. We accomplish this through many channels.

HEALTH COACHING

The majority of Member support and education is provided telephonically by **APS Health Coaches** who are registered nurses with specific experience in the appropriate clinical area, e.g. asthma, diabetes and depression. Health Coaching includes condition-specific, one-on-one telephonic coaching to provide guidance to Members in order to:

- **Increase** their understanding of their chronic illness/condition
- **Educate** them on proper diet and exercise, smoking cessation and stress management
- **Educate** about appropriate medication use and increase compliance
- **Promote** blood pressure and cholesterol management
- **Increase** adherence to regular blood glucose testing
- **Address** associated co-morbidities, such as depression, heart disease and obesity-related illnesses
- **Promote** identification of early symptoms of those co-morbidities and appropriate treatments
- **Reinforce** scheduling routine testing and screening, such as blood tests, mammograms, foot exams and eye exams

The goals of Health Coaching are 1) to empower Members to better understand their illness and self-manage their condition; and 2) coordinate care between providers, the Member and the community.

TOLL-FREE 24-HOUR ADVICE LINE

APS Healthcare hosts a 24-hour/7-day a week toll-free advice line for Members to use if they have questions about their healthcare. Advice line health professionals incorporate the use of the **Healthwise Handbook** in their discussions with callers.

The goals of the advice line are to empower Members to 1) increase their self management skills (educated Members seek emergency services less often); and 2) to encourage individuals to practice habits that support ongoing health and vitality.

WELLNESS AND PREVENTION INITIATIVES

The APS **Wellness and Prevention** program:

- ✓ **Distributes educational materials to Members and their families** that **clarify appropriate use** of resources and when to seek medical attention.
- ✓ **Encourages** Member attendance and promotion of **wellness and educational events**, such as health fairs, blood draws, annual wellness check-ups and screenings throughout state.
- ✓ **Utilizes** various forms of **public relations and marketing** to present messages, including proactive media outreach, issue-specific press releases, PSAs, fact sheets, and media alerts.

The goals of the program are to 1) encourage individuals to practice habits that support ongoing health and vitality; 2) improve Members' ability to be more effective in self-care of their health problems (educated Members seek emergency services less often); and 3) and promote wellness and prevention education to the media and public.

EDUCATIONAL MATERIALS

There are many clinical interventions that APS undertakes, but what generates results is the continual reinforcement of these interventions through printed, web-based and verbal education and support. APS provides a broad variety of educational materials for members, based on their needs:

- Comprehensive chronic illness-specific self-care manual
- Condition-specific newsletters
- Web-based education on health, safety and wellness topics
- Souvenirs including refrigerator magnets, pedometers
- Public service announcements

The goals of providing educational materials are 1) reduce inappropriate emergency room visits and hospitalizations; and 2) increase in the Member's ability to self-manage their chronic illness by using these materials.

RESOURCE SUPPORT

Theoretically, **education should improve compliance** with treatment regimens and help Members self-manage their conditions. However, these outcomes can be impacted by several factors, many of which are unrelated to the amount and quality of education the Member received.

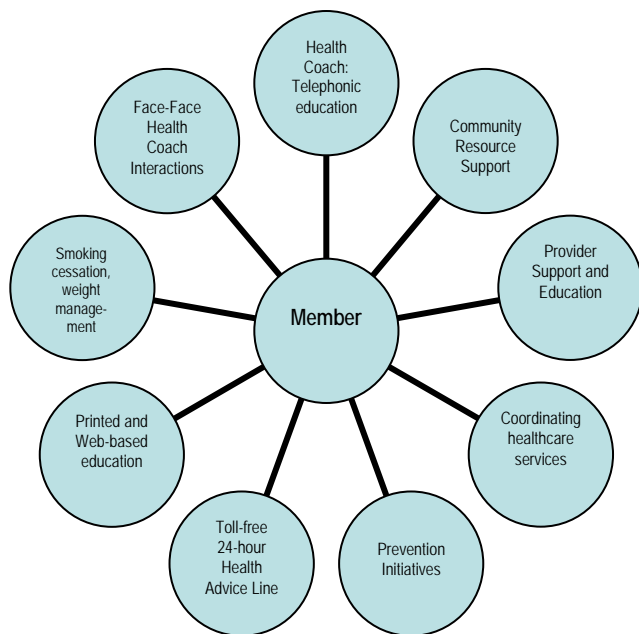
These **socio-economic, psychosocial and economic factors can become hurdles** to not only providing education, but to effectively provide care for members. APS coordinates resources to eliminate

A person's health is interconnected with his/her environment; therefore, APS focuses our approach on supporting the Member as a whole person, versus just on the health condition at hand.

those hurdles, such as locating community self-help and social support groups, transportation, finding food or shelter for Members and their families.

APS'S APPROACH TO HEALTH MANAGEMENT

APS advocates a self-management approach in our Health Management program because we believe that a Member-centered approach to health and wellness is most effective in achieving positive outcomes.



STAKEHOLDER SUPPORT AND OUTREACH

Finally, we support those that are providing care to GEC Members, **physicians, hospitals, nurse practitioners, PAs and facilities**, as well as the State Department of Health and other state agencies. APS conducts ongoing education for Georgia providers and their staff; facilitates coordination between providers and Members; and helps to identify barriers to provider compliance.

LOCAL GEORGIA PRESENCE

Founded in 1992 by Kenneth Kessler, M.D., APS Healthcare Inc. is a private, for-profit specialty healthcare company based in the Washington Metropolitan Area. **APS Healthcare-Georgia's main office is located in Atlanta, Georgia which includes a team of professionals comprised of our Georgia Medical Director as well as a staff of nurses and healthcare industry professionals.**

APS's health management programs use the company's more than 20 years of behavioral healthcare and 10 years of medical and health management experience to assist individuals suffering with chronic diseases in making healthy choices to better manage their disease.

APS provides a wide range of customized healthcare solutions to more than 13 million covered lives in the United States and Puerto Rico. APS employs more than 1,000 staff across the country and maintain regional offices in Arkansas, California, Georgia, Hawaii, Maryland, Montana, Pennsylvania, Puerto Rico, Washington, West Virginia, Wisconsin and Georgia. Our primary customers include corporate and public sector employers, HMOs (commercial, Medicaid, Medicare and point-of-service), unions, PPOs, indemnity plans and public sector programs. APS is both NCQA and URAC accredited.

BENEFITS FOR MEDICAID ABD MEMBERS

- Program provided **at no cost** to Georgia GEC Members
- Their own **Health Coach** who will call them regularly to talk about their health, feelings and to assess their needs
- **Educational materials** to help them understand their condition and ways to improve their health. Members receive information on:
 - ✓ Comprehensive chronic illness-specific self-care manual
 - ✓ How to quit smoking
 - ✓ Managing weight
 - ✓ Exercising effectively
 - ✓ Eating nutritiously
- Access to a toll-free **advice line** that they can call 24-hours, 7-days a week: 1.888.545.1710
- Access to a **website** with information about health topics
- Links to community human/social service **resources** (transportation, medication assistance, etc.)

BENEFITS FOR PHYSICIANS, PROVIDERS AND FACILITIES

- **Reduce workload** by working to decrease inappropriate utilization of hospital services
- **Support goal** of improving health outcomes, increasing Members' quality of life
- **Provide support to Medicaid Members** they treat and who utilize their facilities
- **Coordinate care** in acute and chronic environments
- **Provide streamlined referral and authorization forms** and secure encrypted transmittal
- **Provide 24/7 toll-free phone number** and fax number for questions
- **Provide practices and facilities with resources**, information and education:
 - ✓ Local and state-wide human/social services resources and vendor resources
 - ✓ Patient-centered brochures on chronic illnesses and lifestyle changes for use in the office or facility
 - ✓ Education/CME opportunities
 - ✓ Information on APS Health Management and Case Support programs

SUCCESSFUL OUTCOMES OF OTHER APS HEALTH MANAGEMENT PROGRAMS

CARDIOVASCULAR HEALTH MANAGEMENT PROGRAM OUTCOMES

- ✓ Sixty-three percent (63%) of program participants were taking ACE inhibitors compared to 39% of the pre-intervention diagnosed population.
- ✓ Eighty-one percent (81%) of program participants consistently weighed weekly or more frequently compared to 59% of

CARDIOVASCULAR HEALTH MANAGEMENT PROGRAM OUTCOMES

the pre-intervention diagnosed population.

- ✓ One-hundred percent (100%) Member satisfaction

DIABETES HEALTH MANAGEMENT PROGRAM OUTCOMES

- ✓ In one year, healthcare costs for diabetics who did not participate in program increased almost twice as much as costs for program participants.
- ✓ Pre-intervention, Members diagnosed with diabetes experienced a 37% increase in inpatient days per thousand; after implementation of case management, program participants' experienced a 15% decline in inpatient days per thousand.
- ✓ Emergency room utilization was 8% lower for program participants when compared to pre-intervention members.
- ✓ Ninety-nine percent (99%) Member satisfaction

PULMONARY HEALTH MANAGEMENT PROGRAM OUTCOMES

- ✓ Twenty-six percent (26%) decrease in emergency room visits per thousand
- ✓ Forty-three percent (43%) decrease in inpatient admissions per thousand
- ✓ One-hundred percent (100%) Member satisfaction