



Governor's Commission on Medicaid Care Management

July 11, 2013





Introduction

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Overview

- Member Experience
 - Pre-enrollment
 - Enrollment
 - Post-enrollment



Member Experience- Step 1

- Well Sense takes a structured approach to engaging members
- Key components of the member experience:
 - Open enrollment education & support
 - Member enrollment, orientation and education
 - Member support and service
 - Member participation

Pre-Enrollment Education

- Member education – multiple elements
 - To create awareness of Well Sense Health Plan and to educate NH Medicaid enrollees about managed care and making an informed plan selection
- Member education brochure
 - To inform providers, community organizations, advocacy groups, and current NH Medicaid enrollees about the shift to Medicaid care management in general, and about Well Sense in particular

Community Outreach

- Prior to open enrollment:
 - Well Sense Community Outreach team will conduct discussions with providers, community organizations and advocacy groups, and prospective members attending events in which Well Sense participates (such as health fairs or community events)
 - Coordinating with DHHS-sponsored events
- During and after open enrollment:
 - Well Sense Community Outreach team will attend and sponsor community events on an ongoing basis



Website

- Prospective members section of the Well Sense website will include information about:
 - Our role in the NH Medicaid Care Management Program
 - Open enrollment and how to choose Well Sense
 - “Extra benefits” we offer members
 - Participating providers



Call Center Support

- We have collaborated with DHHS to ensure that members get the information they need to make an informed selection:
 - Callers with questions about Well Sense Health Plan benefits, extra benefits, providers or prescription drugs will be helped by our Member Services Representatives
 - Callers with any other questions will be transferred to the established areas within DHHS

Member Experience- Enrollment

- Once notified of enrollment by DHHS, Well Sense will work to ensure members are able to access benefits and programs
- Well Sense has existing processes to confirm accurate and timely member enrollment, eligibility and demographic information:
 - Assignment of Primary Care Physicians
 - Demographic changes and updates
 - Eligibility and enrollment data reconciliation



Enrollment & Outreach

- Once enrolled in the Plan:
 - Each member receives a Welcome Kit & ID card
 - Any member who has not selected a PCP will be assigned one within 15 days
 - Each member will receive a welcome call within 30 days

Welcome Kit

- The **Welcome Letter** introduces members to Well Sense and begins the process of engaging members as partners in their own care
- The **Member Handbook** educates members on important managed care topics including, but not limited to:
 - The role of the PCP
 - How to access Member Services
 - How to access interpreter services
 - How to seek primary, urgent, emergency and behavioral health care
 - Early intervention services, EPSDT, well-child care, and disease/care coordination & management; smoking cessation services; accessing OB/GYN and specialty care
- The Welcome Kit also includes a mail-order prescription drug form, covered and non-covered services lists, a card with multi-lingual instructions for translation assistance, and a seat belt safety flyer; other materials will be added as needed and approved by DHHS

ID Card Packet

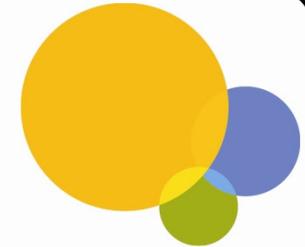
- The ***ID card*** indicates Plan name, member name, member ID number, and coverage effective dates; also provides key contact numbers for commonly used care and service providers
- The ***Health Risk Assessment*** is a communications tool that allows members to share information about their health concerns, conditions, and well-being; also helps Well Sense determine what, if any, care management programs may be appropriate for members.



Member ID Card

All new members are sent a Member Identification Card upon enrollment.

Front



JOHN SMITH

ID# NH1234567 00

DOB: 12/31/1985

Member Effective Date: 1/1/2013

wellsense.org

Information for:

Members

Member Services Department : 877-597-1300

Routine or Urgent Medical Care: Call your primary care physician (PCP).

Emergency: Seek emergency room care right away or call 911.

Behavioral Health Services (mental health/substance abuse):

Beacon Health Strategies: 855-834-5655

Non-emergency transportation to covered healthcare services:

CTS: 855-739-4775

Information for:

Providers and Billing Offices

- ▶ For medical referral, prior-authorization, hospital pre-certification, or to verify member eligibility, call 888-566-0008.
- ▶ Pharmacies: Submit to EnvisionRxOptions using the following data:
BIN: 009893, PCN: ROIRX, RxGrp: XXX. For pharmacy questions, call 800-361-4542.
- ▶ For behavioral health services, call 866-444-5155.

Back



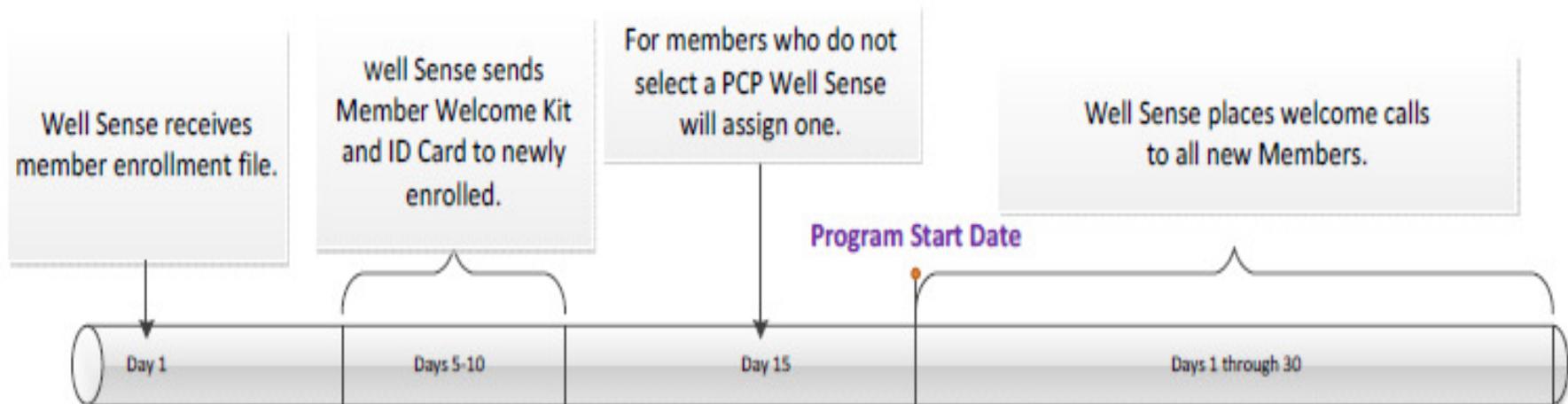
PCP Assignment

- Members are required to have a Primary Care Physician (PCP)
- Ensures effective coordinated of care
- Well Sense will assign a PCP for any members who do not select one within 15 days of enrollment
- Some of the ways we match members to PCPs:
 - Member age and sex to ensure that our pediatric and adult members are provided with a PCP who can treat their specialized needs
 - Real time travel distance to PCP site(s) from the member's residence to ensure that members are able to access their care quickly and conveniently
 - PCP Panel Size to ensure that members will have access to care when needed
- Member may change PCPs at any time online or by calling Member Services

Member Welcome Call

- Well Sense Member Services has a process in place to outreach to members by phone and orient them to the plan
- Members will be assisted in selecting a PCP
- Members are strongly encouraged to complete the HRA
- PCP and HRA data are documented into Well Sense systems for Care Management follow-up activities

Member Enrollment: Enrollment and Outreach Activities



Post Enrollment- Website

- Welcome page
 - An easy-to-navigate welcome to new and prospective members, providing access to key information about Well Sense benefits and services.
- Provider directory
 - An online directory of Well Sense providers which can be searched by provider name, facility and specialty. Members can specify preferences on many criteria such as gender, languages spoken, and specialty.
- Member portal
 - A secure sign-on page from which members can order a new ID card, update contact information, review claims status, switch PCPs, or submit a Health Risk Assessment.

Well Sense Member Services Call Center

- Call center hours
 - M-W 8-8
 - Th-Fri 8-6
 - Voice mail box during non-business hours
- Dedicated toll free number and team for NH
 - One phone number, no wrong door for service
 - Dedicated NH Supervisor
 - Safety valve: cross-trained member service representatives to assist with surges in volume

Staff Orientation & Training

- Five week structured training program- NH specific training
 - Classroom
 - Peer-to-peer coaching
 - Live calls
 - Includes NH specific training
 - Cross train existing member service representatives
- Ongoing coaching and quality program

Member Advisory Board

- Goal: encourage member participation and engagement and solicit ongoing feedback on processes and communications
- Recruit members for advisory board during first quarter following go-live
- First meeting during third quarter following go-live
- Charter for Member Advisory Board includes:
 - Member communications
 - Clinical Care management programs
 - Quality Improvement program
 - Cultural Competency Plan



Well Sense Town Hall Meetings

- Goal: share information and solicit feedback
- Twice yearly town hall style meetings
- Use Member Advisory Board to define agendas



Questions?