

Introducing Home State Health Plan’s external Board of Directors



Top Row, Left to Right:

- Academic Institution – Dr. Mark Steele**
- Chief Medical Officer, Truman Medical Centers
 - Executive Medical Director, University Physician Associates
 - Associate Dean for TMC Programs, UMKC School of Medicine
 - 2002 Ingram’s Top Doctors of Kansas City
 - More than 60 publications in various medical topics
- Pediatrics – Dr. Leslie Anne Fields**
- Saint Luke’s Health System, Pediatric Hospitalist
 - Community Advisory Committee member, Kansas City Health Care Foundation
 - Centurions, Kansas City Chamber of Commerce
 - Black Health Care Coalition, Board of Directors
 - Medical Diversity Committee, Saint Luke’s Hospital
- Internal Medicine, Dr. Jerome Williams Jr.**
- Current practice at the Williams Clinic, Inc. in St. Louis, MO specializing in internal medicine.
 - Instructor in Internal Medicine and on the Voluntary Clinical Faculty at Washington University School of Medicine.
 - Dr. Jerome Williams father was the founder of Gateway to Better Health, a program for the uninsured.

- Alan Freeman, CEO Grace Hill Health Centers**
- Fellow of the American College of Healthcare Executives
 - Past recipient of Early Career Health Care Executive Award
 - Member and past board president of the Missouri Primary care Association
 - President of Board of Directors of St. Louis Integrated Health network

Bottom Row, Left to Right:

- Ron Battelle, Executive Director Backstoppers**
- Former St. Louis County Police Chief, serving 40 years
 - 1996 Outstanding Missouri Police Chief of the Year
 - Graduate of FBI National Academy, FBI National Executive Institute and US Secret Service Dignitary Protection Academy, Member of the International Association of Chiefs
- Frankie Freeman, 2011 Citizen of the Year**
- 2010 National Association for the Advancement of Colored People’s Spingarn Medal
 - Governor Jay Nixon proclaimed July 28th as Frankie Muse Freeman Day
 - 2007 honored a place on the International Civil Rights Walk of Fame at the Martin Luther King Jr. national Historic site in Atlanta
 - 2007 named to the Academy of Missouri Squires

- Carlos Gomez, CEO Hispanic Chamber of Commerce**
- BBA Washburn University
 - 2006 Living the Dream Award “Community Relations”
 - 2005 Mana de Topeka Award “Community”
 - 2005 Kansas Army National Guard “Civilian Support”
 - 2003 Northern Illinois Tejano Cultural Society Award

Innovative Programs and Initiatives

CentAccount

The CentAccount program is a value added benefit program that promotes healthy behavior patterns by rewarding members with dollar amounts that are loaded onto a debit card. Members can use that debit card to purchase health related items. These rewards are earned by the member completing specified healthy behaviors such as visiting their PCP or OB for regular and preventative care. Home State expects that the CentAccount program will support increased PCP utilization and decreased non-emergency use of Emergency Departments as has been the case in other Centene plans.

In 2013, 20% of Home State members have participated in the CentAccount program and earned cumulative rewards of \$ \$239,115.

Start Smart for Your Baby®

In an effort to help pregnant members deliver healthier babies, Start Smart for Your Baby (Start Smart) incorporates the concepts of case management, care coordination, and disease management. Start Smart has evolved into a complete program that promotes education and communication between pregnant members, their case managers, and physicians to ensure a healthy pregnancy and first year of life for their babies.

Our multi-faceted approach to prenatal and postpartum care includes extensive member outreach and incentives, wellness materials, provider incentives and intensive case management. This reinforces the appropriate use of medical resources to extend the gestational period and reduce the risks of pregnancy complications, premature delivery and infant disease. The Start Smart program is comprised of multiple components which allow us to identify more pregnant members, interact with them earlier in pregnancy, reduce the rate of prematurity, shorten neonatal hospital stays, increase birth weights and lessen the chance of repeat premature deliveries.

Home State also covers 17P to help prevent premature delivery. 17P is endorsed by the American College of Gynecologists. Home State continues to monitor the success of the Start Smart program.



AT-A-GLANCE

The Face of Home State Health Plan

Services Offered: TANF, CHIP and Foster Care

Number of Full Time Employees: 66

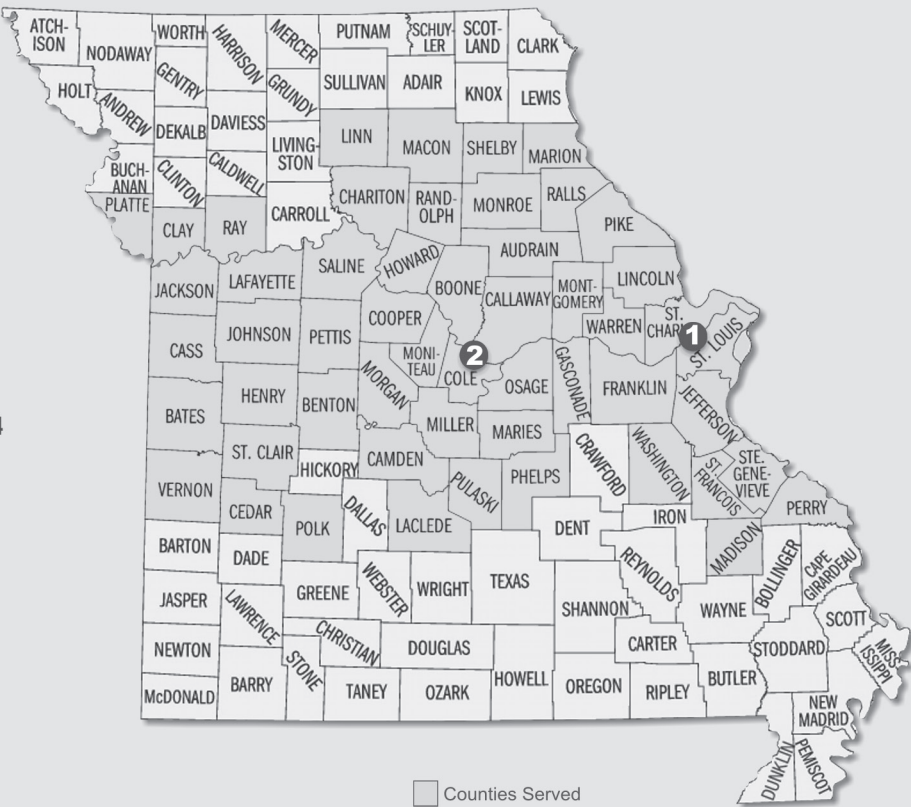
First Year of Operations: 2012

As of December 31, 2013:

Number of Providers:
PCP - **2,526**
Specialists - **10,037**
Hospitals - **110**
FQHCs - **100%**
RHCs - **92%**
CMHCs - **77%**

Membership: **58,063**

Statutory Revenues: **\$185,216,204**



Office Locations

- 1. Chesterfield**
16090 Swingley Ridge Road
Suite 450
Chesterfield, MO 63017
- 2. Jefferson City**
220 Madison Street
Jefferson City, MO 65101

www.HomeStateHealth.com



2013 Annual Report Card



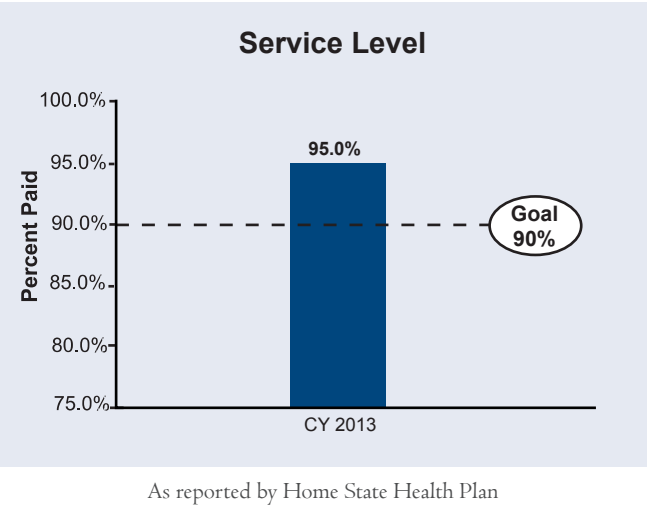
Value to the **State of Missouri**
Quality Healthcare for Families
is at the Heart of What We Do.

Health Plan Report Card Home State

The following Year-End report card provides a snapshot of Home State Health Plan (Home State) performance compared to State, NCQA and Home State standards from January 1, 2013, through December 31, 2013, and innovative solutions and tools that Home State utilizes to improve health outcomes to over 58,000 MO HealthNet enrollees across Missouri.

Member Services

Calls Answered: 54,267
Average Speed to Answer: 6 seconds
Calls Answered within 30 seconds: 95.0%
Goal: > 90.0%
Calls Abandoned: 1.0%
Goal: < 5.0%

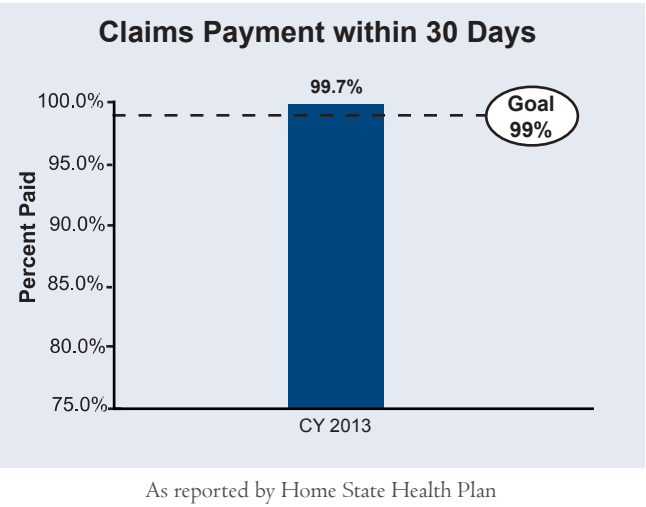


Claims Payment

Claims paid within 30 days of receipt: 99.7%

Average time from receipt of claim from provider to payment of provider: 6.9 days

Financial accuracy of claims paid: 99.4%



Improvements:

In addition to Home State’s predictive modeling and member care gap IT systems, this past year, Home State launched its Primary Care Opportunities Analytical System and Reporting capabilities. Home State shares real-time member risk factor and care gap information with its primary care providers to drive better health outcomes through aligned targeted outreach to Home State members.

Home State also developed a specialized tool for its pregnant population to target specific high risk conditions/indicators that may impact the health and well-being of moms and babies. Home State has collaborated with its provider network enabling extensive member outreach to address the care gaps and issues identified on both of these reports.

Quality Improvement Initiatives

Home State measures 30 different quality metrics developed by the National Committee for Quality Assurance. Home State’s first Healthcare Effectiveness Data and Information Set results (HEDIS 2014), will be based off of the claims and data collected for calendar year 2013. These HEDIS measures will allow Home State to establish a baseline and continually monitors the performance of these key indicators to ensure continuous improvement. Home State’s programs are designed to excel in all quality measures. Results and initiatives for key measures are noted below.

Oral Health Care

Home State participates in the Improving Oral Health Statewide Performance Improvement Project (PIP), established by Health Plans and the State Home State aims to increase the number of children who receive an annual dental visit and dental sealants.

Home State engages in member intervention such as outreach calls, reminder postcards and identification of members with oral care gaps to assist with dentist identification and transportation. Outreach was enhanced for crisp focus on pregnant members to emphasize the importance of good oral health and for members using the Emergency Room (ER) for dental care, helping them find dental homes or free/reduced fee coverage for those members without dental care coverage.

Early identification of Pregnancy Risk

Early notification of pregnancy is a key factor in Home State’s ability to identify and manage high/moderate risk pregnant members through our intensive case management services and enrollment in the Start Smart for Your Baby pregnancy program®. The Notification of Pregnancy (NOP) allows us to target risk factors associated with premature deliveries, low birth weight and poor outcomes for both mother and child.

Home State experienced steady improvement in Notification of Pregnancy, achieving over an 84% completion rate, enabling outreach to 100% of high risk members in 7 days or less and placement of members into Home State’s pregnancy case management programs.

Interventions Include:

- Data Mining to identify pregnant members without prenatal care
- Extensive outreach to known pregnant members and providers
- Member and Provider education regarding importance of Notification of Pregnancy and prenatal and post-partum care
- Member incentives via Home State’s CentAccount® member incentive program promoting timely notification of pregnancy and completion of prenatal and post-partum care.

In 2013 Home State experienced a 34% reduction in Very Low Birth Weight Infant Births and a 36% decrease in the NICU rate for our infants.

Expanded Outreach to Emergency Room Super Utilizers for Education and Care

Home State uses its advanced data analytical tools to identify members with high Emergency Department (ED) use. As part of Home State’s Emergency Department Diversion program, members using the ER multiple times in short time period are identified and placed into intensive telephonic and face-to-face outreach programs. The aim of this program is to ensure proper PCP utilization, care coordination, case management and behavioral health support.

- Additional components of this program include:
- No cost cell phones for appropriate members
 - Education on the appropriate use of the emergency room and available urgent care centers
 - PCP appointment coordination including transportation arrangements
 - Case management for those members with chronic conditions

In 2013, Home State saw a 4.6% decrease in emergency room department use compared with 2012 and realized a significant decrease in ED super-utilizers.

Improvements in 2014

Home State developed a comprehensive Quality Improvement work plan for 2014 to address key health risks affecting our members and identified by the State agency as critical measures. The areas identified for additional focused interventions include:

- Engage in member-specific outreach to close gaps in care for well child visits
- Increase outreach and data mining for annual dental visits
- Continue StartSmart program to improve Prenatal and Postpartum Care
- Implement outreach calls, appointment and transportation scheduling assistance, partnering with Behavioral Health providers, provider education on claims submission, and provider incentives to improve Follow up After Hospitalization for Mental Illness
- Implement targeted identification of Emergency Room (ER) frequent utilizers, continuous outreach to members and providers, enrollment in case management, removal of transportation barriers with real-time transportation to/from PCPs to improve Emergency Department Use

Success Story

Home State identified members with high Emergency Department (ED) use. With continuous efforts, Home State was able to conduct a home visit using our MemberConnections program. During the visit, Home State provided a no cost cell phone, with pre-programmed numbers to the members PCP and Home State’s 24/7 Nurse hotline. The member also enrolled in Home State’s Emergency Department Diversion program, including education and case management. As of the end of 2013, the member is still a success, with improved quality of life and lower emergency department utilization.

HSHP Outreach Summary:

Home State Health Plan continued its collaboration with Missouri faith-based organizations to spread the news of good health practices in the community. Through sponsorship of health fairs and other outreach efforts, Home State was able to reinforce our role as a community health leader. Home State sponsored the Shalom Church City of Peace Community Health Fair in the eastern region providing education and freshly-made fruit smoothies to fair participants. HSHP hosted a Back to School Fair in collaboration with Jameson Memorial Temple Church, and sponsored and hosted an educational booth at the Calvary Baptist Church’s KC Fun and Fitness Day. Home State continued our focus on younger members by educating parents and community health center partners on health outcomes, benefits, and services available to children such as Flu Prevention, immunizations, and well visits. This was accomplished through hosting a Birthday Party for year old members in Jefferson County, and through St. Louis area elementary schools.

Foster care and adoptive parents learned more about Home State benefits and services at a quarterly learning session, sponsored by Home State and the Foster & Adoptive Care Coalition of the St. Louis Region. Throughout late summer and fall, Home State partnered with Clear Channel Radio to host various Block Parties in north St. Louis City and County neighborhoods. As a Block Party sponsor, Home State made over 3,000 one-on-one contacts with parents, kids, key elected officials, members of the clergy, and educational leaders.