introducing home state health plan’s external board of directors

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.

the centaccount program 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. rewards are earned by the member completing specified healthy behaviors such as visiting their pcp or obs for regular and preventative care.

approximately 20 percent of members have participated in the centaccount program and earned cumulative rewards of more than $270,000.

the face of home state health plan

services offered: tanap, chip and foster care

number of full time employees: 75

first year of operations: 2012

as of june 30, 2014

number of providers: pcp – 277

approachable - 18,557

hospitals - 19

fichoix – 166%

omhia - 88%

membership: 6,740

statutory revenues: $8,361,347

at-a-glance

2014 mid-year report card

value to the state of missouri

transforming the health of the community, one individual at a time.

© 2014 home state health plan
all rights reserved.

www.homestatehealth.com
Innovative Solutions

Emergency Department Utilization Reductions
Well advanced IT solutions and outreach programs, Home State continues to reduce unnecessary Emergency Department visits.
- Utilization decreased by more than 5% in 2013 and an additional 7% reduction in 2014.

Primary Care Utilization Increases
Home State Health’s clinical nurses and community outreach staff engage in comprehensive programs for its members and families.

Re-Admission Reductions
Home State is committed to hospital discharge planning, ensuring members have the necessary resources and medications for a smooth and healthy transition from the hospital.
- Re-admission rates are lower than 10% and continue to decrease monthly.

Quality Improvement Initiatives

High Risk pregnancies
Early notification of pregnancy is a key factor in Home State’s ability to identify and manage high risk patients through the implementation of predictive modeling and care coordination systems. Outcomes, along with appropriately aligned resources and interventions, also played a vital role in these improvements.
- 100% of high-risk pregnant women receive outreach in less than 7 days, with placement into clinical management and education programs.
- In 2013 Home State reduced a 30% reduction in live birth and preterm births and a 10% decrease in the NICU rate for our infants.
- In 2014, Home State’s 5th Lowest Weight and NICU rate has remained relatively stable.

Expanded Outreach to Emergency Department Super Utilizers for Education and Care

High Risk Preganancies
- Prompt member follow-up care after mental health hospitalization,
- 100% of high risk pregnant women receive outreach in less than 7 days with placement into clinical management and education programs.
- In 2013 Home State lead a 34% reduction in ED visits per 1000 ranging from the 90th to the 15th percentile.
- This improvement was noted across the state with the highest scores in the Western region.

Primary Care Opportunities Analytical Reporting
In addition to advanced predictive modeling and care gap identification systems, Home State Health engages in various member interventions such as:
- Identification of members without dental care.
- Educational outreach with crisp focus on pregnant members.
- Member rewards program, known as CentAccount®, to increase utilization of primary care.

Results:
- Home State Health achieved a 13% increase in annual Dental Visit rates for 2013 compared to 2012.

Behavioral & Medical Health Integration
Given the high incidence of co-existing medical and behavioral health issues of members, Home State Health enhanced its behavioral health programs to create a truly integrated health management model with a focus including:
- Expeditious identification of behavioral health issues.
- Integrated care coordination and intervention between medical and behavioral health care managers with practitioners.
- Prompt member follow-up care after mental health hospitalization.
- Permanent improvement for the control of complex medical and behavioral health needs.

Results:
- Home State Health continues to improve Behavioral Health quality measures, with advances in the MMH – 98% and PCP – 94% percentiles across the state. (e.g. follow-up post mental health hospitalization and management of antidepressant medication regimen).