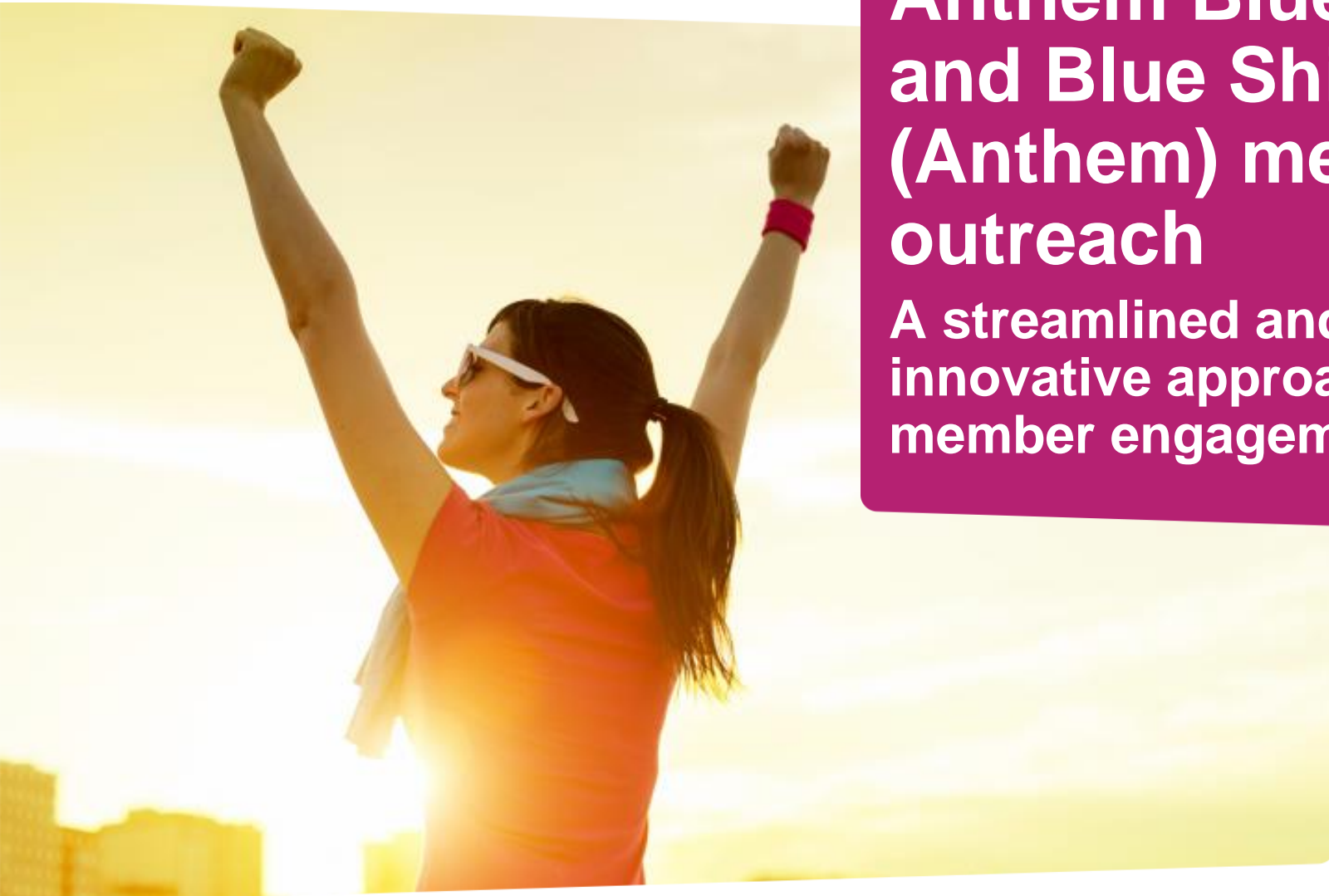




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Serving Hoosier Healthwise, Healthy Indiana  
Plan and Hoosier Care Connect

# **Anthem Blue Cross and Blue Shield (Anthem) member outreach**

**A streamlined and  
innovative approach to  
member engagement**



# Overview

This presentation will provide you with a high-level overview of our member outreach team and their processes, designed to help close the gap between the provider and member.



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# Member engagement strategies

- **Electronic messaging:**
  - Reaches large populations
  - Quick turnaround time
  - Low intensity — members likely to comply
  - 20% engagement rate
  - 2 million texts in 2019
  - > \$.05 per message

# Member engagement strategies (cont.)

- **Call campaigns:**
  - Smaller populations
  - Slightly longer turnaround times
  - Resource intensive — members only moderately likely to comply
  - 20% engagement rate
  - 1.8 million call attempts in 2019
  - About \$.90 per completed call

# Member engagement strategies (cont.)

- **Live outreach:**
  - Resource intensive — members unlikely to comply
  - Members with barriers to other modalities of engagement
  - 46% engagement rate
  - 1,000+ referrals in 2019
  - About \$100 per engagement

# Text campaigns

- To date, Anthem has sent over 2 million text messages to members.
- Interactive campaigns allow members to engage via texting.

ADV: Annual Dental Visit, Adult and Child

FUH: Follow-Up After Hospitalization for Mental Illness

MSC: Smoking Cessation

AMB-ER: Emergency Room Over Utilization

BCS: Breast Cancer Screening

Healthy Indiana Plan Basic to Plus

SSD: Diabetes Screening and Monitoring for People with Schizophrenia or Bipolar Disorder

CCS: Cervical Cancer Screening

HNS: Health Needs Survey

W15: Well-Child Visits in the First 15 Months of Life

CDC: Comprehensive Diabetes Care

HPV: Human Papillomavirus

W34: Well-Child Visits in the Third, Fourth, Fifth and Sixth Years of Life

CHL: Chlamydia Screening in Women

IET: Initiation and Engagement of Alcohol and Other Drug Abuse or Dependence

AWC: Adolescent Well-Care Visits

CIS: Childhood Immunization Status

LSC: Lead Screening in Children

AAP: Adults' Access to Preventive/Ambulatory Health Services



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# Call campaigns

The outbound call center made over 2 million calls this year, including the following campaigns:

- Welcome
- HNS reminder
- Basic to Plus
- Delinquency
- Member Advisory Committee meetings
- Wellness reminders:
  - Adult
  - Child
  - Dental

# Pharmacy and condition specific outreach

- **Pharmacy outreach:**

- ACE/ARB medication adherence
- COPD medication adherence
- Asthma medication adherence
- Sickle cell medication adherence
- Anticoagulant medication adherence
- Tamoxifen adherence
- Members with asthma with an emergency department visit and no office follow-up



# Pharmacy and condition specific outreach (cont.)

- **Disease and condition specific outreach:**

- Pregnancy
- Anti-depression
- Autism spectrum disorder
- Chronic kidney disease
- COPD
- Congestive heart failure
- Coronary artery disease
- ADD
- Hepatitis C
- HIV
- Asthma

# Member incentives

- **Awarded to all eligible members who meet the designated criteria:**
  - Annual well-child visit: \$20
  - Adult preventive visit: \$20
  - Well baby visits: \$50
  - Adolescent well visit: \$20
  - Asthma medication refill: \$20
  - Diabetic retinal eye exam: \$20

# Member incentives (cont.)

- **Awarded to all eligible members who meet the designated criteria:**
  - Early prenatal care: \$25
  - Postpartum care: \$50
  - Follow-up after mental illness: \$20
  - HIV+: \$20
  - Smoking cessation initiation: \$20
  - Smoking cessation completion: \$20
  - Substance use disorder: \$10 per visit

# QMORE team

- **QMORE:**
  - **Quality**
  - **Member**
  - **Outreach**
  - **Recovery**
  - **Engagement**
- In alignment with prominent integrated health care approach, focus on members' physical, mental and social needs
- Quality improvement driven member outreach and engagement
- Quality focused, referral based, integrated health care



# What does QMORE do?

- **Locate:**
  - Using claims data
  - Using demographic data
- **Engage:**
  - Develop relationship with member
  - Strengths-based, motivational interviewing, harm-reduction philosophy
- **Assess:**
  - Social determinants of health (SDOH) and other barriers
  - Health care needs
  - Recertification, HIP Basic to Plus, etc.

# What does QMORE do? (cont.)

- **Connect:**
  - Health care providers
  - Resources in their community (to address SDOH)
  - Anthem benefits, programs, value-added benefits
- **Document:**
  - In our Anthem documentation platform
  - Tracking of interactions and actions taken

# Member liaisons and community engagement navigators

- Serve as an **advocate** and **liaison** between member, provider and plan.
- Educate members on programs and benefits by conducting out-of-office, home and community visits.
- Provide education and support to community partners and providers.
- Investigate and resolve member and provider issues.

# Member liaisons and community engagement navigators (cont.)

- Support provider and member relations
- Assist members with barriers and connect them to resources
- Connect members to community engagement opportunities
- Referrals:
  - **1-833-621-3782**
  - Case managers, provider requests, community partner requests, member requests



# Questions?



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# Thank you

## [www.anthem.com/inmedicaiddoc](http://www.anthem.com/inmedicaiddoc)

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