

# Working With Providers to Improve Health Outcomes



## About us

AmeriHealth Caritas is a national leader in health care solutions for people who are at a low income level and/or are chronically ill.

From our humble beginnings in 1983 in a West Philadelphia hospital, we've grown into one of the largest and most respected Medicaid managed care organizations in the country. Today, we serve more than 5 million members in 13 states and the District of Columbia with:

- [Quality, award-winning managed care health plans](#), including Medicaid, Medicare, long-term services and supports (LTSS), behavioral health, and pharmacy benefit management services.
- [Value-added services](#) like health outreach and job training that push the boundaries of what Medicaid managed care should offer.
- [Innovative, cost-effective solutions](#) that provide top-notch care while improving the efficiency and predictability of Medicaid spending for our state and federal partners.
- [A Next Generation Model of Care](#) that treats the whole person and puts healthy outcomes at the center of our services.

As our Chairman and CEO Paul Tufano says, [we're in the dignity business](#) – helping our members find their way to health, independence, and prosperity.

## Improvements in a state new to Medicaid managed care

Our Louisiana health plan started operations in 2012, when the state first introduced mandatory managed care to its Medicaid population. Our health plan quickly became a top performer<sup>1</sup> among other Medicaid managed care plans in the state. Below are our most recent successes:

- Since our first accreditation in 2017, until as recently as 2020, our Louisiana health plan continues to hold a Commendable accreditation status awarded by the National Committee for Quality Assurance (NCQA).
- In 2019, we met the target goal or improved our standing in 14 of the 15 health outcome measures prioritized by the state Medicaid agency.
- In the 2019 – 2020 provider satisfaction survey conducted by the state Medicaid agency, our Louisiana health plan received the highest rating of all managed care organizations for timeliness and accuracy of claim payment, timeliness of communications, and availability of medical specialists to meet member needs.
- In 2020, *Baton Rouge Business Report* named our Louisiana health plan one of its Best Places to Work for the fifth year in a row.
- Our 2020 Consumer Assessment of Health Care Providers and Systems (CAHPS®) child survey results indicate a favorable health plan rating of 89%.

## Improving maternity outcomes

To help improve birth outcomes and postpartum care for members, all of our Medicaid plans have implemented Keys to Your Care® as part of our larger Bright Start® maternity management program. Keys to Your Care is a texting program that reminds pregnant members who opt into the program of upcoming maternity checkups and provides evidence-based education on topics such as delivery and self-care. These interactive text messages continue throughout a member's pregnancy and 15 months postpartum,



[www.amerhealthcaritas.com](http://www.amerhealthcaritas.com)

1. NCQA Health Insurance Plan Ratings 2019-2020 - Summary Report (Medicaid), National Committee for Quality Assurance, accessed October 29, 2020, <https://healthinsuranceratings.ncqa.org/2019/search/Medicaid/LA>.

including education and reminders about well-child care needs for the infant. Members can also receive incentives for completing their prenatal appointments and well-child visits.

Over the years, we've found that members engaged in our Bright Start and Keys to Your Care programs demonstrated year-over-year improvement. When comparing our most recent data with the baseline from 2015, the results from our southeastern Pennsylvania plan demonstrate improvements in several key measures, as shown here:

| Prenatal and postpartum outcome measures                 | 2015 baseline | 2019 outcomes | 2015 – 2019 improvement in percentage points |
|--|---------------|---------------|--|
| Number of singleton deliveries                           | 505           | 3,189         | N/A  |
| Percentage of premature deliveries (< 37 weeks)          | 17.6%         | 10.0%         | 7.6 points                                   |
| Percentage of low birth weight deliveries (< 2500 grams) | 10.6%         | 9.9%          | 0.7 points                                   |
| Percentage of first trimester visits                     | 61.8%         | 65.8%         | 4.0 points                                   |
| Percentage of postpartum visits                          | 59.4%         | 69.0%         | 9.6 points                                   |

### Improving rates of early well-child visits

At AmeriHealth Caritas, we understand that improving well-child compliance rates for children 0 to 15 months old requires multifaceted, multichannel strategies. For example, to improve compliance rates and overall child well-being for this demographic, our Michigan-based health plan:

- Implemented data-sharing strategies to alert providers of members needing to complete a well-child visit.
- Conducted community-based, in-person outreach to members to encourage timely postpartum care and reinforce the schedule for well-child visits for the newborn.
- In 2019, participated in over 700 community events to educate on recommended well-child care, assist with scheduling appointments and transportation arrangements, and help connect members to our maternity text campaign which will continue for the first 15 months of the the newborn's life.

With the help of our postpartum, well-child strategies, our health plan in Michigan improved their Healthcare Effectiveness Data and Information Set (HEDIS®) measures 7 percentage points over a three-year period.

| HEDIS measure   | 2018   | 2019   | 2020   |
|---|--------|--------|--------|
| Well-Child Visits (Ages 0 – 15 Months): 6 or More Well-Child Visits | 66.67% | 67.15% | 73.77% |

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