UnitedHealthcare Community Plan of Ohio

OB Program Overview
December 2013
UnitedHealthcare Community Plan

• Dedicated to providing quality affordable health care to the economically disadvantaged and medically underserved.

• Participates in government programs in 24 states and the District of Columbia.

• Serves approximately 3.9 million members.

• Provide acute long term care, CHIP, SNP/complex care.

• Beginning Fall 2013, we will participate in the ICDS Demonstration in three regions (12 counties) in northeast Ohio.
Our Culture. Our Foundation.

Our Mission is Helping People Live Healthier Lives. Our Role is to Make Health Care Work for Everyone.

**Integrity.**
Honor Commitments. Never compromise ethics.

**Compassion.**
Walk in the shoes of people we serve and those with whom we work.

**Relationships.**
Build trust through collaboration.

**Innovation.**
Invent the future and learn from the past.

**Performance.**
Demonstrate excellence in everything we do.
Pregnancy and Medicaid

Our Common Goal
Healthy Babies
Healthy First Steps®

Provides pregnancy care management by phone for moderate to high-risk Medicaid members who are pregnant. It is designed to reduce premature births and low birth weight.

Goals

• Decrease NICU admissions, lengths of stay and readmissions
• Member engagement to change behaviors and promote healthy lifestyles
• Reduced incidence of premature births and low birth weights
• Improve quality measures

Components

• Integrated teams delivering multi-disciplinary care
• Strong physician leadership and oversight
• High-touch interactions with mothers
Pregnancy Outreach

- Pregnant members receive a health risk assessment by phone and pregnancy information by mail
- Members are identified for risk and supported with case management for high risk pregnancies
Member Materials

Healthy First Steps members receive a variety of educational materials on important topics.

- Topics include: nutrition, exercise during pregnancy, problem warning signs, things to avoid, fetal development, childbirth preparation, and Text4Baby

Text4Baby brochure
Warning signs magnet
Identification - Provider Involvement

- Member contact information is up to date
- Provider referrals are more likely to result in enrollment than eligibility file identification
- Provider notification form indicates if member is a candidate for 17P

Best practices:
- required submission
- provider incentives for submission ($25)
- providers able to use a standardized form across MCOs
**Baby Blocks™ Overview**

Baby Blocks is an interactive online incentive program to encourage members to make and keep doctors’ appointments during pregnancy and into the first 15 months of the baby’s life.

<table>
<thead>
<tr>
<th>Why is Baby Blocks important?</th>
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<tbody>
<tr>
<td>• <strong>Engagement</strong>: Increases awareness of and attendance for prenatal, post-partum, and well-child visits.</td>
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<tr>
<td>• <strong>Behavior</strong>: Tests consumer insights. What motivates healthy behavior and increases engagement?</td>
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<table>
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<tr>
<th>What member insights influenced program design?</th>
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<tr>
<td>• Average age of members giving birth is 22.</td>
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<tr>
<td>• 92% of members have cell phones. 70-80% have online access and/or smartphones.</td>
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<td>• Appointment compliance is an issue.</td>
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<tr>
<td>• Members often fail to re-enroll in Medicaid for themselves after giving birth or for their babies as they go through the first year of life.</td>
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<tr>
<th>How is Baby Blocks promoted?</th>
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<tr>
<td>• Member mailings.</td>
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<td>• Enrollment during Healthy First Steps risk assessment calls with the member.</td>
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<td>• OB/family medicine practices and community health centers.</td>
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Baby Blocks, www.uhcbabyblocks.com

Baby Blocks reminds and rewards members for attending appointments during their pregnancy and into the first 15 months of their baby’s life.

**Why It Is Important**

- **Improve Consumer Engagement:** use email, texting, a desktop platform, and a consumer-friendly interface to engage pregnant women and new parents
- **Improve Quality of Care:** impact HEDIS measures of prenatal and postpartum care, lead screen and well-child visits, with a specific prompt for immunizations

**Theoretical Foundation**

- Gamification
- Internet accessibility and use of texting among a young, low-income population
- Permission marketing
- Choice between two carefully-curated rewards
Member Engagement

• Members receive a customized “game board” based on their stage in pregnancy or post-birth

• Opportunities for rewards are shown on blocks with an orange gift box icon
  • Members click on the appropriate block when they make and complete an appointment

• Reminders are sent for each appointment: two reminders before and two reminders after the appointment (to log the next appointment date)

• Health tips are provided when blocks are unlocked

• Appointments logged are matched to claims records
Baby Blocks – Collateral

Provider Office Poster

Baby Blocks™
Building a Healthy Future.

UnitedHealthcare Community Plan members —
You can earn up to 8 great rewards through Baby Blocks™
by simply going to the doctor throughout your pregnancy
and your baby’s first 18 months of life. Get rewards,
stay healthy and give your baby a healthy start.

It’s as easy as 1-2-3
1. Enroll in Baby Blocks™
2. Go to your doctor visits
3. Choose your reward!

Ask your doctor how to enroll today. Get a gift
just for enrolling.

Enrollment Brochure

Great Rewards
Get points for rewards through Baby Blocks™
by simply going to the doctor throughout your pregnancy
and your baby’s first 18 months of life. Get rewards,
stay healthy and give your baby a healthy start.

Look Inside

Great Gifts

Provider “Job Aide”
Rewards for Appointment Compliance

Rewards provide a choice between two practical items related to maternal or child health, well-being or development. Six of eight rewards are valued at < $10. Two rewards (program enrollment and postpartum visit) are valued at <= $20.

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<tr>
<th>Milestone</th>
<th>Option One</th>
<th>Option Two</th>
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<tbody>
<tr>
<td>Baby Blocks Enrollment</td>
<td>Durable, black diaper bag</td>
<td>$20 Old Navy Gift Card for use at <a href="http://www.oldnavy.com">www.oldnavy.com</a> or in stores for the purchase of maternity, baby clothes</td>
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<td></td>
<td></td>
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<tr>
<td>24 Week Prenatal</td>
<td>Bath Spout Cover</td>
<td>Teething Rattle with Mirror</td>
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<tr>
<td>32 Week Prenatal</td>
<td>First Aid Kit</td>
<td>Tabletop Toy</td>
</tr>
<tr>
<td>Birth</td>
<td>Digital Thermometer</td>
<td>Rubber Duck Bath Thermometers</td>
</tr>
<tr>
<td>Postpartum Visit</td>
<td>Fisher Price Sorting Blocks</td>
<td>$20 Old Navy Gift Card</td>
</tr>
<tr>
<td>Six Month Well Child</td>
<td>Feeding Set</td>
<td>Duke the Frog Bib</td>
</tr>
<tr>
<td>Lead Screening</td>
<td>Childproofing Kit</td>
<td>Goodnight Moon Board Book</td>
</tr>
<tr>
<td>15 Month Well Child</td>
<td>Shower/bath accessories</td>
<td>Soft Puzzle</td>
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Baby Blocks Results for Ohio

Since launch in November 2011, over 1,100 members have registered in Ohio and 800 babies have been born to Baby Blocks participants.

- 26% average monthly response rate to promotional mailings
- 54% available prenatal blocks “unlocked;” only 23% have an associated incentive
- 62% of participants unlocked the birth block and start a well-baby board

Baby Blocks Outcomes

- Baby Blocks participants are more likely to achieve recommended prenatal care than non-participants.
- After Baby Blocks launch, the HEDIS frequency of prenatal care rate rose from 72% to 79%.

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<tr>
<th>HEDIS Metric</th>
<th>Rate, Non-Users</th>
<th>Rate, Users</th>
<th>% Point Change</th>
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<tbody>
<tr>
<td>Timeliness of Prenatal Care</td>
<td>81%</td>
<td>84%</td>
<td>+ 3%</td>
</tr>
<tr>
<td>Frequency of Prenatal Care</td>
<td>65%</td>
<td>67%</td>
<td>+ 2%</td>
</tr>
<tr>
<td>81%+ visit compliant</td>
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Ohio Pregnancy Interventions

Locally UnitedHealthcare Community Plan augments our award-winning national programs with:

• Field-based Care Management programs by both Medical and Behavioral Health care managers. Care Managers provide an integrated and personal management plan for women with high-risk pregnancies and families with babies who are in the NICU.

• Contracts with community-based organizations for early identification and support of pregnant women. United has a long-standing contract with CHAPS in Richland county, has just completed a contract with the Northwest Ohio hub, and is in contracting with both HCAN in Cincinnati and IPAC in Athens.

• Ongoing relationships with local Health Departments and FQHCs.

• Encouragement of early identification of maternal drug use and referral for Suboxone therapy.
Ohio Pregnancy Interventions

• UnitedHealthcare Community Plan has identified Neonatal Abstinence Syndrome as an increasing problem in the Medicaid population nationwide. We have developed a national committee to discuss interventions to reduce substance abuse among women in the childbearing ages.

• We encourage the use of Suboxone rather than Methadone for addicted moms because of the shorter time to resolve NAS in the NICU.

• Pregnant women with Substance Abuse issues are automatically identified for High Risk field-based Care Management.

• UnitedHealthcare provides transportation to all substance abuse related treatment programs for pregnant women and transportation to the hospital for families with an infant in the NICU.
WELLNESS. Preventive Health Care, Healthy Habits, and Case Management for Chronic Conditions
Health Education Poster Series

Have a healthy pregnancy.

During your pregnancy:
- Eat balanced meals with fruits and vegetables.
- Drink plenty of water.
- Exercise regularly.
- Avoid alcohol.
- Avoid smoking.
- Control your blood pressure.
- Talk to your doctor about medications you are on.

Talk to your doctor today to learn how you can have a healthy baby.

Keep your heart healthy.

You are at risk for heart disease if you have high cholesterol, high blood pressure or diabetes. Reduce your risk by:
- Eating heart-healthy foods.
- Maintaining a healthy weight.
- Exercising often.
- Limiting alcohol and not smoking.
- Getting your medical conditions.

Talk to your doctor today about the dangers of heart disease.

Quit smoking.

Cigarettes can cause health problems, more anxiety and stress. Reduce your risk by quitting. Free help is available:
- Talk to your doctor today to learn what you can stop smoking. There are free drug-assisted services to help you quit.

Prevent your child from getting sick.

You can prevent your child from getting sick. Help your child build up healthy resistance:
- Eat balanced meals with fruits and vegetables.
- Drink plenty of water.
- Exercise regularly.

Talk to your doctor today about how your child should be vaccinated.

Childhood asthma.

Signs of having asthma include:
- Coughing
- Wheezing
- Trouble breathing

A plan can be written to help you know what to do if your child's asthma worsens. Follow your plan and medications as directed.

Talk to your child's doctor today if you think your child may have asthma.
Our Mission

Helping People Live Healthier Lives.