

# School-Based Health from an MCO Perspective

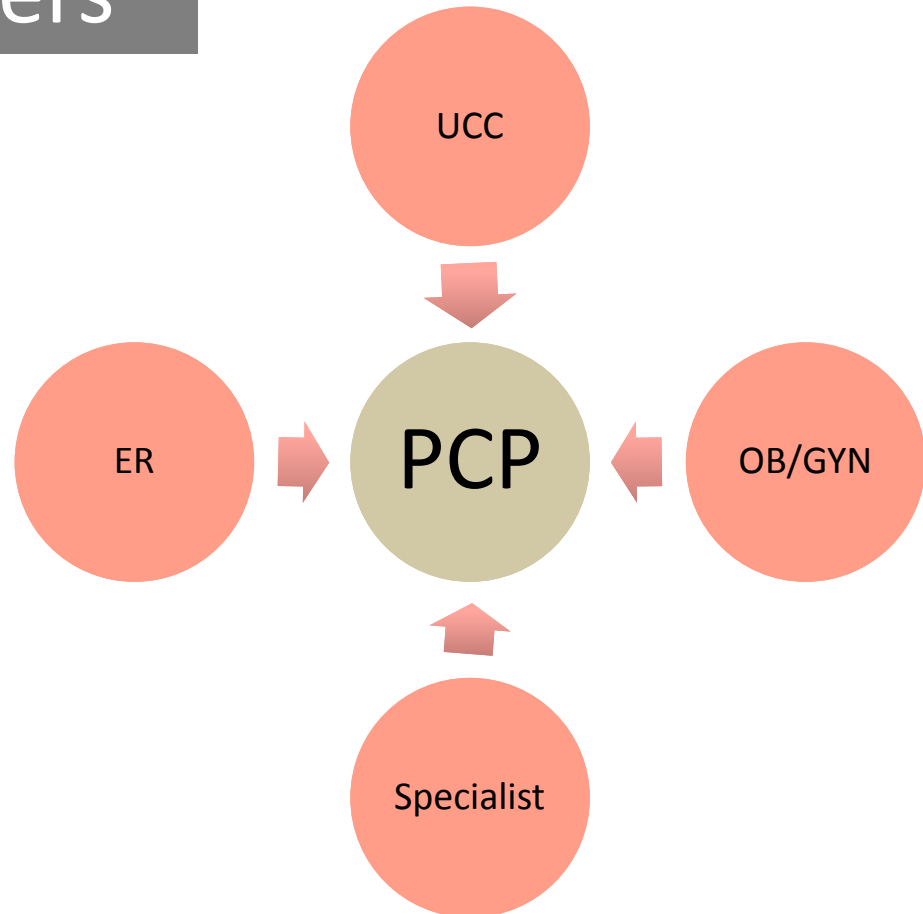


MASBHC Conference  
May 15, 2014

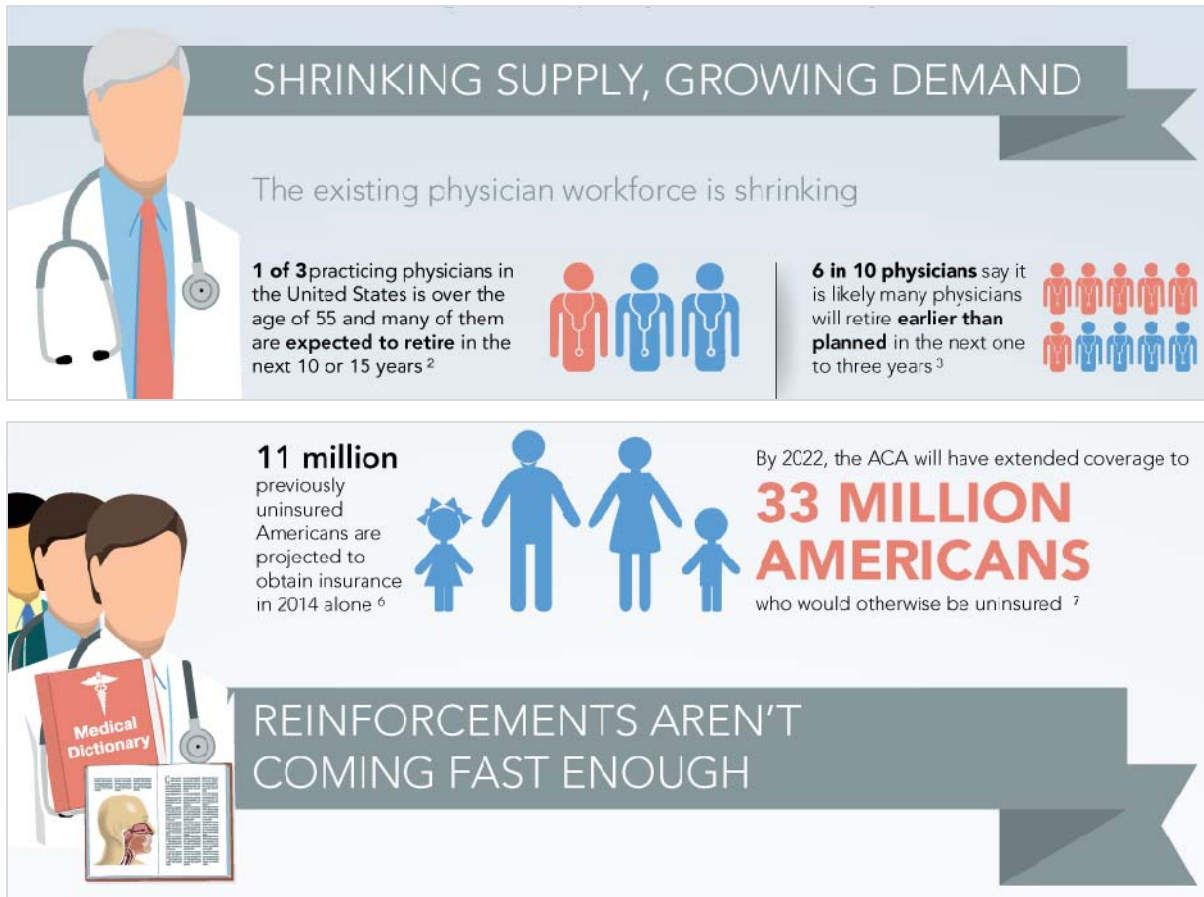


# Primary Care Providers

- Traditionally, primary care provider (PCP) as the center of a member's "healthcare universe"
- % school-age Amerigroup members who accessed services with a PCP in 2013:
  - 7-11 Years Old (**93.9%**)
  - 12-19 Years Old (**89.8%**)



# Physician Shortage

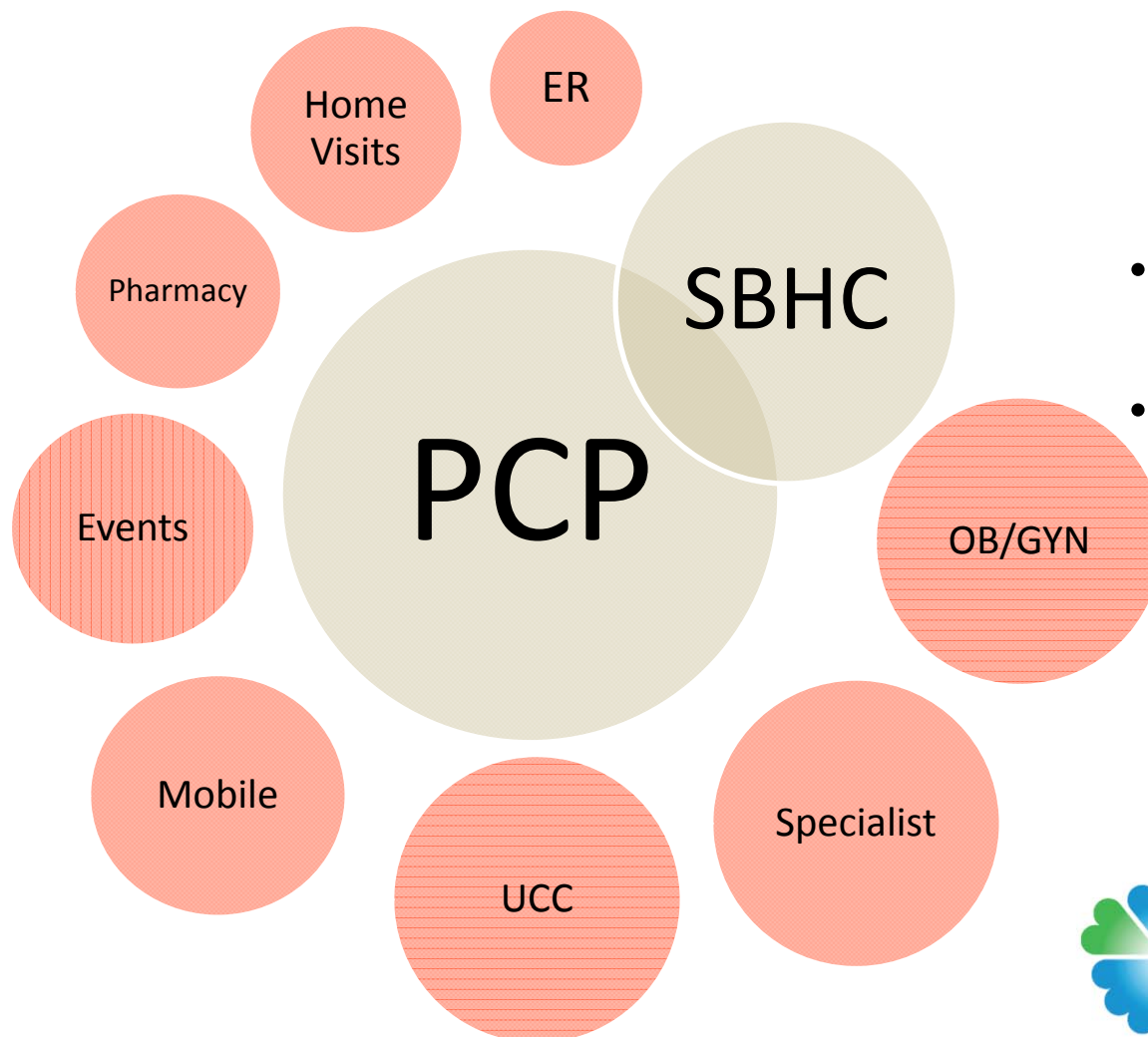


- **Healthcare Reform** brings:
  - Growth in Medicaid enrollment
  - MCO membership increase
  - Increase in demand for services
- **Physician shortage** as demand for PCP services increases

Created by Barton Associates

Sources: Congressional Budget Office, HealthLeaders Media and Deloitte Physician's Survey

# Future Care Model



- Shift towards **CONVENIENCE**
- Evolving healthcare delivery system (especially for adolescents)
  - Acceptance of alternatives to PCP for hard-to-reach adolescent population
- ↑ access where members already are
- ↓ non-emergent ER use

# SBHC + PCP

**“The goal of school-based health centers in Maryland is to improve the overall health of students. This is accomplished by establishing strong, visible, and effective school and community collaboration.”**

*- MD School-Based Health Center Standards (2006)*

## **So how can payors, PCP networks and SBHCs work together?**

- Coordinated effort to employ a co-management style of care
- To better serve our school-aged population, we must first:
  - 1 Create access
  - 2 Ensure quality standards
  - 3 Practice appropriate billing/coding

# 1

## Access

### Meet the demand by:

- Expanding provider network(s)
- Providing services at alternative locations to PCP offices
- Partnering with safety net providers
- Collaborating to reach and educate patients
- Data-sharing
- Leveraging technology
- Performing to “the top of your license”
- Focusing on prevention

# SBHC Access



*Created by oBizMedia.com from www.whitehouse.gov*

## 2012-2013 Maryland SBHC Utilization

Total Enrollment	Total Users	Total Visits
24,655	13,588	78,257

[www.MASBHC.org](http://www.MASBHC.org)

# PCP-Type Services

**Q. Must a SBHC provider be credentialed by Amerigroup to be reimbursed for PCP-type services for members?**

**A. No. A school-based health center is eligible for reimbursement by the student's MCO for the following self-referred services:**

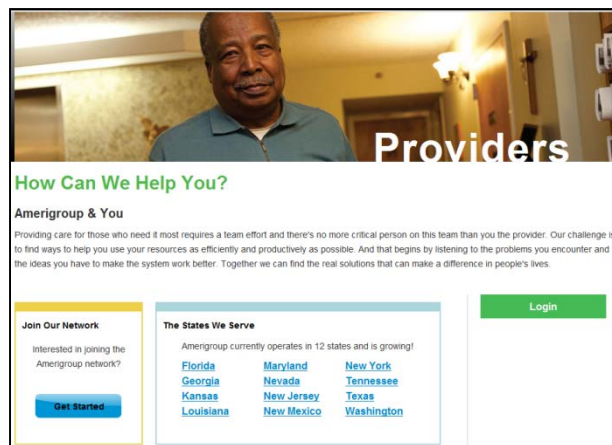
- Comprehensive well-child care (performed by EPSDT certified providers and rendered according to EPSDT standards)
- Follow-up of positive or abnormal EPSDT screening components without approval of the PCP except when referral for specialty care is indicated
- Diagnosis and treatment of illness and injury that can be effectively managed in a primary care setting
- Family planning services

**Note:** Additional services may be approved for reimbursement by individual payors.

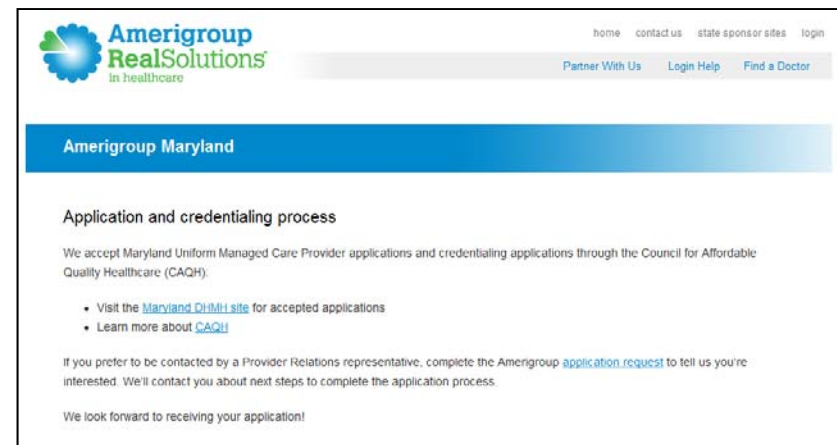


# Become a PCP

- 1 Visit [providers.amerigroup.com](http://providers.amerigroup.com) and select “Join Our Network”



- 2 Select “Maryland” and complete an application request



- 3 Work with an Amerigroup Credentialing representative to provide proof of and/or apply for:

- W9 Form
- Insurance
- CAQH #
- Additional information

- 4 Submit a “clean application” to the Credentialing Committee for approval



# In-Network Providers



## Provider Directory

- Inclusion in online and print provider directory
- Eligible for member selection and auto-assignment
- Referrals



## Amerigroup Representative

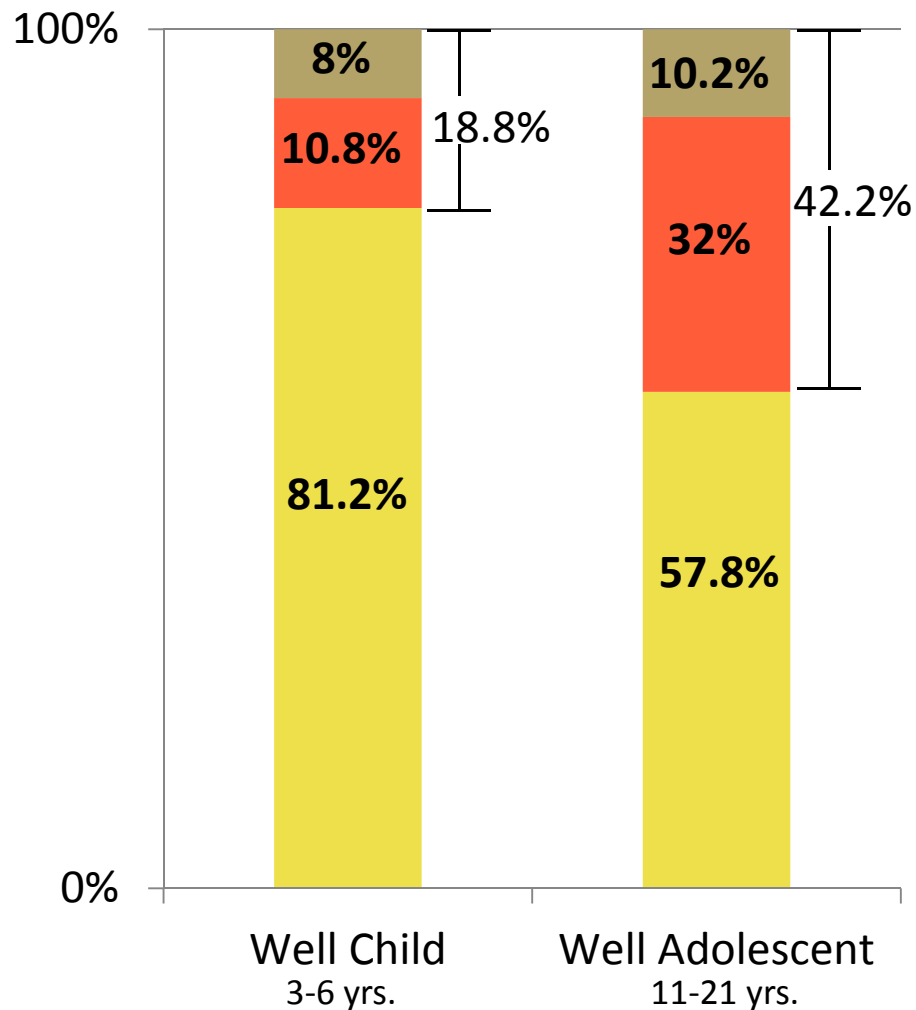
- Assigned Marketing and Provider Relations representatives to assist with:
  - Issue resolution
  - Providing Amerigroup collateral the office



## Pay for Performance

- Opportunity for increased revenue
- Incentive programs for high-quality performing providers
- Additional reimbursement

# Access + Compliance



## Missed Opportunities:

- Incorrect billing
- No combined sick/well exam
- Lack of follow up to reschedule member for a wellness exam
- Member confusion over components of a wellness exam

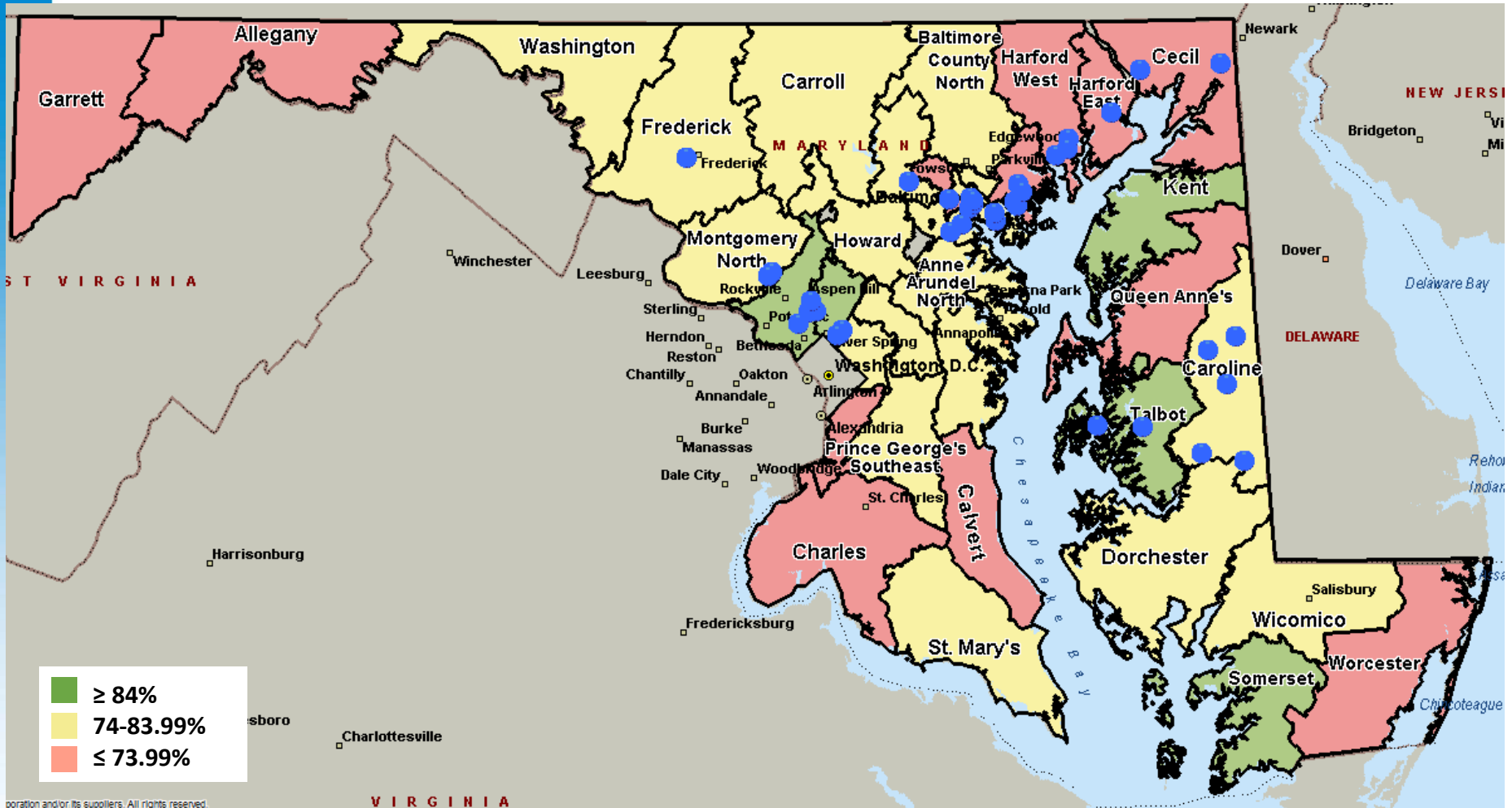
- No Access to PCP Services
- PCP Visit with No VBP Hit
- PCP Visit with VBP Hit



\*Based on 2013 HEDIS Measurement Year preliminary numbers

# Well Child

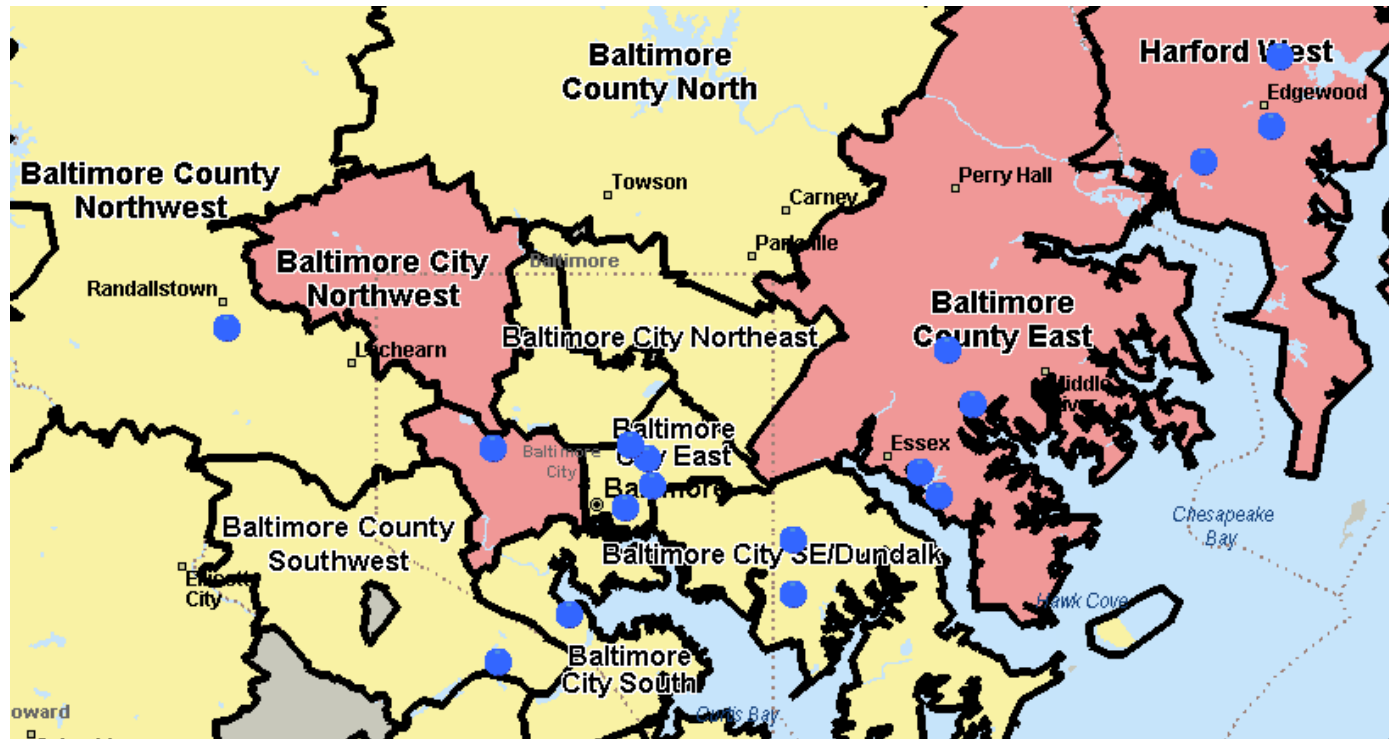
VBP Goal = 84%



● = SBHC locations that serve children

# Well Child

VBP Goal = 84%

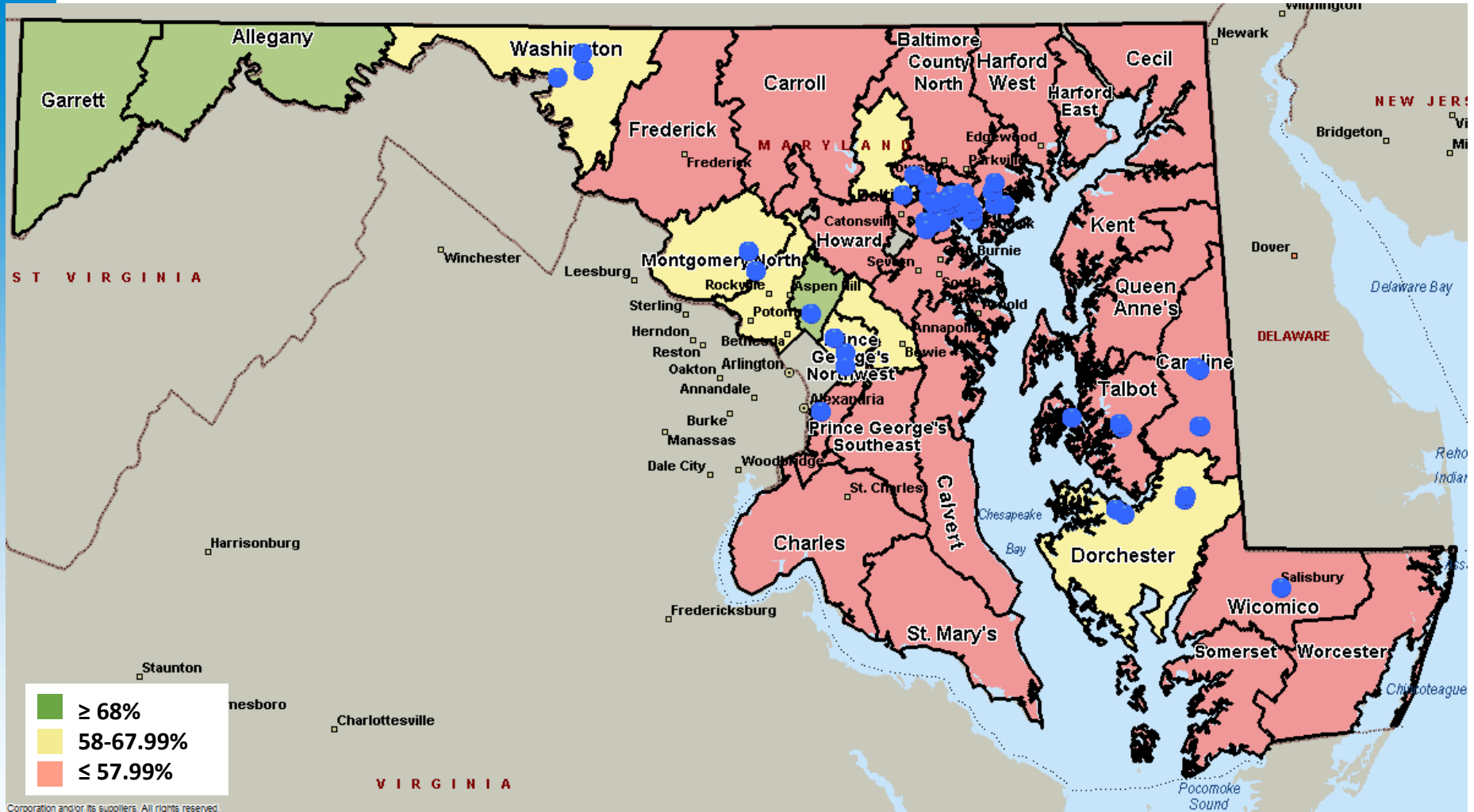


● = SBHC locations

- ≥ 84%
- 74-83.99%
- ≤ 73.99%

# Well Adolescent

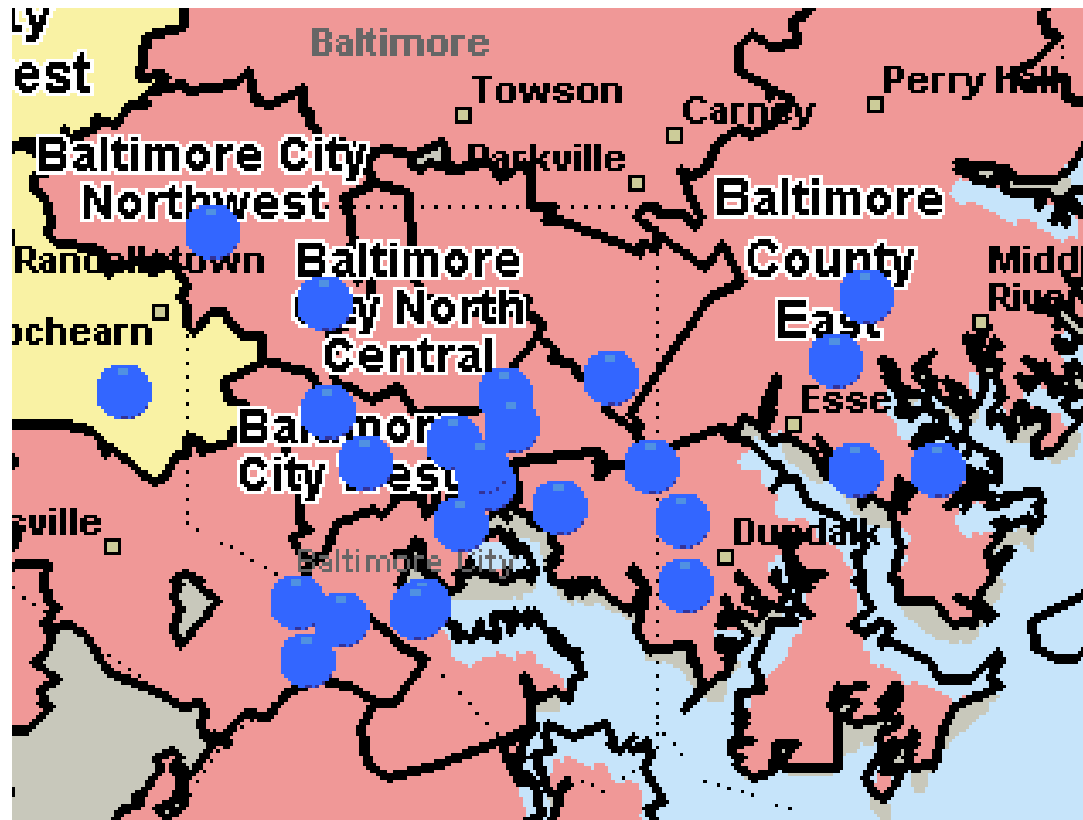
VBP Goal = 68%



● = SBHC locations that serve adolescents

# Well Adolescent

VBP Goal = 68%



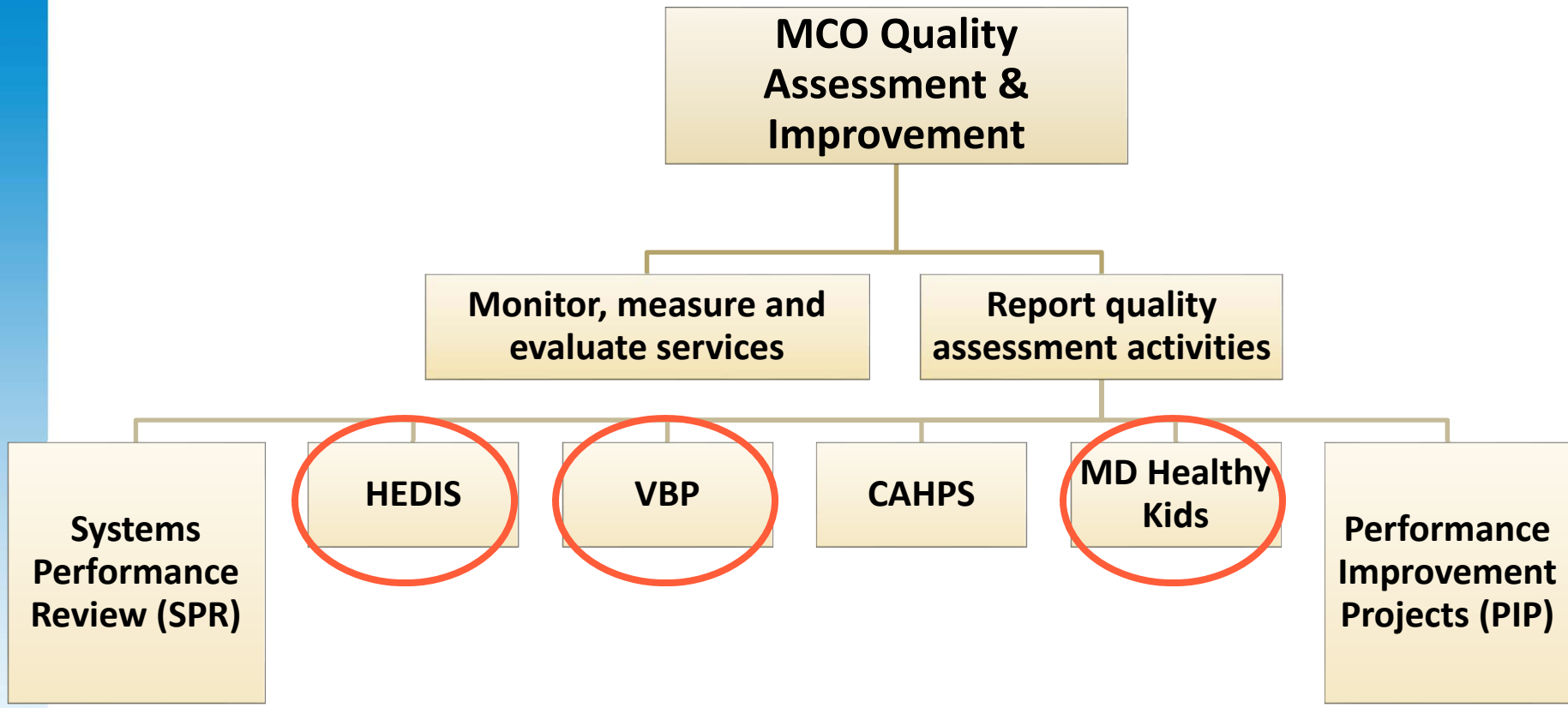
● = SBHC locations

- ≥ 68%
- 58-67.99%
- ≤ 57.99%

# 2 Quality

“Quality is not an act, it is a habit.”

-Aristotle



COMAR 10.09.65.03



# Quality of Care



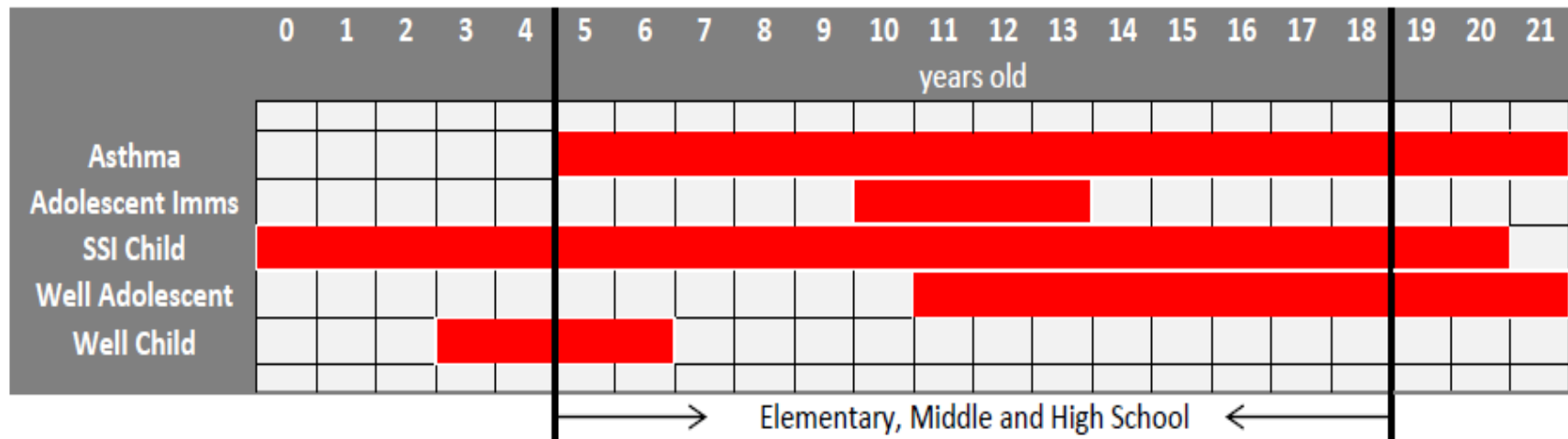
## Healthcare Effectiveness Data Information Set (HEDIS)

- Annual collection, validation and evaluation of specified measures
  - Access/availability of care
  - Effectiveness of care
  - Experience of Care
  - Utilization
- Measures change based on relevance to HealthChoice population
- HEDIS allows “apples to apples” comparison

# Quality of Care

## Value Based Purchasing (VBP)\*

- Better MCO performance = better enrollee health
- Align incentives with quality care, access and administrative efficiency across a shared set of priorities that focus on the core populations served by HealthChoice



\*Calendar Year 2012 Value-Based Purchasing Report (2014)  
from the Delmarva Foundation

# Quality of Care

## Maryland Healthy Kids and Early and Periodic Screening, Diagnosis and Testing (EPSDT)\*

**PEDIATRIC VISIT 6 to 11 YEARS** DATE OF SERVICE \_\_\_\_\_

NAME \_\_\_\_\_ M / F DATE OF BIRTH \_\_\_\_\_ AGE \_\_\_\_\_

WEIGHT \_\_\_\_\_ / \_\_\_\_\_ % HEIGHT \_\_\_\_\_ / \_\_\_\_\_ % BMI \_\_\_\_\_ / \_\_\_\_\_ % TEMP \_\_\_\_\_ BP \_\_\_\_\_

**HISTORY REVIEW/UPDATE:** (note changes)  
 Medical history updated? \_\_\_\_\_  
 Family health history updated? \_\_\_\_\_  
 Reactions to immunizations? Yes / No \_\_\_\_\_  
 Concerns: \_\_\_\_\_

**PSYCHOSOCIAL ASSESSMENT:**  
Child care:  
 Recent changes in family: (circle all that apply)  
 New members, separation, chronic illness, death, recent move, loss of job, other \_\_\_\_\_  
 Environment: Smokers in home? Yes / No \_\_\_\_\_  
 Violence Assessment:  
 History of injuries, accidents? Yes / No \_\_\_\_\_  
 Evidence of neglect or abuse? Yes / No \_\_\_\_\_

**RISK ASSESSMENT:** CHOL TB  
 (Circle) Pos / Neg Pos / Neg

**MENTAL HEALTH ASSESSMENT:**  
 Problem identified? Yes / No \_\_\_\_\_  
 Counseling provided? Yes / No \_\_\_\_\_  
 Referral? Yes / No To: \_\_\_\_\_

**PHYSICAL EXAMINATION**

<input type="checkbox"/>	<input type="checkbox"/>	(describe abnormalities)
<input type="checkbox"/>	<input type="checkbox"/>	Appearance/Interaction
<input type="checkbox"/>	<input type="checkbox"/>	Growth
<input type="checkbox"/>	<input type="checkbox"/>	Skin
<input type="checkbox"/>	<input type="checkbox"/>	Head/Face
<input type="checkbox"/>	<input type="checkbox"/>	Eyes/Red reflex
<input type="checkbox"/>	<input type="checkbox"/>	Cover test/Eye muscles
<input type="checkbox"/>	<input type="checkbox"/>	Ears
<input type="checkbox"/>	<input type="checkbox"/>	Nose/Mouth/Gums/Dentition
<input type="checkbox"/>	<input type="checkbox"/>	Neck/Nodes
<input type="checkbox"/>	<input type="checkbox"/>	Lungs
<input type="checkbox"/>	<input type="checkbox"/>	Heart/Pulses
<input type="checkbox"/>	<input type="checkbox"/>	Chest/Breasts
<input type="checkbox"/>	<input type="checkbox"/>	Abdomen
<input type="checkbox"/>	<input type="checkbox"/>	Genitals/Tanner stage
<input type="checkbox"/>	<input type="checkbox"/>	Musculoskeletal
<input type="checkbox"/>	<input type="checkbox"/>	Neuro/Reflexes
<input type="checkbox"/>	<input type="checkbox"/>	Vision (gross assessment)
<input type="checkbox"/>	<input type="checkbox"/>	Hearing (gross assessment)

**NUTRITIONAL ASSESSMENT:**  
Typical diet (specify foods): \_\_\_\_\_  
Physical Activities:  
 At least 1hr. exercise daily? Yes / No \_\_\_\_\_  
Education: Choose foods from food guide pyramid  Sociable at table   
 Lowfat food choices, including milk  Choose healthy foods at school   
 5 fruits/vegetables daily  No sweetened beverages  2hrs or less TV

**DEVELOPMENTAL SURVEILLANCE:**  
School: Grade: \_\_\_\_\_ Performance: \_\_\_\_\_  
Peer Relations: \_\_\_\_\_  
Family Relations: \_\_\_\_\_  
Extracurricular activities: \_\_\_\_\_  
Misc. issues: \_\_\_\_\_

**ANTICIPATORY GUIDANCE:**  
Social: Responsibility for self  for school  Competitiveness   
 Family vs. peer activities  Caution with strangers/animals   
 Teach address and phone number   
Parenting: increased autonomy in decisions  Communicate   
 Praise and encourage  Give allowance   
 Assist in handling money  Establish fair rules   
Play and communication: Organized sports  Hobbies   
 Monitor TV use   
Health: Dental care  Fluoride  Personal hygiene   
 Physical activity  Smoking  Second hand smoke   
 Use sunscreen  Tick prevention   
Sexuality: Prepare for physical changes  Early sex education   
 Masturbation  Modesty   
Injury prevention: Seat belt  Rear seat until age 12 years   
 Riding toys in traffic environment  Bicycle helmets  Water safety   
 Hot water 120°  Fall prevention (playground)  Matches   
 Protective devices in sports  Smoke detector/escape plan   
 Poisoning (Plants, drugs, products)  Poison control #   
 Firearms (look alike toys; owner risks/safe storage)

**PLANS/ORDERS/REFERRALS**

- Review immunizations and bring up to date
- Objective Hearing and Vision Tests (recommended) \_\_\_\_\_
- FPD, if positive risk assessment
- Testing/counseling, if positive cholesterol risk assessment
- Dental visit advised  or date of last visit \_\_\_\_\_
- Next preventive appointment at \_\_\_\_\_
- Referrals for identified problems: Yes / No (specify) \_\_\_\_\_

Signatures: \_\_\_\_\_  
<http://www.dhmh.maryland.gov/epsdt/> Maryland Healthy Kids Program 2013

- Performance improvement assessments to enhance quality of services delivered by Medicaid providers to recipients <21 yrs
- Audits for EPSDT-certified providers
- EPSDT Screening Forms

\*Maryland Healthy Kids/EPSDT Home Page on DHMH website

# Best Practices

## “Meet Members Where They Are”

- Bring healthcare to members for one-time service when travel to PCP is unavailable or inconvenient
- Modes of healthcare delivery:
  - ✓ Home-visiting providers
  - ✓ Member-focused events
  - ✓ Partnership with community-based organizations

## Appointment Coordination

- Clinic days with PCPs for dedicated, Amerigroup-only appointment slots
- Online scheduling tool with e-reminders



# MCO Best Practices

## Adolescent Well Care Outreach

- Opportunity lists for PCPs
- Incentives for high-volume providers
- Clinic Days
- Appointment coordination
- Member incentives
- Online scheduling tool



Measurement Year	2010	2011	2012
VBP Compliance	52.22 %	63.11 %	68.06 %

*\*Recognized in 2012-2013 MHPA Best Practices Compendium*

# Best Practices

## Raffle Rewards Program

- Incentivize member compliance with an annual wellness exam
- Use completed pre-addressed, postage-paid brochure to enter raffle
  - Updated contact information
  - Email addresses
- Raffle prizes include:
  - Baltimore Ravens experiences
  - Bicycles
  - Xbox 360 Packages
  - Toys R Us Gift Cards
  - Six Flags Seasons Passes (Family Pack)



# Best Practices

## Purple Ticket to Health

### Partnership with the Baltimore Ravens + Torrey Smith

- Mailings
- Eliza calls (with Torrey Smith voiceover)
- Posters in provider offices and community organizations
- Member incentives for completing annual wellness exam:
  - Ravens Game Day experience
  - Locker Room event
  - M&T Bank Stadium Tour
  - SpringFest
  - Draft Day festivities
  - Autographed Torrey Smith jerseys



**CATCH YOUR CHANCE TO WIN WITH THE BALTIMORE RAVENS!**

**PURPLE TICKET TO HEALTH**  
APPOINTMENT REMINDER

**Schedule your wellness check up TODAY!**  
If you need help scheduling an appointment please call:  
**1.800.600.4441**

Amerigroup RealSolutions<sup>®</sup> in healthcare

The poster features a photograph of Baltimore Ravens player Torrey Smith (number 82) catching a football. The background is dark blue with a subtle pattern of the Ravens' helmet. The text is in white and gold, matching the team's colors. The Amerigroup RealSolutions logo is in the top right and bottom right corners.

# MCO Best Practices

## Purple Ticket to Health Program



**BE A WELLNESS WINNER WITH THE BALTIMORE RAVENS!**

**GANE SALUD CON LOS RAVENS DE BALTIMORE.**



1-800-600-4441  
(TTY 1-800-855-2880)  
TTY 1-800-855-2884 (ESPAÑOL)



WWW.MYAMERIGROUP.COM/MD

Updated information from member and provider (e.g. email and phone #)

High-profile partnership encourages members to open/read information

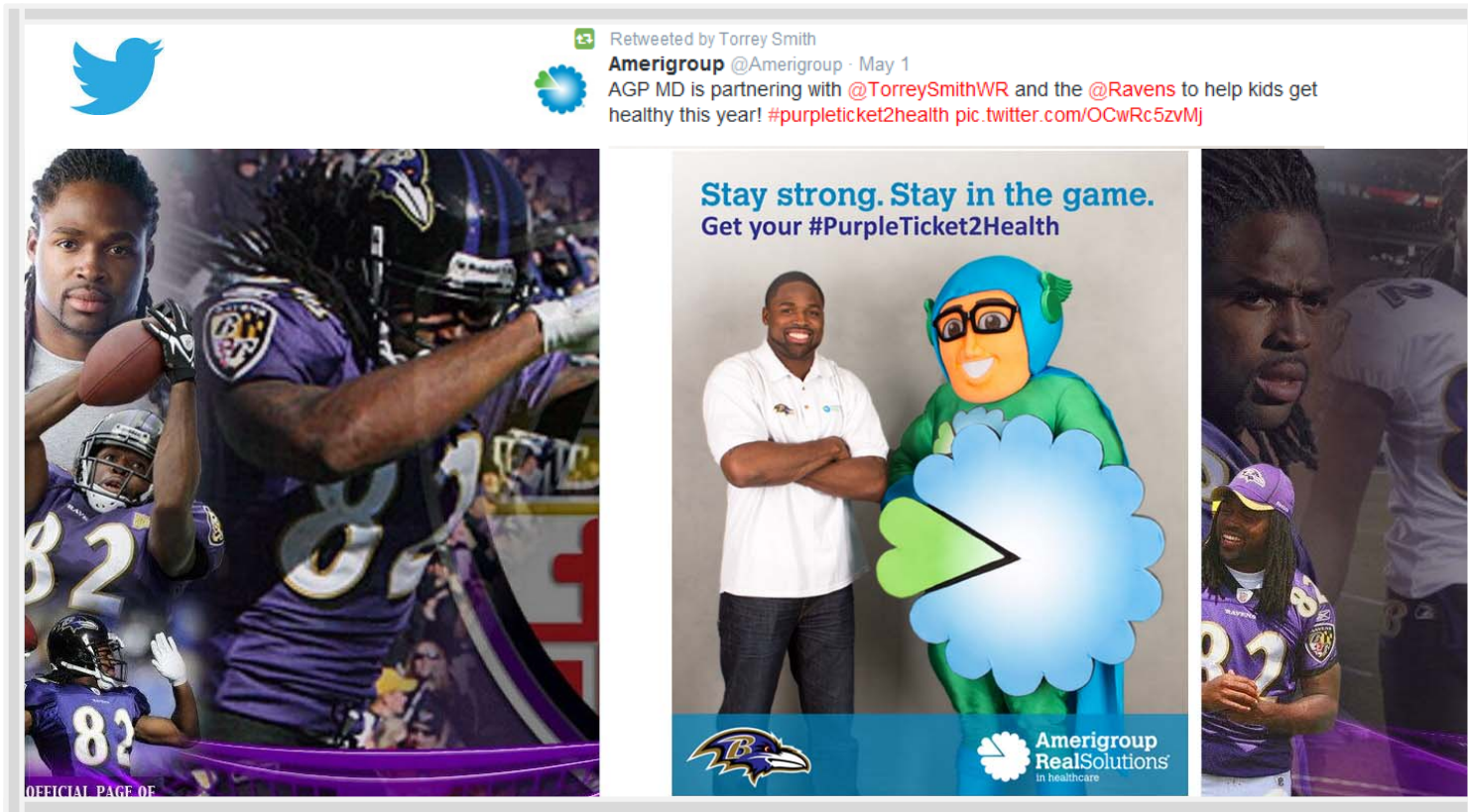
QR Code drives members to YouTube video

Member Information (to be filled out by member's parent/guardian)	Información del miembro (la completa el padre/tutor del miembro)
Member's name	Nombre del miembro
Member's street	Calle y número del miembro
Member's city, state and ZIP	Ciudad, estado y código postal del miembro
Member's Amerigroup member ID number	No. de ID de Amerigroup del miembro
Member's phone number (for verification)	Número de teléfono del miembro (para verificación)
Member's date of birth	Fecha de nacimiento del miembro
Member's age	Edad del miembro
PCP Information (to be filled out by doctor's office)	PCP Information/Información del PCP (la completa el personal del consultorio del doctor)
Doctor's name	Doctor's name/Nombre del médico
Date of visit	Date of visit/Fecha de la consulta
Doctor's signature or office stamp	PCP's signature or office stamp/Firma del PCP o sello del consultorio
Doctor's office phone number	Doctor's office phone number/Teléfono del consultorio del doctor
<p>HealthChoice is a program of the Maryland Department of Health and Mental Hygiene.</p> <p>Amerigroup is a culturally diverse company. We welcome all eligible individuals into our health care programs, regardless of health status. If you have questions or concerns, please call 1-800-600-4441 (TTY 1-800-855-2880) and ask for extension 34925. Or visit <a href="http://www.myamerigroup.com">www.myamerigroup.com</a>.</p>	<p>HealthChoice es un programa del Departamento de Salud e Higiene Mental de Maryland.</p> <p>Amerigroup es una compañía con diversidad cultural. Todas las personas elegibles son bienvenidas a nuestros programas de atención médica, independientemente de su estado de salud. Si tiene preguntas o inquietudes, llame al 1-800-600-4441 (TTY 1-800-855-2884) y pida hablar con la extensión 34925. O visítenos en <a href="http://www.myamerigroup.com">www.myamerigroup.com</a>.</p>



# MCO Best Practices

## Purple Ticket to Health Program



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To its right, it says "Retweeted by Torrey Smith". Below that is the Amerigroup logo and the text: "Amerigroup @Amerigroup · May 1 AGP MD is partnering with @TorreySmithWR and the @Ravens to help kids get healthy this year! #purpleticket2health pic.twitter.com/OCwRc5zvMj". The main content of the tweet is a collage of three images. The left image shows a Baltimore Ravens player (number 82) holding a football. The middle image shows a man in a white polo shirt standing next to a large, colorful mascot character that looks like a stylized flower or bird. The right image shows another Ravens player (number 82) in a purple jersey. At the bottom of the middle image, there is a blue banner with the Baltimore Ravens logo on the left and the Amerigroup RealSolutions logo on the right. The text on the banner reads: "Stay strong. Stay in the game. Get your #PurpleTicket2Health".

Retweeted by Torrey Smith






**Amerigroup** @Amerigroup · May 1  
AGP MD is partnering with @TorreySmithWR and the @Ravens to help kids get healthy this year! #purpleticket2health pic.twitter.com/OCwRc5zvMj

Stay strong. Stay in the game.  
Get your #PurpleTicket2Health

Amerigroup RealSolutions<sup>®</sup>  
in healthcare

# Best Practices

## Social Media + Online Presence

	<p><b>Like us on Facebook.</b> Check out our events. <a href="http://www.facebook.com/AmerigroupCorporation">www.facebook.com/AmerigroupCorporation</a></p>		<p><b>Watch Real Story videos on YouTube.</b> <a href="http://www.youtube.com/AmerigroupCorp">www.youtube.com/AmerigroupCorp</a></p>
	<p><b>Follow us on Twitter.</b> <a href="http://www.twitter.com/@amerigroup">www.twitter.com/@amerigroup</a></p>		<p><b>Join a private social network for free.</b> <a href="http://www.amerigroup.onehealth.com">www.amerigroup.onehealth.com</a> Get support for your personal health goals.</p>
	<p><b>Check out the Amerigroup member website.</b> <a href="http://www.myamerigroup.com/MD">www.myamerigroup.com/MD</a> See all your benefits. Print your ID card. Find a doctor, dentist, hospital, clinic or pharmacy. Email us, and we'll remind you of your doctor's appointment.</p>		

Stay connected with your health.



Or find a doctor at [directory.amerigroup.com](http://directory.amerigroup.com).

# Lessons Learned

- Appeal to older **adolescents as decision-makers**
  - Adolescents may/may not have support from a parent/guardian
- **Technology is key** to reaching teens and young adults
  - Adolescents are generally tech-savvy and respond to opportunities to:
    - Schedule electronically
    - Receive reminders via text message
    - Use mobile apps
    - Find information on social networking sites (e.g. Instagram, Twitter, Facebook)
- **Data-sharing is critical** to MCO/SBHC partnership
  - Medicaid population is often hard to reach with ever-changing contact information
  - MCO's unable to pinpoint which students attend schools with a SBHC

# MCO Members + SBHC

## How can MCOs help their clients connect with Maryland SBHCs?

**What can Health Promotion do for you?**

You work hard to make sure your patients get the care they need, and we can help.

Our Health Promotion team offers a variety of services to support your office and our members:

- Appointment coordination — clinic days**  
Work with our Provider Relations liaisons to designate blocks of time for Amerigroup-only appointments.
- Outreach support**
  - Let our outreach representatives help you call members to schedule appointments, remind them about upcoming appointments and follow up for overdue or missed appointments.
  - Get handy tools for your office, like appointment reminder cards and we're-trying-to-reach-you postcards.
- Educational materials**  
Send your members home with Ameritips, a series of health education materials about:
  - Asthma
  - Diabetes
  - Immunizations
  - Oral health
  - Postpartum care
  - And more!
- Community events**  
Represent your practice, meet current and prospective members, and answer health questions in group or one-on-one sessions at our Ask a Doctor events.

**Contact us**

Appointment coordination, outreach calls and community events

Karen Tavenner  
Provider Relations Liaison  
410-981-4529  
Karen.Tavenner@amerigroup.com

Outreach materials and educational brochures

Megan Welter  
Health Promotion Coordinator  
410-981-4038  
Megan.Welter@amerigroup.com

**Amerigroup RealSolutions**  
in healthcare

MDPEC-0008-12.12.12

- Appointment coordination\*
- Promotional outreach (e.g. flier mailings)\*
- Promotion at community events
  - Vendor table
  - Ask A Doctor

\*Require member data-sharing

# MCO Members + SBHC



**Wellness care made easy!**

**Are you a parent or guardian?** If so, it can give you peace of mind to know your child is getting the health care services he or she needs.

Your child's doctor or primary care provider is the best place to go for preventive or wellness care. Sometimes, though, you can't get an appointment right away.

At those moments, your child's school wellness center can make life a lot easier. As an Amerigroup member, all you have to do is register your child to receive no-cost health care services. Your child's school wellness center can provide services such as:

- Coordination of care with your child's doctor
- Immunizations (shots)
- Well-child checkups
- Well-teen checkups
- Sick visits
- Health education



Contact your school's wellness center after August 26, 2013, to make sure that all of your children are registered to receive care for the next school year.

**Member Services**  
1-800-600-4441 (TTY 1-800-855-2880)  
[www.myamerigroup.com/MD](http://www.myamerigroup.com/MD)



**Amerigroup**  
**RealSolutions**  
in healthcare

HealthChoice is a program of the Maryland Department of Health and Mental Hygiene. Amerigroup is a culturally diverse company. We welcome all eligible individuals into our health care programs, regardless of health status. If you have questions or concerns, please call 1-800-600-4441 (TTY 1-800-855-2880) and ask for extension 34923. Or visit [www.myamerigroup.com](http://www.myamerigroup.com).

MD-SBHC File#-CHL-0813 HP-C-1012-13 08.13

*Sample educational flier to promote school-based health care*

# BCPS Best Practices



**An interview on Best Practices with:**

**Charles Tyler, Jr.**

*Fiscal Manager*

The Office of Third Party Billing

# 3

## Billing

**“If it wasn’t documented, it didn’t happen.”**

### WHAT

- DHMH Billing Manuals
- CPT and ICD Guidebooks

### HOW

- Electronically (EDI)
- Submitted through web portal
- Mailed paper form

### WHEN

- 180 days from date-of-service

### WHO

- Which payer?
- Verify eligibility on EVS
- MCO always secondary

# Common Errors

- Didn't use SBHC NPI
- Member no longer enrolled
- Code Editing:
  - Incidental procedure
  - Diagnosis inconsistent with age
  - New visit frequency

**Know your appeal rights!**





Questions?