Population Health Management Program Update

Youngstown State University
April 20, 2023
Medical Mutual Population Health Model

Best practice programs customized to member’s health status and engagement preferences

- Healthy: Medical Mutual Wellness
- Rising Risk: Chronic Condition Management
- Chronically Ill: Member Assistance Program
- Multi-Chronic Complex: High Risk Case Management & Transitional Care Program
- Acute/Catastrophic: Palliative Care Program
- End of Life: Palliative Care Program
Population Health Program Stratification and Engagement

External Data Inputs: Scheduled and Real-Time
- Medical, Dental, Vision Claims
- Pharmacy Claims
- Lab Results
- Wellness Program
- SDOH Data and Referrals
- Physician EMR and Referrals
- Emergency Department
- Pre-visit, Inpatient, and Post-visit Hospital Utilization

Medical Mutual: Program Identification and Analytics
- Medical Mutual: Multi-modality Member Engagement
- Postal Mail
- Email
- Text Messaging
- Member Portals
- Wellness Program
- Telephone
- Social Media
- Home visit and Monitoring
- Provider and Health System Integration

Dashboards
Data Files
Static Reports
## Taking Care of Our Members

<table>
<thead>
<tr>
<th>Population Health Model Focus</th>
<th>Program</th>
<th>Program Return Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellness</td>
<td>Bravo Wellness: Achievement Program (Fully Customized)</td>
<td>✓ Improve member’s ability to manage their health</td>
</tr>
<tr>
<td>Wellness / Rising Risk</td>
<td>Digital Lifestyle Coaching</td>
<td>✓ Help receive highest quality of care from providers</td>
</tr>
<tr>
<td>Rising Risk</td>
<td>Maternity Management</td>
<td>✓ Align member with proper care protocols for their health</td>
</tr>
</tbody>
</table>
| Rising Risk & Chronically Ill | Chronic Condition Management Program:  
- Telephonic coaching  
- Digital coaching programs (e.g., Lark)  
- Provider remote monitoring | ✓ Cost savings through avoided medical expense: reducing risk, preventing unnecessary utilization (ED, inpatient, readmissions) |
| Multi-Chronic Complex         | Member Assistance Program (MAP) | |
| Acute / Catastrophic / Episodic | Case Management – support includes:  
- Progeny  
- Specialty needs  
- Inpatient and post discharge | |
| Acute / Catastrophic / Episodic | Transitional Care Program | |
| End Of Life                   | Palliative Care Program | |
Chronic Condition Management Program

- Digital, telephonic and in-person engagement based on members’ health and preferences
- Customized support for members with various chronic conditions including:
  - Asthma
  - Heart Disease
  - Chronic Obstructive Pulmonary Disease (COPD)
  - Diabetes
  - Hypertension
  - MSK / Pain Management (NEW! sword)
Medical Mutual Digital Health Coaching – Lark Health

Best in class digital coaching customized to meet individuals needs based on their health condition

- **Rising Risk**
  - **lark Diabetes**
    - PREVENTION PROGRAM
      - Lark is a CDC-Recognized National Diabetes Prevention Program Provider
    - **DPP - Welcome & Goal Selection**
  - **lark Diabetes**
    - DISEASE MANAGEMENT
      - Lark provides diabetes management and coaching anytime, anywhere
    - **Diabetes Program Overview**
  - **lark Hypertension**
    - DISEASE MANAGEMENT
      - Lark provides hypertension management and coaching anytime, anywhere
    - **HTN Program Overview**
Recent Clinical Outcomes
Lark Health

**Diabetes Prevention Program**
- 76% of members achieving at least 5% weight loss maintain at least 5% weight loss 3+ months later
- Members shift to lower BMI categories, with a 1.4x increase in the Normal BMI class between program start and 150+ days

**Diabetes Program**
- 82% of members had at least 70% of readings in range
- 64% of Members report no issues adhering to their medication plan

**Hypertension Program**
- 51% of members who logged BP, achieved a 5-point improvement in BP
- 76% of Hypertension members report no issues adhering to their medication plan
## CCMP-Targeting & Engagement

<table>
<thead>
<tr>
<th>Conditions</th>
<th>Digital Coaching Lark</th>
<th></th>
<th>Telephonic Coaching</th>
<th></th>
<th>Provider Remote Monitoring</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Targeted</td>
<td>Engaged</td>
<td>Targeted</td>
<td>Engaged</td>
<td>Targeted</td>
<td>Engaged</td>
</tr>
<tr>
<td>Asthma</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>0</td>
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<tr>
<td>Coronary Artery Disease (CAD)</td>
<td></td>
<td></td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
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<tr>
<td>Heart Failure (HF)</td>
<td></td>
<td></td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Chronic Obstructive Pulmonary Disease (COPD)</td>
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<td></td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
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<tr>
<td>Diabetes</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Diabetes Prevention</td>
<td>13</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Diabetes Management</td>
<td>18</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Hypertension</td>
<td>190</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
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<tr>
<td>Total</td>
<td>231</td>
<td>17</td>
<td>9</td>
<td>6</td>
<td>0</td>
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Care Management / Case Management

- Individualized support to help our members:
  - Obtain high quality care from the right provider
  - Receive support before and after hospitalizations
  - Improve their quality of life and ability to self-manage health conditions

- Specialty care management programs include:
  - Behavioral Health
  - High-risk pregnancies and neonatal care
  - Pediatrics
  - Solid organ and tissue transplants

- Led by a nurse assigned to member and coordinated with member’s provider care team
## Case Management

<table>
<thead>
<tr>
<th>Conditions</th>
<th>Telephonic Case Management</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Targeted</td>
<td>Enrolled</td>
<td>Average Days in Program</td>
<td></td>
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<tr>
<td>Ambulatory</td>
<td>12</td>
<td>2</td>
<td>318</td>
<td></td>
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<tr>
<td>Return to Home</td>
<td>19</td>
<td>14</td>
<td>62</td>
<td></td>
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<tr>
<td>High Risk Maternity</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Transplant</td>
<td>2</td>
<td>2</td>
<td>503</td>
<td></td>
</tr>
<tr>
<td>Behavioral Health</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>37</strong></td>
<td><strong>18</strong></td>
<td><strong>883</strong></td>
<td></td>
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</table>

### 48.6% Engagement Rate

**Ambulatory** – Members with high or emerging risk. Not based on a current acute hospitalization.

**Return to Home** – Members admitted to an acute facility and discharged to home who are identified as high risk for readmission

**High-Risk Maternity** – Pregnant members with a diagnosis of high-risk pregnancy conditions

**Transplant** – Members requiring an organ or tissue transplant

**Behavioral Health** – Members who have a primary behavioral health condition
MedMutual Maternity & NICU Management

Maternity
- MedMutual Maternity App
- Telephonic, and in person services to support members at all stages of their pregnancy

NICU Management
- Utilization Management
  - Validate all NICU admissions for appropriateness
  - Confirm diagnosis
  - Level of Care
  - Length of Stay
  - Payment Validation

- Case Management
  - Connects with family early in the hospital stay
  - Provides support for the entire 1st year
SWORD Health - Musculoskeletal (MSK) Digital Coaching & Virtual Physical Therapy

Personalized care plan working with Doctor of Physical Therapy and digital platform for 8 - 12 weeks

- Sensor and sensor-less
- Members 13 – 89 years old

Helps individuals:

- Reduce pain caused by MSK conditions
- Prevent progression of acute injury to chronic pain
- Avoid surgery

ROI: Claims validated control group studies have shown…

- Average $2,472 in savings per individual
- Almost 20% reduction in MSK spend
BLOOM: A SWORD Health Program

- Bloom is an additional offering from Sword that addresses women’s pelvic health issues through Physical Therapy.

- The program treats:
  - Pelvic Pain
  - Urinary incontinence
  - Other pelvic floor issues

- Since these conditions are not typically thought of as MSK issues or associated with Physical Therapy, Sword markets Bloom separately as a women’s health product.
**Digital Coaching Enrollment Guide**

**Want to get healthy?**

Lark digital coaching is for you.

**Getting healthy can be hard, and Lark is here to help every step of the way.** Lark is a digital health coach available 24/7 from your smartphone. Lark’s friendly and supportive digital coach can help you eat better, move more, and stress less through personalized tips and recommendations. The programs are part of your Medical Mutual benefits, so there is no additional cost to you!

**Diabetes Prevention** – Lose weight and get healthy with Lark’s CDC recognized Diabetes Prevention Program and receive a complimentary smart scale.

**Diabetes Care** – This program helps you take control of diabetes and includes a complimentary smart scale and glucometer with testing supplies.

**Hypertension Care** – Manage high blood pressure and build healthy habits with help from a smart scale and blood pressure cuff at no cost to you!

**Get started today!**

Take control of your health and claim your devices at no cost to you.

**Enroll your way-3 different options!**

1. Scan this QR code with your smartphone
2. Text START to 45696 and use code MedMutual when prompted
3. Go online and visit [enroll.lark.com/medmutual](enroll.lark.com/medmutual)
Collaboration/Opportunities

- Coordinate with group representatives to promote and refer to Digital Coaching
- Attend Health Fairs/Screenings
- Collaborate to conduct a campaign specific to Hypertension to increase interest, awareness and engagement
- Create Communication plan with group representatives to make sure members can engage with SWORD upon implementation
Thank You