



# 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



# 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®



Dashboards



Data Files



Static Reports

## Medical Mutual: Multi-modality Member Engagement



Postal Mail



email



Text Messaging



Member Portals

bravo

Wellness Program



Telephone



Social Media



Home visit and Monitoring



Provider and Health System Integration




MEDICAL MUTUAL®

# Taking Care of Our Members

Population Health Model Focus	Program	Program Return Areas
Wellness	Bravo Wellness: Achievement Program (Fully Customized)	✓ Improve member's ability to manage their health
Wellness / Rising Risk	Digital Lifestyle Coaching	
Rising Risk	Maternity Management	✓ Help receive highest quality of care from providers
Rising Risk & Chronically Ill	Chronic Condition Management Program: <ul style="list-style-type: none"> <li>- Telephonic coaching</li> <li>- Digital coaching programs (e.g., Lark)</li> <li>- Provider remote monitoring</li> </ul>	
Multi-Chronic Complex	Member Assistance Program (MAP) 💰	✓ Align member with proper care protocols for their health
Acute / Catastrophic / Episodic	Case Management – support includes: <ul style="list-style-type: none"> <li>- Progeny 💰</li> <li>- Specialty needs</li> <li>- Inpatient and post discharge</li> </ul>	
Acute / Catastrophic / Episodic	Transitional Care Program 💰	✓ Cost savings through avoided medical expense: reducing risk, preventing unnecessary utilization (ED, inpatient, readmissions)
End Of Life	Palliative Care Program 💰	

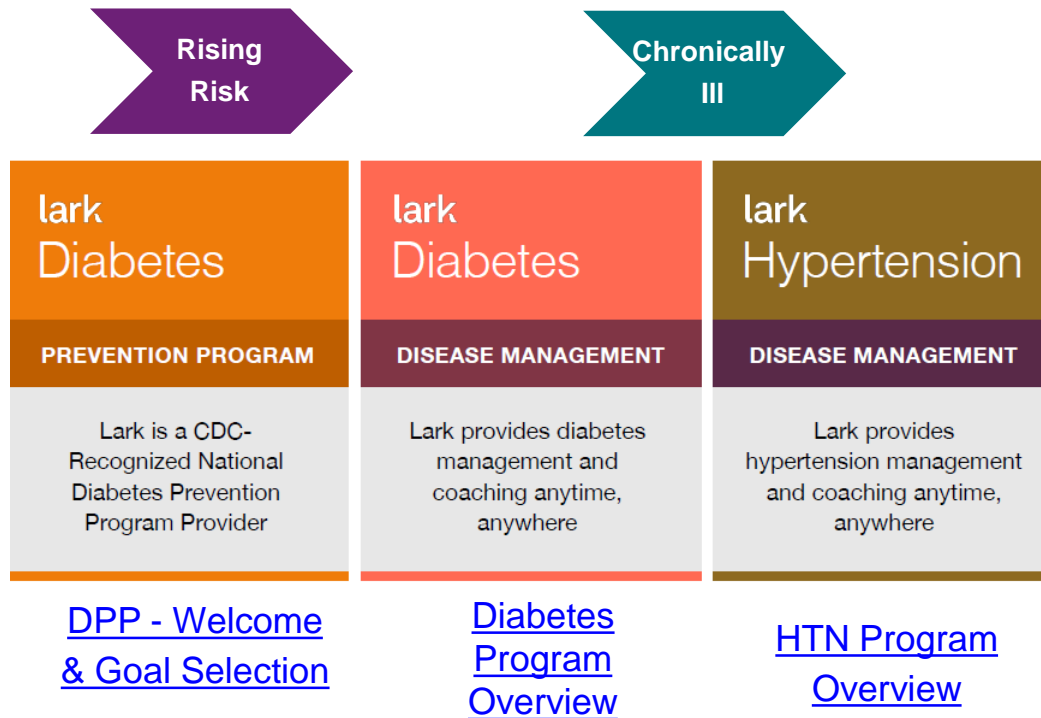
# Chronic Condition Management Program

- 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



**lark**

# 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

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



# 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

48.6%  
Engagement  
Rate

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

**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 1<sup>st</sup> 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



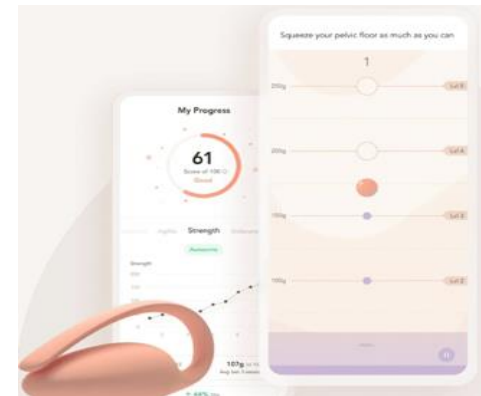
# BLOOM: A SWORD Health Program

- 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.

## Bloom

1 in 4 Women suffer from pelvic health disorders. Traditional pelvic care is inaccessible and stigmatized.

Bloom is the next generation of Women's Pelvic health enabling a more convenient, higher quality and destigmatized pelvic care, at home.



# 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!

**All programs include:**

-  The Lark app and a personalized digital coach
-  Nutrition coaching and a food tracker
-  Tips to increase exercise and improve sleep quality
-  Smart devices that connect to the Lark app to track your progress

### 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 45595 and use code MedMutual when prompted
3. Go online and visit [enroll.lark.com/medmutual](https://enroll.lark.com/medmutual)



**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 45595 and use code MedMutual when prompted
3. Go online and visit [enroll.lark.com/medmutual](https://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