WellCare of Nebraska
Health & Human Services Committee
Presentation
Lauralie Rubel, President/CEO
September 22, 2017
Discussion Topics

• Operational Challenges and Solutions
• Corrective Action Plan and Response
• Member and Provider Engagement
• Care Management Highlights
Challenges

- Challenges related to Nebraska specific, historical behavioral health reimbursement from prior behavioral health MCO
- 599 CHIP eligibility identification in 834 enrollment transaction file
- Provider contract affiliations and credentialing submissions; corresponding delays in provider configuration
- Need for provider education specific to “clean” claims processing and front-end edits
- Power of attorney validation for guardians and case workers for foster children
- Distinction between Heritage Health covered benefits and HCBS waiver benefits
Corresponding Solutions

- Historical behavioral health reimbursement from prior behavioral health MCO – building strong partnerships with key behavioral health providers to understand historical payment arrangements and reconfiguration of automated processes

- Limited provider education specific to “clean” claims processing and front-end edits – additional training for providers with high rejections and denials; development of detailed reference guides

- Modification of specific eligibility validation steps and front-end edits – examples include member matching logic relaxed for 599 CHIP eligibility identification; power of attorney validation for foster children

- Provider contract affiliations and credentialing submissions – working closely with provider systems and groups to validate affiliations and system configuration

- Distinction between Heritage Health covered benefits and HCBS waiver benefits – current analysis of specific codes to align with benefit packages
Issues identified in MLTC’s Corrective Action Plan notification dated 8/16/17:

- Failure to notify MLTC of the vacancy of the key staff position of Director of Finance within 2 business days of the change.

- Continued pattern of inappropriately denying reimbursement to behavioral health providers.

- Continued pattern of inappropriately denying reimbursement to Durable Medical Equipment (DME) providers.

- Failure to implement system changes accurately to correct inappropriate denials for reimbursement of services when Medicaid should be primary when clients have Medicare/Medicaid dual eligibility.

- Failure to post known claims management issues to the website per directed by MLTC staff on 5/18/2017

- Failure submit semi-annual Claims Audit and Medical Necessity Review reports by extended due date of July 31, 2017.
Corrective Action Plan submitted to MLTC September 14, 2017

- Root cause resolution and corrective action workflows for:
  
a) Notification delay for key staff change
b) Behavioral health claims issues
c) DME claims issues
d) Delay in claims error audit report

- Medicare Coordination of Benefits (COB) processing
  - Revised COBA process
  - Supplemental (“MediGap”) COB

- Provider Complaints
  - Service level monitoring for response times
  - Ongoing provider engagement and education
  - Continuous monitoring of claims (BH, DME, other identified)
Member & Provider Efforts

- Standing Joint Operating Committee meetings (JOCs) with health systems, provider groups and complex care providers
- Member Advisory, Provider Advisory and Clinical Advisory Committees
- Claims data monitoring and proactive issue identification/outreach
- Member follow-up on quality of care concerns and/or service complaints
- Extended field-based member service efforts
- Provider Satisfaction Survey (Q4 ‘17)
- Member Satisfaction Survey (Q1 ‘18)
WellCare Highlights

• Welcome Rooms
• Field Care Management
• Baby’s First
Welcome Rooms

Four Welcome Rooms across Nebraska:
- Kearney (Brittany) – 2714 2nd Ave – 308-698-2501
- Norfolk (Tanya) – 500 S.13th St. – 402-370-1901
- Scottsbluff (Denise) - 2621 5th Ave – 308-220-7901
- South Omaha (Guadalupe) – 2921 K St. – 402-738-3701
Welcome Rooms

• Community Presence
  • Available to the public, not just WellCare members
  • Office coordinators are trained to handle member service issues
  • Access to tools and information
    • For example, 911 educational seminar, diabetic monitors
• Community Events
  • For example, Holiday gift wrapping event
  • Fall Festivals

• Central Location for WellCare-sponsored Meetings
  • Provider Training Sessions
  • MAC Meetings
  • Meeting space for Field Health Nurses

• Community Partners Host Site
  • Alzheimer's support group
  • Probation Focus group
  • Adoption Agency of NE – training sessions
  • Circles of Security

• Workspace for Care Managers and Field Associates
  • Open from 8:30am to 5:00pm, Monday – Friday
Roles and Responsibilities

Office Coordinator’s Role

- Extension of Customer Service
  - Serving Members and Non-members
  - Member Services Call Monitoring
  - Provider Call Monitoring

- Issue Resolution & Member Outreach Resource
  - State-reported issues
  - Member issues
  - Provider look up for member services

- Welcome Rooms Oversight
  - Scheduling appointments and meetings
  - Assisting with hosted events
Welcome Room Personal Customer Service

- Direct Assistance for Foster/Adoptive Parents and Case Workers
- Comprehensive Member Service and Support
- Membership Alerts/Updates

Welcome Room Telephonic Customer Service

- Member and provider customer service call monitoring
- Direct member education and outbound call campaigns
Care Management Success Stories:

• Coordination of BH, pharmacy and treatment for complex, chronic co-morbidities
• Medication adherence improvements
• Economic and social supports coordination
• Reductions in ER visits and inpatient readmissions
• Member health improvements and increasing member satisfaction
• Goal: To outreach and enroll all eligible infants in Care Management for the duration of RSV season (Nov-March) and to assure Synagis therapy for high-risk infants is properly administered.

• To measure the impact, WellCare will track and report the following at the conclusion of RSV season:
  • Eligible members identified each month
  • Number of those eligible that enroll in care management
  • Number of doses members are *eligible* to receive vs doses they *actually did* receive (and when)
  • Emergency room visits of eligible members for RSV primary diagnosis
  • Inpatient admissions of eligible members for RSV primary diagnosis
Baby’s First

A postpartum educational program designed to optimize health outcomes and preventive care for baby’s first fifteen (15) months of life.
Baby’s First

- **Opt-in** postpartum education program for WellCare members and non-members*
- Delivers timely postpartum guidance and education
- Strong emphasis on increasing HEDIS quality scores and utilization of WellCare provided resources
- Enhanced functionality and data collection for WellCare members
- For a preview, text the phrase “Baby1” to the following number: 52046

*This is a text and browser based program, not a downloaded app*
**Program Overview:**

The program includes materials focused on education around healthy child-rearing; postpartum and pediatric provider visits; immunizations; “shaken baby” syndrome; calming and coping techniques; healthy-parenting motivation; local support resources, and more:

- Birth recovery
- Breastfeeding
- Emotional support
- Provider visits and vaccinations for mother and child
- Home safety
- Transportation safety
- Nutrition
- Growth & Health milestones
- Safe exercise for parent and baby
Baby’s First: Goals

The WellCare 15-month Baby’s First program goals include:

**Increasing:**

- Postpartum education
- Postpartum caregiver emotional health
- Postpartum, EPSDT visits, and pediatric vaccine rates
- % of breastfeeding mothers
- Improvements in family planning and birth spacing

- Relationships and bonds between members, their families, and WellCare
- Utilization of WellCare services: Nurse Triage and Crisis lines, Customer Service, Community Assistance Line, Welcome Rooms and more
The WellCare 15-month Baby’s First program goals include:

**Decreasing:**
- Infant abuse and neglect
- Infant mortality rates
- Infant food insecurity
- Vaccine-preventable diseases
- Costs of postpartum care
Community Benefits:
Mothers/guardians with babies who are:
✓ Low risk
✓ High risk
✓ Multiples

Community Services Include:
• Community Assistance Line
• Welcome Rooms
• Community Baby Showers

Additional Benefits for WellCare Members:
✓ Healthy Rewards benefits
✓ Weight Watchers program
✓ 24 hour nurse triage and crisis lines
✓ Case management
✓ WellCare customer service
✓ WellCare mobile smartphone app
✓ OTC benefit education
Baby’s First: Example

Baby’s First Quick Page™ Example

Baby's First: It can be hard to know if your baby's poops are normal. To learn what they should look like, see here: [http://](http://)
Questions?

Thank you!