UnitedHealthcare

Committed to Healthy Mothers and Babies

Dr. Linda Post

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UnitedHealthcare®
Community Plan

UnitedHealthcare Overview

UnitedHealth Group

✓Serves over 70 million individuals

✓Ranks #17 on Fortune 500

UnitedHealthcare EMPLOYER & INDIVIDUAL

UnitedHealthcare COMMUNITY & STATE

UnitedHealthcare MEDICARE & RETIREMENT

OPTUMInsight™

OPTUMRx™

OPTUMHealth™

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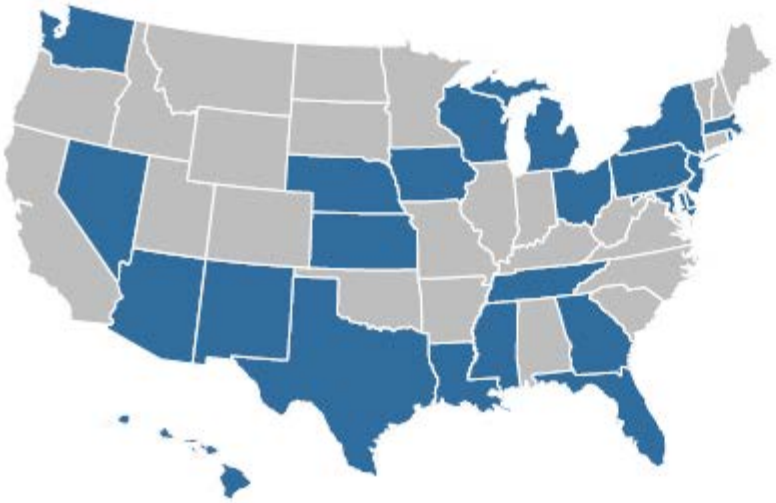
C&S Overview

We operate health plans throughout the country that offer Medicaid, CHIP, ABD, Long-Term Care, Medicare, and Uninsured products. We serve over 4.1 million members in 25 states and District of Columbia.



25 state partners

4.1 million beneficiaries

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C&S Overview

UnitedHealthcare

3,486,000 Members

TANF
Temporary Assistance for Needy Families
Families who meet income requirements

CHIP
Children's Health Insurance Plan
Kids above TANF income threshold

ABD
Aged, Blind, Disabled

200,000 Members

DSNP
Dual Special Needs Plans
Low-income beneficiaries with significant and / or specialized health care needs

172,000 Members

LTC
Long-Term Care
Coordinated medical care and in-home caregiver services

252,000 Members

ASO
Administrative Services Only

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Health Care Coverage Matters

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Community Plan

Eligibility

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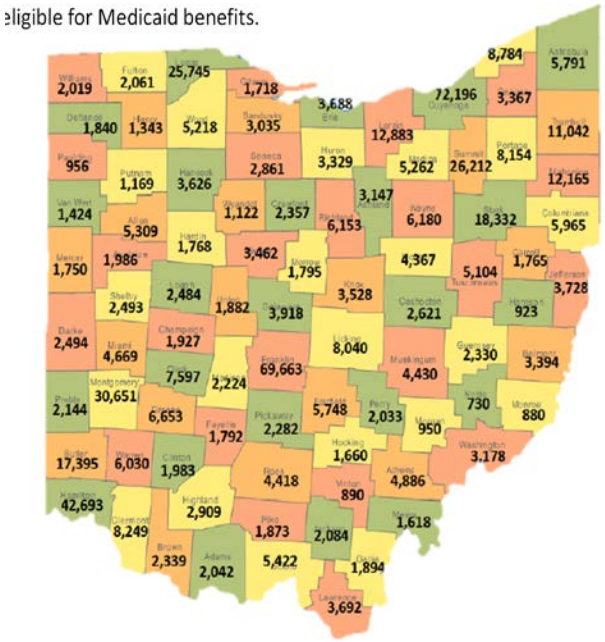
Beginning December 9, 2013, it is estimated 275,000 of the following Ohioans will be able to apply for Medicaid benefits :

Children or Pregnant Women with family income up to 200 percent of the federal poverty level (FPL); and,

Adults with income up to 138 percent FPL, including parents, childless adults, and people with disabilities.



www.Benefits.Ohio.Gov

UnitedHealthcare Community Plan

- Apply for Medicaid benefits through: **www.Benefits.Ohio.Gov**

- **Ohio Medicaid Consumer Hotline** for questions or concerns with the new system: **1-800-324-8680**

- Community Partners can help residents who are not eligible for Medicaid to apply for benefits through the federal Health Insurance Marketplace at: **HealthCare.Gov**

Benefits & Services for Healthy Mothers and Babies

UnitedHealthcare Community Plan

Dental

Vision

NurseLine

Transportation

Care Management

Prescriptions

Other Services & Benefits:

- Health Education and Outreach
- Member Services and Rewards
- Wellness Programs
- MyAdvocate

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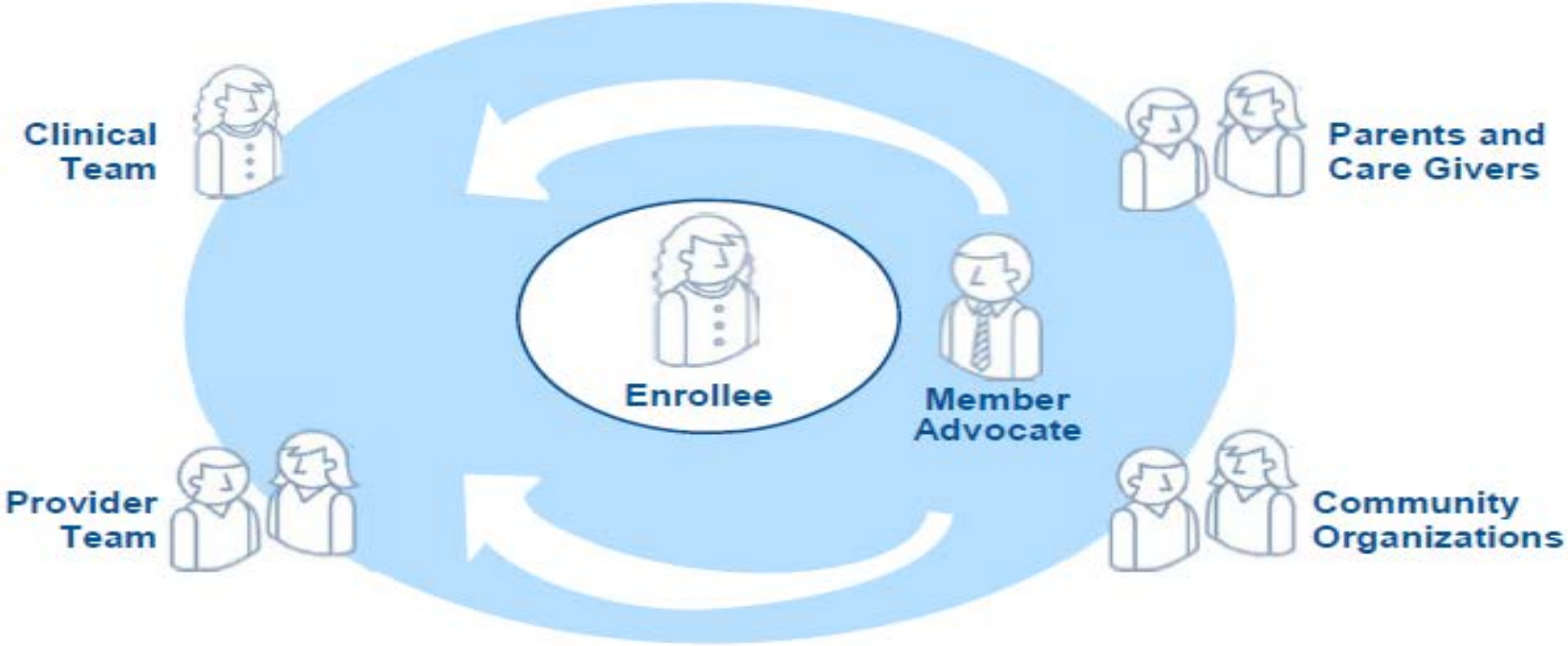
Members Matters

UnitedHealthcare Community Plan



We're here to help

1-800-895-2017 TTY: 711

Ask For Members Matter

myuhc.com/communityplan

UnitedHealthcare Community Plan

Welcome Call with HRA

UnitedHealthcare Community Plan

Assessments | New AmeriChoice Adult HRA Assessment

0:00 3 of 10 total required questions answered Assessment Date: * 8/31/2012

Contact ✓

Risk Assessment *

Score

0 of 7 required questions answered

* **In the previous 12 months have you stayed overnight as a patient in the hospital?**

○ Yes ○ No ○ Doesn't know

In the past 6 months, how many times did you visit the ER or Urgent Care Center?

◉ None
○ 1 Visit
○ 2 Visits
○ 3+ Visits

* **Are you currently being treated for, or do you have, serious memory loss?**

○ Yes ○ No ○ Doesn't Know

Over the last 2 weeks, how often have you been bothered by any of the following problems?

Little interest or pleasure in doing things

○ Not at all ◉ Several Days
○ More than half the days ○ Nearly every day

Feeling down, depressed or hopeless

○ Not at all ◉ Several Days
○ More than half the days ○ Nearly every day

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Care Manager is Assigned

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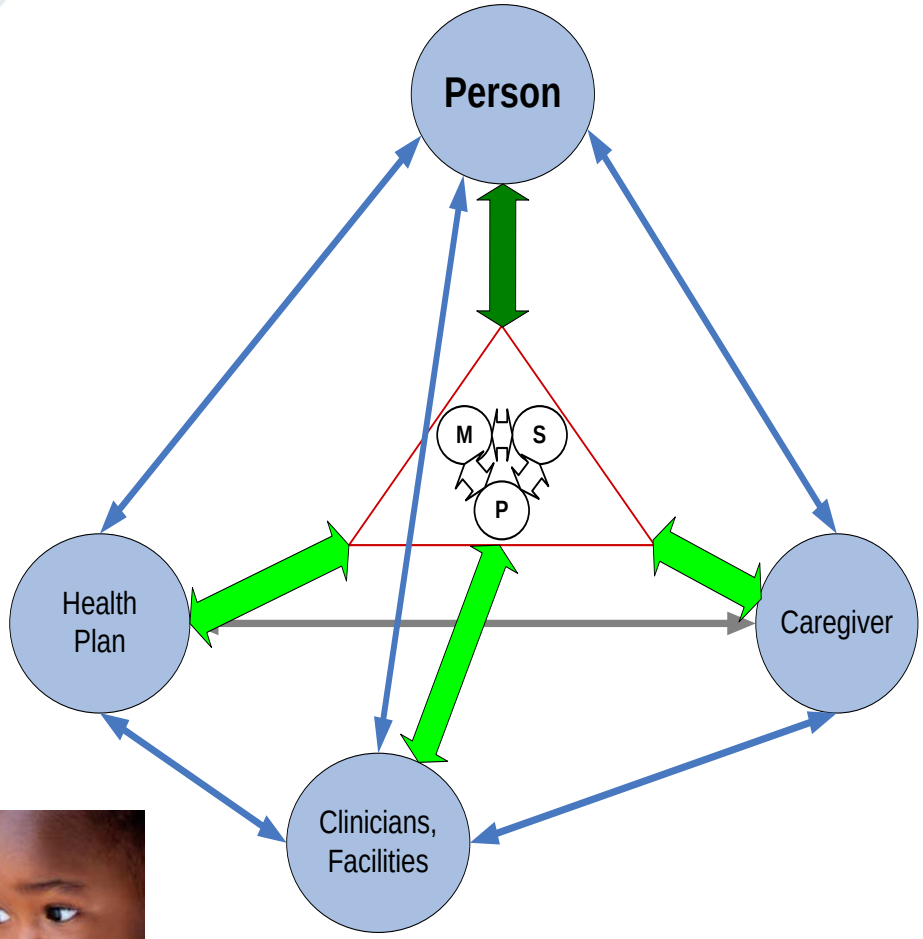

- A member is assessed within 30 days of the point of identification and a Care Plan is created.
- UHC reviews the member's records and pharmacy information from ODM's Fee-For-Service encounter data.
- The Care Manager holds a minimum of quarterly visits with the member.

Primary Case Contact

UnitedHealthcare Community Plan

- The Care Manager is the primary contact and the director of the member's treatment plan. The Care Manager uses the appropriate level of UnitedHealthcare Community Plan licensed professionals to support this effort.

- Team members may give input to the member's treatment plan. The Care Manager is the accountable point of contact in directing the member's treatment plan. Together with the member and their parent/caregiver a treatment plan is developed to meet the member's needs.

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Healthy First Steps®

UnitedHealthcare Community Plan

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

UnitedHealthcare Community Plan

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

Your pregnancy journey

Congratulations! You're expecting a baby. You're starting a very important journey. But you're not alone. We'll be with you every step of the way. Pregnancy is divided into three stages – called trimesters – and each is 3 months long. Here's a quick guide to what's happening at each stage.

First Trimester (Months 1 to 3)	Second Trimester (Months 4 to 6)	Third Trimester (Months 7 to 9)
What to expect: You can't see it, but your body is going through amazing changes to nurture your growing baby. You might feel nausea, mood swings, tiredness, or heartburn.	**What to expect:** Many women find this is the most enjoyable stage of pregnancy. The nausea has passed. Your baby isn't big enough to make you feel uncomfortable.	**What to expect:** This is the stage for fastest growth. Your baby may gain ½ a pound a week during the last month. That can make things tiring and uncomfortable for you.

Signs of early labor

Early labor happens 3 or more weeks before your due date.

- **Uterine contractions** – 4 or more an hour; may be painless

Baby development:

Week 5: The brain, spi… organs begin…

Week 8: Fingers and t…

Week 12: Facial feature… fingernails clo…

By the end of the first tri… inches long and weigh a…

Your doctor visits:

- After your first appointm… every 4 to 6 weeks dur…
- Your doctor will give yo…
- You'll discuss your med… helps provide the best …
- Together, you'll work ou…
- You'll learn about the im… vitamins, exercise and …

Eating right for a healt…

- Eat a variety of healthy fo…
  - 2 or more servings of fr…
  - 3 or more servings of v…
  - 6 to 11 servings of brea…
  - 3 or more meat and pr…
  - 3 or more servings of d…
- Drink 6-8 glasses of wate…
- Limit foods high in sugar… desserts, soft drinks.

Avoid things that may be harmful to you and your baby

- Ask your doctor before taking any medicine – even store-bought medicine, such as aspirin, Tylenol, cough medicine, or anything you were taking before you were pregnant.
- Caffeine may not be safe for your baby. It is found in tea, coffee, some soft drinks and chocolate. Doctors don't know all of the effects of caffeine but it may harm your developing baby. Cut down on caffeine and try to drink more water and fruit juices.
- Smoking could cause a miscarriage or stillbirth. Your baby may be born too soon (premature) and too small, have breathing problems such as asthma.
- Second-hand smoke may not be safe for your baby. Limit time spent around people who smoke while you are pregnant.
- Alcohol can cause mental and physical defects known as Fetal Alcohol Syndrome. Your baby may be born smaller than normal or have learning disabilities. No one knows if even 1 drink a day is safe.
- Street drugs can cause a miscarriage or your baby could be born too soon. Your baby could also be born too small, be addicted and go through withdrawal, be sickly or have learning disabilities. You will be less healthy too.

It is never too late to quit. Talk to your doctor or call Customer Service for information on getting help.

Important phone numbers

Healthy First Steps	1-800-599-5985
Member Services	1-800-348-4058
WIC	1-800-252-5942
Community Information and Referral	602-263-8856
Outside Maricopa County	1-800-352-3792

Women, Infants, and Children (WIC) Services

WIC is a nutrition education program that provides healthy foods like milk, cereal and juice if you are pregnant or breastfeeding, or for your infant and children up to 5 years of age. Call WIC at 1-800-252-5942 if you aren't already signed up.

Voluntary HIV Testing

HIV testing is recommended if you are pregnant even if you have been tested before becoming pregnant. It can be done at your doctor's office at no cost, and counseling is also available if the test is positive. Ask your doctor for more information.

The Community Information and Referral Hotline

Provides information and phone numbers to low-cost or no-cost resources in the community such as food stamps, shelters or housing, parenting classes, legal assistance, paternity, child support, and much more. Call 602-263-8856 – 24 hours a day, 7 days a week. Call 1-800-352-3792 if you live outside of Maricopa County.

UnitedHealthcare Arizona Physicians IPA

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We want to make sure you have a healthy pregnancy

If you are pregnant, you have access to Healthy First Steps.

This program is offered to you by UnitedHealthcare Arizona Physicians IPA and will help you:

- Choose a doctor or nurse midwife for pregnancy care.
- Schedule appointments and exams.
- Find transportation to appointments.
- Connect with Community Resources like Women, Infants & Children (WIC) services.
- Get Postpartum Care after your baby is born.
- Choose a pediatrician (child's doctor) for your new baby.
- Get Family Planning information.

Call Healthy First Steps at 1-800-599-5985, Monday to Friday from 8 a.m. to 6 p.m.

It is important to begin pregnancy care early and to go to all of your doctor appointments, even if this isn't your first pregnancy.

UnitedHealthcare Arizona Physicians IPA

Member Materials

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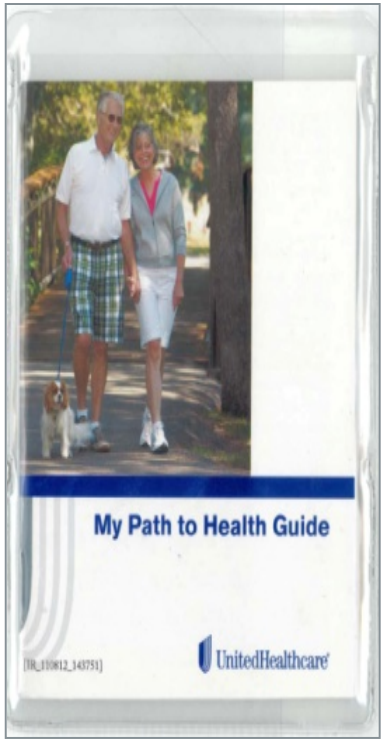
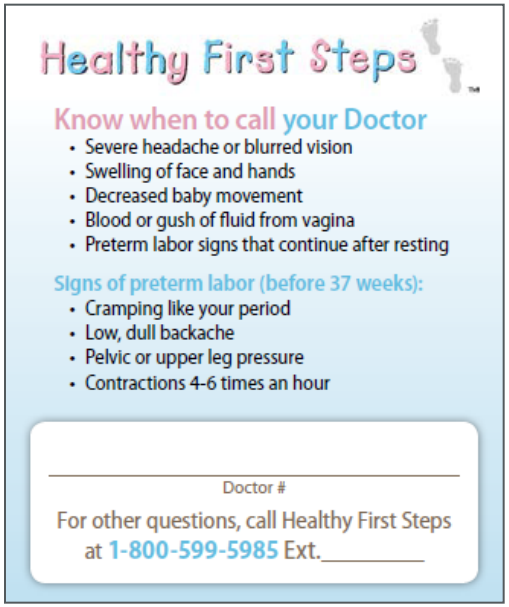
Healthy First Steps members receive a variety of educational materials on important topics.

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



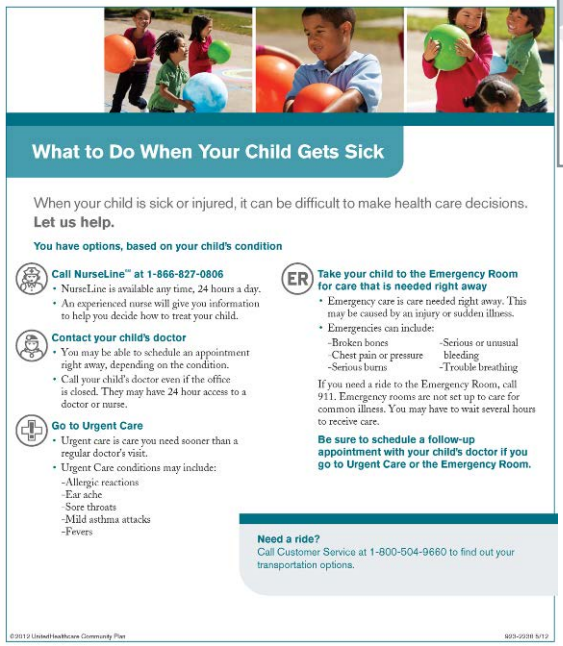


Text4Baby brochure

Warning signs magnet

Educational Brochures

UnitedHealthcare Community Plan



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Wellness Check Reminders

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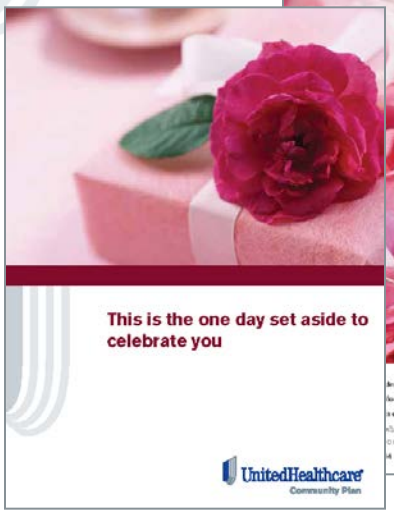

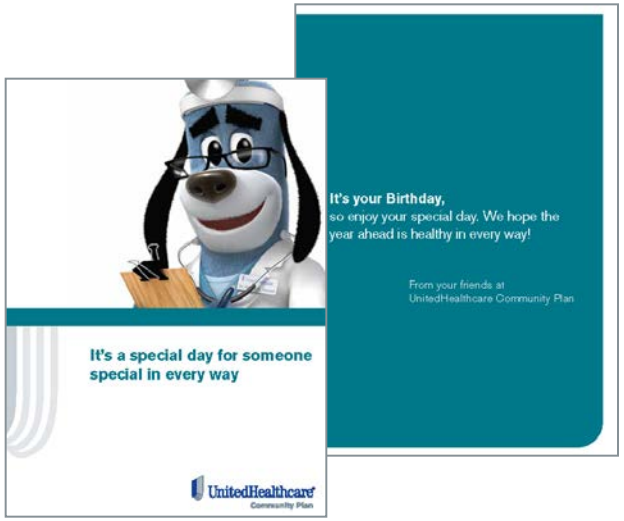

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Provider Engagement

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Provider referrals are more likely to result in enrollment in Healthy Steps

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

UnitedHealthcare Community Plan
Obstetrical Needs Assessment (ONAF)

FAX Information
Date initially faxed:_____ Post Partum Fax Date:_____

Member name (first, middle initial, last)

Date of birth ☐☐/☐☐/☐☐☐☐ Member ID#

Home phone # ☐☐☐ ☐☐☐-☐☐☐☐ Alternate phone # ☐☐☐ ☐☐☐-☐☐☐☐

Hospital for Delivery Gestational age 1st visit ☐☐ weeks

Provider# EIN
Practice Name:
Practice Phone # ☐☐☐ ☐☐☐-☐☐☐☐
Practice FAX# ☐☐☐ ☐☐☐-☐☐☐☐

Date of 1st Prenatal Visit ☐☐/☐☐/☐☐ EDC date ☐☐/☐☐/☐☐ Gravida ☐☐ Para ☐☐ Live births ☐☐ TAB ☐☐ 17-P Candidate? ☐Yes ☐No

Date Last PAP ☐☐/☐☐/☐☐ Date Last Chlamydia Screen ☐☐/☐☐/☐☐ Date Last Mammogram ☐☐/☐☐/☐☐ Dental visit past 6 mos? ☐Yes ☐No WIC ☐Yes ☐No

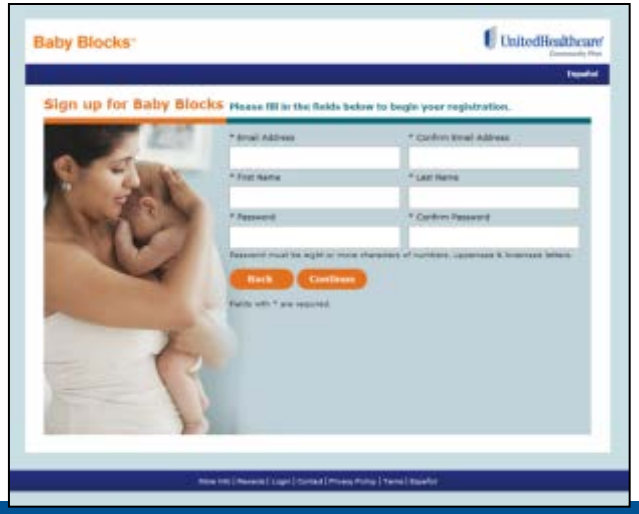
Past OB Complications	Current Risks		Active Maternal Medical Disorders	
☐ Gestational Diabetes	2nd/3rd trimester bleeding	☐	Anemia Hgb<10	☐
☐ Incompetent cervix	Placental Abnormalities	☐	Asthma	☐
☐ IUGR	Gestational Diabetes	☐	Cardiac disease (specify):	☐
☐ Pregnancy Induced Hypertension	Missed Prenatal Care Visit	☐	Chronic hypertension	☐
☐ Premature ROM	Perinatal depression	☐	Clotting disorder (specify):	☐
☐ Preterm delivery <32 wks	Periodontal disease	☐	Diabetes	☐
☐ Preterm delivery 32-36 wks	Inadequate weight gain	☐	Hepatitis (specify):	☐
☐ Preterm labor <32 wks	Pregnancy Induced Hypertension	☐	HIV	☐
☐ Previous C-Section	Premature ROM	☐	Renal disease (specify):	☐
☐ Recurrent 2nd trimester loss	**Preterm** Labor <32 weeks **or** PT dilation of cervix >1.5cm	☐	Seizure disorder	☐
Prenatal Visit Dates	Previous delivery within 1 year	☐	Sickle cell disease	☐
☐☐/☐☐/☐☐	**Social, Economic, Lifestyle Risks**		STD (specify):	☐
☐☐/☐☐/☐☐	Currently Using Tobacco Cessation Services Offered	☐ ☐	Thyroid disease (specify):	☐
☐☐/☐☐/☐☐	Domestic violence	☐	Other medical/social issues:	☐
☐☐/☐☐/☐☐	Eating disorder (specify)	☐		
☐☐/☐☐/☐☐	History of chronic depression	☐	**Postpartum Visit (Should be between 21-56 days after delivery)**	
☐☐/☐☐/☐☐	Homelessness	☐	Date of post partum visit: ☐☐/☐☐/☐☐	
☐☐/☐☐/☐☐	Mental health disorder (specify) Currently on Medication	☐ ☐	Feeding Method	Breast ☐ Bottle ☐ Both ☐
☐☐/☐☐/☐☐	Mental retardation	☐	Postpartum depression present	☐
☐☐/☐☐/☐☐	English not primary language Language:	☐	Postpartum Contraception Discussed	☐
☐☐/☐☐/☐☐	Alcohol use Street or Rx Drug Use	☐ ☐	Quit Tobacco During Pregnancy & Remains Tobacco Free	Yes ☐ No ☐
☐☐/☐☐/☐☐	Teen pregnancy with Head of Household awareness	Yes ☐ No ☐	Comments:	
☐☐/☐☐/☐☐	Substance Abuse Screen	Yes ☐ No ☐	Community referrals made:	
☐☐/☐☐/☐☐	Depression Screening completed	Yes ☐ No ☐		

www.uhcbabyblocks.com

UnitedHealthcare Community Plan

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

UnitedHealthcare Community Plan

Prenatal Board

Well-Child

- 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

Rewards for Appointment Compliance

UnitedHealthcare Community Plan

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.

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

Baby Blocks Results for Ohio

UnitedHealthcare Community Plan

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

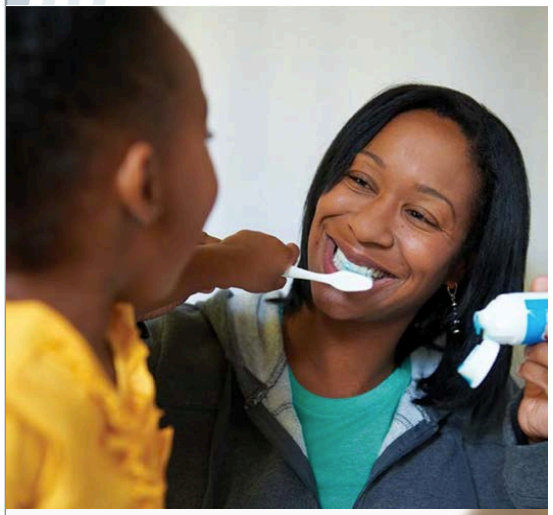
- **26% average monthly response rate to promotional mailings**
- **54% available prenatal blocks "unlocked;" only 23% have an associated incentive**
- **62% of participants unlocked the birth block and start a well-baby board**

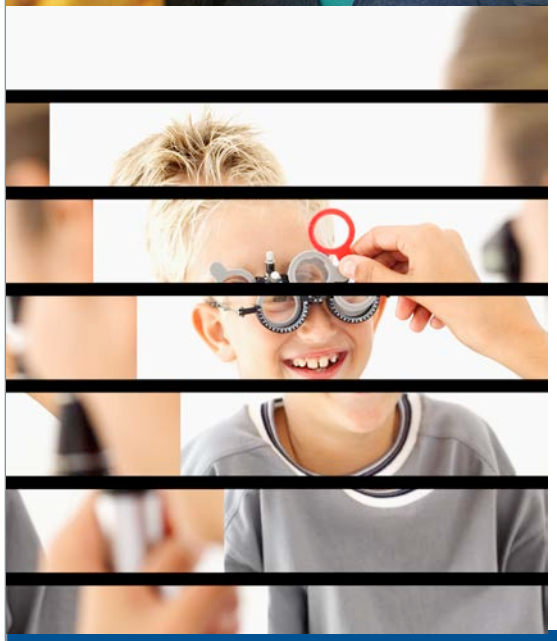
Baby Blocks Outcomes

- **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%.**

HEDIS Metric	Rate, Non-Users	Rate, Users	% Point Change
Timeliness of Prenatal Care	81%	84%	+ 3%
Frequency of Prenatal Care *81%+ visit compliant*	65%	67%	+ 2%

Member Rewards





Kickoff to Good Health Benefits Catalog

Visit PCP within 90 days of enrollment

- Earn $50 in benefit credits

After PCP appointment, visit Vision provider and Dentist within six months of enrollment:

- Earn $25 in Benefit Credits for Vision provider visit
- Earn $25 in Benefit Credit for Dentist visit

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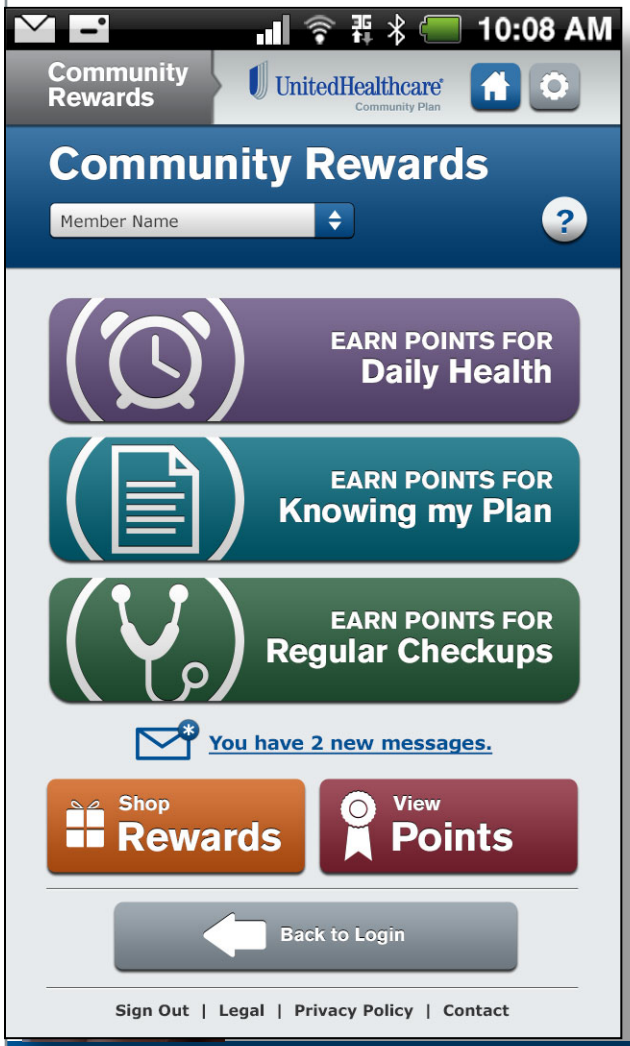
Member Rewards



Community Rewards

- UnitedHealthcare Community Rewards™ is a mobile-optimized incentive program designed to improve the health of our members.
- Members can earn points for doing healthy activities. They can then redeem those points at any time though an online catalog of merchandise. Members can choose from a wide range of rewards, such as bikes, blenders, cameras, exercise equipment and more.
- Members register for the program on your smartphone or computer

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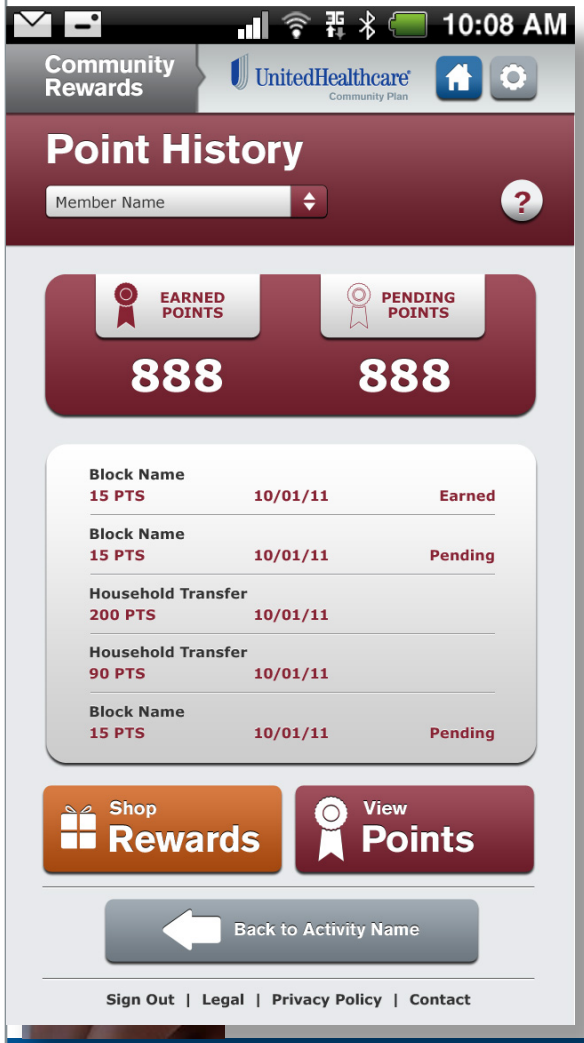
Community Rewards Points



- Rewards will be in the form of a point. These points are kept in a “bank account” until the member chooses to purchase a merchandise award with them (through an online catalog).
- Members can earn 1 point for daily activities and up to 10,000 points for a checkup. The total value of the points will not exceed $160 per member per year.
- There are thousands of awards available but all promotional collateral will feature items considered to be healthy in nature (i.e. soccer ball).
- Points can be accumulated and shared within the same household so that a larger award can be obtained.

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Low Income Access to Benefits

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Millions of Americans are eligible for, but not enrolled into, social service programs that will improve the quality of their lives.

Why?

My Advocate

UnitedHealthcare Community Plan

Helps members learn about and obtain assistance from numerous public and private, social and community programs

- Includes live Advocate support at **855-759-5342**
- An online tool (www.myadvocatehelps.com)

HEALTHCARE SERVICES	LIVING COST ASSISTANCE	OTHER SERVICES
Rx Discount	*Telephone Payment*	*Legal Aid*
Chronic Disease Management	*Water Payment*	*Property Tax*
Co-Payment Assistance	*Energy Payment*	*Child Care*
Adult Care	*Transportation*	*Transportation*
In-Home Care	*Tax Assistance*	*Veterans Assistance*
Family/Child Health Services	*Housing Services*	*Grant/Income Replacement*
		Nutrition Assistance

Transportation Benefits

The benefit is 30 one-way or 15 round trips per year for medically necessary health appointments and for Medicaid redetermination.

If you must travel 30 miles or more from your home to receive medically necessary covered health care services, we will provide transportation to and from the provider's office.

•organizes & credentials local transportation providers to serve members who require personal mobility solutions.

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Other Ohio Interventions

UnitedHealthcare Community Plan

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

- Field-based Care Management programs by both Medical and Behavioral Health care managers.
- Contracts with community-based organizations for early identification and support of pregnant women.
- Ongoing relationships with local Health Departments and FQHCs.
- Encouragement of early identification of maternal drug use and referral for Suboxone therapy.
- UnitedHealthcare Community Plan has identified Neonatal Abstinence Syndrome as an increasing problem in the Medicaid population nationwide.
- 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