

First 5 LA / Blue Shield of CA
Promise Health Plan:

*Partners in a Maternal and Child
Health Social Determinants
Strategy*

Christina Altmayer, VP of Programs, First 5 LA
Dr. Kimberly Bower, MD, Medical Director
Blue Shield of CA Promise Health Plan

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First 5 LA is LA's Proposition 10 Commission

- Our Vision
 - By 2028, all children in LA County enter kindergarten ready to succeed in school life
- As a systems change leader, we work in partnership with others to change community norms; local, state and federal public policies; and family-centered systems for sustainable impact



Blue Shield of California Promise Health Plan

Our mission is to ensure all Californians have access to high-quality health care at an affordable price that is worthy of our family and friends

- Blue Shield of California serves 4.3 million Californians
- Blue Shield Promise specifically serves 493,311 individuals covered under Medi-Cal (421,028 members), Medicare (67,044 members), and Cal MediConnect (5,239 members)
- Diverse membership
- Robust network of providers including community clinics, county health systems, and other safety net providers
- Culturally, linguistically, and socially accessible health care and wellness
- Not only ensure high quality health care in hospitals and clinics, but also provide care in the home and community
- Address the needs of our members holistically, addressing their social needs through innovation and partnerships

Presentation Objectives

- Highlight partnership potential of First 5/Managed Care Organization (MCO) collaborations to address social determinants for pregnant women and children, furthering plan objectives to deliver quality, patient-centered health care
- Feature active Home Visiting Referral Project which advances maternal and child health and may have the potential to reduce preterm birth, capture critical health screenings, and provide social support
- Share lessons learned and opportunities for scale

Why Focus on Maternal and Infant Health Now?

Financial:

- Healthy births provide return-on-investment for plans with stable membership; potential for C-section avoidance and preterm birth prevention
- Pregnant women are ideal health plan population for coverage retention and member engagement; women are consumers and make plan and provider choices

Quality:

- Prepare for 2024 CMS Adult Core Measures (low birth weight, developmental screening)
- Key priority to focus on health equity- evidenced by the new Health Disparities Performance Improvement Project (PIP) requirement- and to reduce gaps in infant mortality
- New (July 2019) maternal depression screening requirements



Home Visiting



LA County Board of Supervisors' Vision for Home Visiting

Together, we aspire to achieve the following vision of high-quality home visiting supports for Los Angeles County families:

A system of voluntary, culturally responsive, home-based family-strengthening services available to all Los Angeles families with children prenatally through age five that

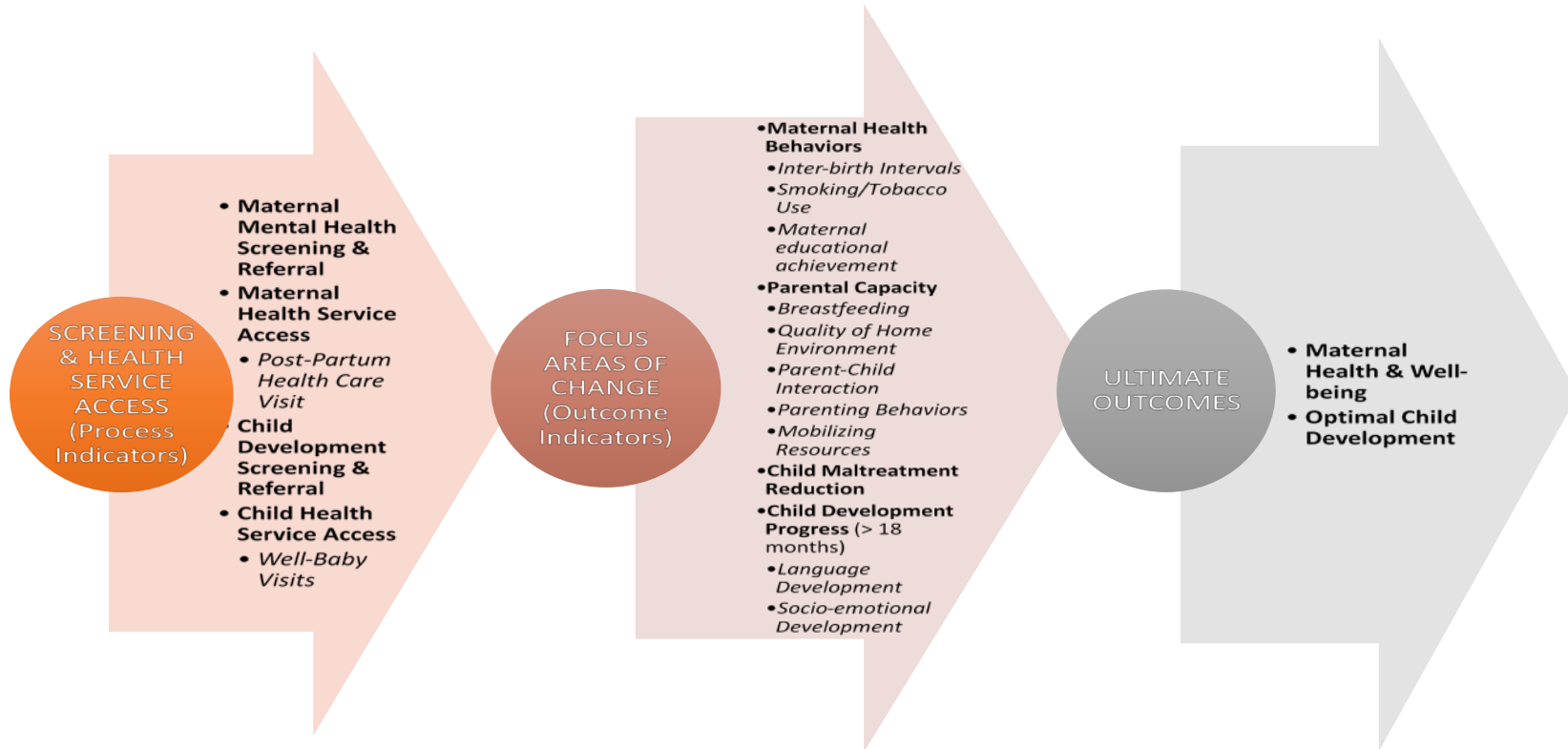
- Optimizes child development • Enhances parenting skills and resilience • Safeguards maternal and infant health • Prevents costly crisis intervention • Reduces adverse childhood experiences • Demonstrates improved educational and life outcomes

Under this vision, all Los Angeles families with young children would have access to trusted support and coaching in their homes, matched appropriately to their needs, so that they and their children may thrive

What is Early Home Visiting?

- Prenatal enrollment in Home Visiting is associated with improved health and family outcomes; increasing enrollment in home visiting programs is a key priority to advance health equity
- Families are paired with trained professionals (ranging from paraprofessionals to nurses) who provide regular home visits and guidance to parents on a range of topics such as health, early development, and parenting skills, as well as screen for depression and child development concerns
- Home Visitors provide mental health first aid and gain the trust of families, promoting higher engagement with the health sector
- 20 models have been recognized by the federal HHS as evidenced-based

What Can Home Visiting Accomplish?



Source: Dr. Deb Daro, Chapin Hall, University of Chicago

Home Visiting Participation Is Associated with MCO Quality Objectives

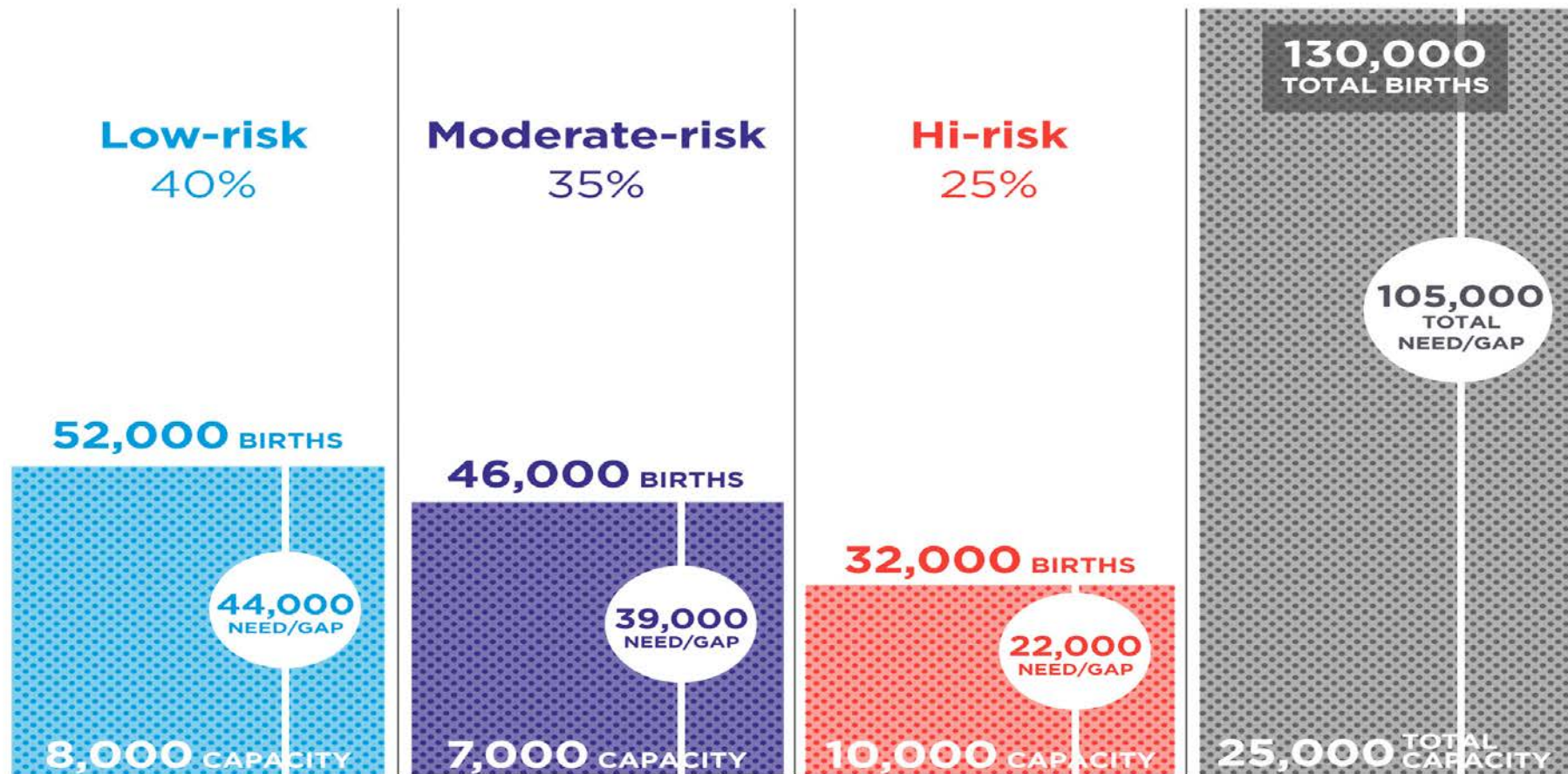
Metric	Home Visiting Clients in LA County ¹	2018 Statewide MCO Rate ²
Maternal Depression	100% screened by a Home Visitor for depression in past 3 months	TBD; Requirement effective July 2019
Postpartum Visits	79-84% had a timely MD postpartum visit	64.41%
Childhood Immunizations	83-95% of children received immunizations	70.47%

Sources:

1 EQR Technical Report- Multi-Year Statewide Medi-Cal Managed Care Weighted Average Performance Measure Results

2 LA County Home Visiting Summit, Los Angeles Best Babies Network

Meeting the Needs of L.A. County Births

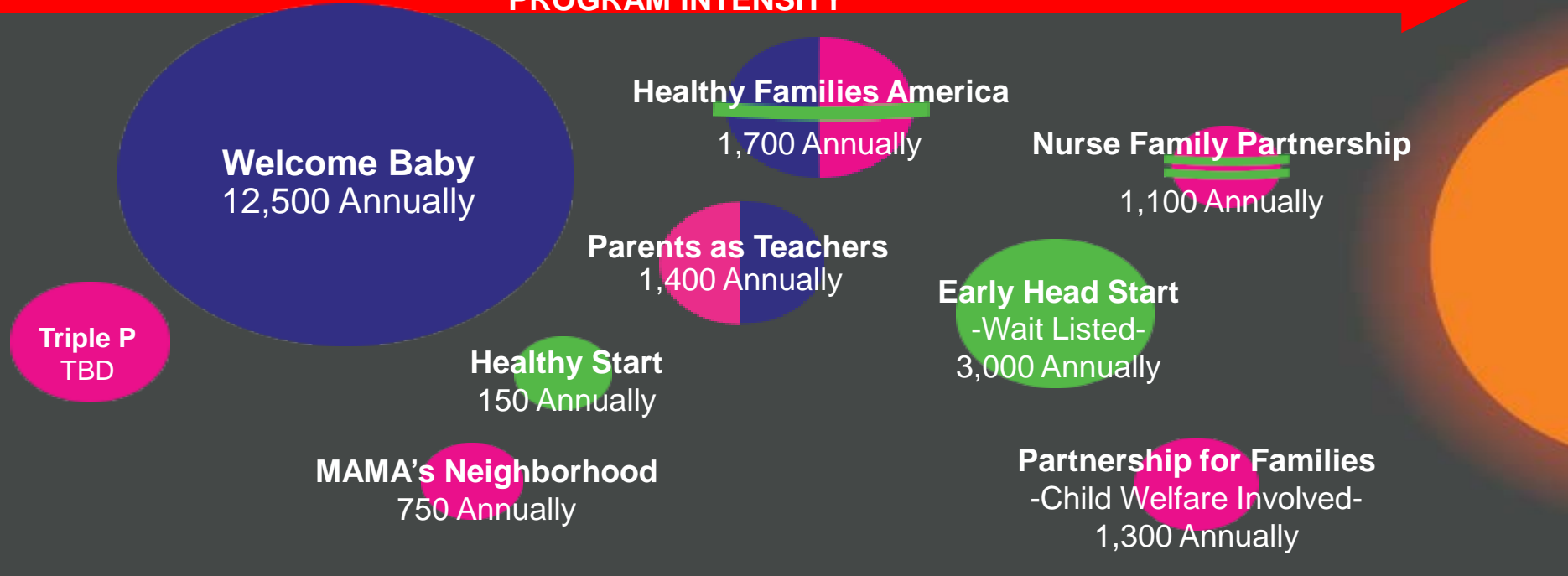


Growth of Home Visiting Models in LA County: Intensity and Funding Source

LOW TOUCH

HIGH TOUCH

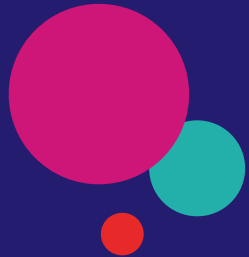
PROGRAM INTENSITY



FUNDED BY: ● Los Angeles County ● First 5 LA ● Federal



Pilot and Early Lessons Learned



First 5 LA / Blue Shield Promise Pilot Care Integration in Action

1. MCO's physicians at two primary care clinics make direct referrals to First 5 LA's home visiting partner, Antelope Valley Partners for Health (AVPH), *immediately* upon pregnancy diagnosis
2. MCO and First 5 LA to study impact of MD/health plan-driven early referrals to home visiting on uptake, timeliness, acceptance, and clinical outcomes
3. If successful, MCO is exploring contracting with First 5 LA as a care management entity to perform Comprehensive Perinatal Services Program (CPSP)-like functions- similar to other models for community-based care management

First 5 LA / Blue Shield Promise Pilot

Why Did Blue Shield Promise Do This?

- Our data on maternal health revealed that we could do better for our expecting mothers on outcomes and equity.
- Interventions at the hospital and the provider offices are not enough; there's a whole life experience outside of these clinical walls
- At the same time, there are a multitude of home visiting programs for expecting and new mothers
- Solution: Collaborate with First 5 LA to develop a streamlined referral process to refer early and proactively

Phase 1: Pilot and Refer – Antelope Valley

- 67 women have been referred (Jan to Aug) from two primary care clinics serving 11,500 Medi-Cal members; 24 enrolled, 13 in progress

Phase 2: Expand Referral Base

- Expand to all of Los Angeles County providers

Phase 3: Value Based Payment

- Develop case rate payment to First 5 LA for a sustainable partnership

Early Lessons Learned from Collaboration

- MCOs and health providers benefit from having “an aggregator function” or entity for care management, when there are multiple community-based programs
- Our collaboration is an opportunity to:
 - capture existing care management work in the field
 - explore revenue potential for community-based programs with health and social outcomes
 - support MCO quality strategy
 - bolster equity, as home visitors can be more trusted cultural/linguistic brokers

Scale Potential for MCO/Home Visiting

- **Option 1: Pilots within Part of a County**
 - MCO directs employed physicians in select owned and operated clinics to refer to home visiting
- **Option 2: Countywide Expansion**
 - MCO leverages provider education and practice improvement resources to encourage providers to make Home Visiting referrals
 - MCO navigates complexity of delegation and capitation to reimburse for select care management services provided as part of home visiting (e.g. screenings, non-clinical Comprehensive Perinatal Services Program)
- **Option 3: Statewide Expansion**
 - 1115 Waiver: Home visiting is an accepted CPSP alternative and Home Visitors are an allowable Medi-Cal professional, similar to a Comprehensive Perinatal Services Worker, and part of the care team

What Are Potential *Quadruple Aim* Outcomes to Accelerate this Partnership?

1. Quality:

- Healthcare Effectiveness Data and Information Set (HEDIS)
- CMS Core Measures
- Engage members in care: reduced no-show rates

2. Member Experience:

- Bolstering member satisfaction: improved retention, improve Consumer Assessment of Healthcare Providers and Systems (CAHPS) scores
- Address disparities: maternal and infant outcomes

3. Cost:

- engagement in cost-saving preventative care, potential cost avoidance from preterm birth and unnecessary C-sections

4. Provider Satisfaction:

- Ease of referral, Team-based care, Support in screening & education

First 5/MCO Partnership Potential

- Shared subject matter experts/technical assistance providers in maternal and child health
- Co-funders of plan, provider, and community-level maternal and pediatric practice transformation projects
- Policy partners to advance integrated care, health equity and continuous coverage
- Partners to support care integration/referral partnerships
- Providers, as care management entities for home visiting
- Partners in pursuing national funding for delivery system innovation to address social determinants and quality

“To create effective programs, we must work collaboratively across sectors to address the unique needs of the community.”

Healthy People 2020, On Social Determinants