



## Blue-Advantage Plus of Kansas City, Inc.

An Independent Licensee of the  
Blue Cross and Blue Shield Association

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### Blue-Advantage Plus of Kansas City

1Q11

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### New Initiatives or events

- **Community Events** – Blue Advantage Plus (BA+) participated in several community events during the months of October, November, and December. Community Events include:
  - Provided Health Resource Guides to Kansas City, Missouri Health Department – (January 4, 2011)
  - Hosted the Childhood Obesity Collaboration Roundtable – (January 14, 2011)
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  - Provided educational material to the Health Ministry Workshop for Faith-Based Wellness Coordinators – (January 15, 2011)
  - Attended Mother and Child Health Coalition’s Weighing In Collaborative Early Childhood Working Group Meeting – (February 8, 2011)
  - Met with Samuel Rodgers Health Services for 2011 Planning Session
  - Supported the Black Family Technology Awareness Week – (February 15, 2010)
  - Participated in the Mid-America Health Start’s Policy Council Meeting. – (March 1, 2011)
  - Participated in the Missouri Health Policy Forum conference call – (March 2, 2011)
  - Attended the KCMO Health Commission’s Minority Health and Health Equity Committee Meeting – (March 18, 2011)
  - Participated in Mid-America Health Start’s Community Assessment Planning Meeting – (March 18, 2011)
  - Participated in Mid-America Head Start’s Health Services Core Advisory Group Meeting – (March 22, 2011)
  - DentaQuest back cover ad was included in the Our Health Matters publication – (January/February 2011)
  - “Does your child qualify?” ad was included in the Our Health Matters publication – (March 2011)
  - Served as Community Advisor for the Junior League of Kansas City, Missouri for their new five-year focus area of childhood nutrition, fitness, and obesity prevention – (January/February/March 2011))
  - Served on the Core Planning Group for the Beans & Greens Coalition for Double Coupons at Farmer’s Markets and Mobile Markets – (January/February/March 2011)
  - Participated in Kansas City Quality Improvement Consortium’s Advisory Board Monthly Meeting – (January/February/March 2011)
  - Participated in the Missouri Convergence Partnership for health eating and active living – (January/February/March 2011)
  - Advised the Missouri Immunization Registry Roll-Out Team on approach with health departments, school districts, and providers; followed-up on ShowMeVax web service pilot interface development with Platte County Health Department and Pulse Systems – (January/February/March 2011)
- **Dental Initiatives** – BA+ continues to implement and develop new initiatives to encourage members to visit the dentist and practice good dental hygiene. Various initiatives implemented to date include the dental reminder letter, dental website page, and the Dental Provider Toolkit.
- **Adult Dental Initiative** – The adult dental initiative was developed to provide outreach to adult members who visit the ER for dental services. The BA+ adult population does not receive the dental benefit and the ER is frequently utilized when dental issues arise. To prevent ER visits for dental issues, BA+ developed

a brochure that contains information on how to take care of teeth properly and resources where adults can seek dental care. During 1Q11, BA+ mailed 80 dental brochures.

- **Child Dental Initiative** – The child dental initiative was developed to provide outreach to the parents/guardians of members who visit the ER for dental service. Children in the BA+ population have the dental benefit and BA+ wants to encourage parents/guardians to take their children to visit the dentist for preventive care. A brochure was developed to encourage members to visit their dentist and to educate members on the importance of visiting a dentist. During 1Q11, BA+ Mailed 73 child dental brochures.
- **Headache Initiative** – BA+ developed a headache brochure which contains information on what causes headaches. The brochure also encourages members to seek services from providers other than the ER. This initiative was developed to reduce the number of members utilizing the ER for headaches. During 1Q11, BA+ mailed 123 headache brochures.
- **Depression Initiative** – In August 2010, BA+ began sending out a brochure for members who visit the ER for issues related to depression. The depression outreach was implemented to encourage members to seek services with Behavioral Health Providers. During 1Q11, BA+ mailed 100 depression brochures.

### Updates on current initiatives

- **Patient Centered Medical Home (PCMH)** – Blue KC continues to participate in the PCMH Pilot Program. Thirteen practices, with over 80 physicians and about 50 residents are participating. The purpose of the pilot program is to work directly with doctors and their staff as they implement new technologies and processes to improve patient access and care outcomes, increase patient and physician satisfactions, and reduce errors to lower healthcare costs.
- **First Call Resolution (FCR)** - The FCR was developed to resolve member issues and concerns in one call and reduce call volume which keeps administrative cost under control. Achieving FCR is based on the member's perception of whether or not their issues were resolved by making only one phone call to the Plan for assistance. During the months of January and February, BA+ Customer Service exceeded the goal of 75% for FCR.
- **EPSDT Reminder Letter** – Sent 4,990 EPSDT reminder letters during 1Q11.
- **New Member Letters** – Sent 2,205 new member letters during 1Q11.
- **PCP Appointment Planners** – Sent 857 PCP Appointment Planners to providers, which includes a list of members needing their well-child exams.
- **Lead Initiative** – BA+ members who indicate that they require help with getting a lead screening on their Health Assessment Form receive important information on lead and lead poisoning and on how to obtain a lead screening. During 1Q11, BA+ sent 308 members a lead information packet.
- **Vaccination Initiative** - BA+ members who indicate that they require help with getting vaccinations on their Health Assessment Form will receive important information on vaccinations and on how to obtain needed vaccinations. During 1Q11, BA+ sent 73 members an informational packet on vaccinations.
- **ER Initiative** – BA+ has an ongoing project to identify members with non-emergent reasons for visiting the ER and address these root causes with specific interventions. Results to date indicate a significant decrease in the number of ER visits by these targeted members.
  - **ER Magnet Mailer** – On a bi-weekly basis, BA+ members who visit the ER for non-emergent reasons are sent an ER magnet mailer. The ER magnet mailer provides PCP contact information, transportation information, and Nurse Advice Line contact information. In addition, the magnet mailer provides a list of the three closest urgent care centers near the member's residence. During 1Q11, BA+ sent 119 ER Magnet Mailers.
  - **ER Case Management Outreach** – On a weekly basis, BA+ Nurse Case Managers provide telephonic outreach calls to members who visit the ER for non-emergent reasons. During 1Q11, 61 members received ER case management.

### Customer Service

- Met call abandonment rate goal of 5% during 1Q11.
- Met call wait time goal of 30 seconds during 1Q11

## Success Stories

- **Provider Toolkits** – During 1Q11, BA+ developed a toolkit for the Local Health Departments in the BA+ service area. The Health Departments provides many services for our members such as STD testing, pregnancy testing, and immunizations. Since the Health Department provide such wonderful services for our BA+ members and are not contracted with BlueKC, we decided to reach out to them and offer any assistance they may need such as informational brochures. The first official toolkits were mailed to 12 Health Departments on March 30, 2011. The following items were included in the toolkit:
  1. Welcome Letter
  2. The Uninsured Survival Kit
  3. Health Resource Guide
  4. BA+ Mouse Pad and Pocket Planners

The toolkits were sent to the following Health Departments:

1. Cass County
2. Henry County
3. Jackson County
4. Kansas Health Department
5. Platte County Health Department
6. Clay County Health Department
7. Independence City Health Department
8. Johnson County
9. Ray County
10. St. Clair
11. Leavenworth
12. Wyandotte County

BA+ will continue to reach out to the Health Departments on a quarterly basis mailing out information about the Plan and by doing person visits.