



**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 3Q11 Quality Assessment and Improvement Report

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New Events

Community Events

BA+ continues to be significantly involved in community outreach efforts to improve the health of individuals living in the Kansas City metro area.

■ July 2011

- July 5th – Served as an elected Community Advisor in Mid-America Head Start’s Policy Council Meetings.
- July 6th – Provided in-kind materials for the YMCA’s Healthy U events for family education on nutrition and physical activity.
- July 6th – Proposed an enhancement to the Healthy Child and Youth screening form to cover attestations by physicians for licensed child care sites on behalf of Mid-America Head Start.
- July 7th – Met with St. Luke’s Foundation Board Chairman and Cabot Health Center staff to discussion collaborations.
- July 8th – Participated in the EQRO Audit for Blue-Advantage Plus, Case Management and Compliance Review; shared Cover the Uninsured activities and other community initiatives.
- July 12th – Participated in the Blue-Advantage Plus Marketing Planning Session.
- July 12th – Attended the Regional Health Care Initiative’s Safety Net Collaborative Meeting for a quality reporting and health information exchange.
- July 13th – Attended the Kansas City Quality Improvement Consortium’s monthly meetings and facilitated deployment planning sessions for Health Metrics Systems – Solution for Quality Improvement and related Center for Practical Bioethics discussions.
- July 13th – Met with the engaged consultant and stakeholders on issues relating to Medicaid, Head Start, and data sources – Kansas City, Missouri School District; Swope Health Services; and other safety nets for EPSDTs, dental exams, etc.
- July 14th – First aired Blue-KC funded “Generation XL2: #8 Making the Grade for Physical Education” on KCPT in conjunction with PE4life, KU, and various schools.

■ August 2011

- August 2nd – Served as an elected Community Advisor in Mid-America Head Start’s Policy Council Meetings.
- August 2nd – Attended the University of Kansas Medical Center’s Community Health program’s presentations.
- August 3rd – Provided in-kind materials for the YMCA’s Healthy U events for family education on nutrition and physical activity.
- August 3rd – Supplied in-kind materials (i.e. children’s books, placemats, coloring books, crayons, provider toolkits) to Truman Medical Center’s Family Education program.
- August 3rd – Participated in the Missouri Health Policy Forum conference call.
- August 5th – Advised on strategic planning and school wellness policies/data gathering for the School Collaborative (Building a Healthier Heartland, Weighing in Collaborative, and Food Policy Coalition).
- August 5th – Attended Mid-America Regional Council’s Community-Wide Information Network Meeting
- August 9th – Advised on strategic planning and school wellness policies/data gathering for the School Collaborative (Building a Healthier Heartland, Weighing in Collaborative, and Food Policy Coalition).
- August 10th – Attended the Kansas City Quality Improvement Consortium’s monthly meetings and facilitated deployment planning sessions for Health Metrics Systems – Solution for Quality Improvement and related Center for Practical Bioethics discussions.
- August 12th – Attended the Kansas City Quality Improvement Consortium’s monthly meetings and facilitated deployment planning sessions for Health Metrics Systems – Solution for Quality Improvement and related Center for Practical Bioethics discussions.
- August 13th – Supplied in-kind materials (i.e. backpacks/supplies, children’s books, placemats, coloring books, crayons, magazines, Health Resource Guides, etc.) to Emmanuel Church/Samuel Rodgers for Backpack Give Away Health Fair and the Kansas City, Missouri Health Department Back-to-School Immunization Clinic.
- August 17th – Distributed “Promoting Healthy Eating at Work” in collaboration with Building a Healthier Heartland/Mid-America Coalition on Health Care.
- August 19th – Met with the engaged consultant and stakeholders on issues relating to Medicaid, Head Start, and data sources – Kansas City, Missouri School District; Swope Health Services; and other safety nets for EPSDTs, dental exams, etc.
- August 26th – Attended the Kansas City Quality Improvement Consortium’s monthly meetings and facilitated deployment planning sessions for Health Metrics Systems – Solution for Quality Improvement and related Center for Practical Bioethics discussions.
- August 26th – Met with the engaged consultant and stakeholders on issues relating to Medicaid, Head Start, and data sources – Kansas City, Missouri School District; Swope Health Services; and other safety nets for EPSDTs, dental exams, etc.
- August 29th – Attended the Chamber’s Health Council Meeting on Building a Healthier Heartland and Food Policy Coalition.
- August 30th – Attended the Kansas City Quality Improvement Consortium’s monthly meetings and facilitated deployment planning sessions for Health Metrics Systems – Solution for Quality Improvement and related Center for Practical Bioethics discussions.
- August 31st – Participated in a planning session with Health Care Foundation of Greater Kansas City and Health Literacy Missouri.

■ September 2011

- September 2nd – Attended the Kansas City Quality Improvement Consortium’s monthly meetings and facilitated deployment planning sessions for Health Metrics Systems – Solution for Quality Improvement and related Center for Practical Bioethics discussions.
- September 6th – Served as an elected Community Advisor in Mid-America Head Start’s Policy Council Meetings.
- September 6th – Met with the engaged consultant and stakeholders on issues relating to Medicaid, Head Start, and data sources – Kansas City, Missouri School District; Swope Health Services; and other safety nets for EPSDTs, dental exams, etc.
- September 15th – Met with the engaged consultant and stakeholders on issues relating to Medicaid, Head Start, and data sources – Kansas City, Missouri School District; Swope Health Services; and other safety nets for EPSDTs, dental exams, etc.
- September 21st – Met with the engaged consultant and stakeholders on issues relating to Medicaid, Head Start, and data sources – Kansas City, Missouri School District; Swope Health Services; and other safety nets for EPSDTs, dental exams, etc.
- September 23rd – Advised on strategic planning and school wellness policies/data gathering for the School Collaborative (Building a Healthier Heartland, Weighing in Collaborative, and Food Policy Coalition).
- September 26th – Attended the Kansas City Quality Improvement Consortium’s monthly meetings and facilitated deployment planning sessions for Health Metrics Systems – Solution for Quality Improvement and related Center for Practical Bioethics discussions.
- September 28th – Attended the Mid-America Coalition on Health Care Board Meeting.
- September 29th – First aired “Generation XL2: #9 Eating Healthy on Any Budget.”

■ July/August/September 2011

- Facilitated the claims database discussion between Blue KC IT staff, the healthcare access programs, MetroCARE and NorthlandCARE, and their foundation-engaged consultants, Resource Development Institute.
- Continued the “Cover the Uninsured Week” campaign with distribution of and updates to the Health Resource Guide; created flyers for Smoking Cessation and Federal/State High Risk Pools in English and Spanish.
- Participated in the Missouri Convergence Partnership for healthy eating and active living.
- Participated in the Social Innovation for Missouri funders discussion on obesity prevention and tobacco use reduction grants hosted by Missouri Foundation for Health; co-funder for Lafayette County project.
- Served as a Community Advisor for the Junior League of Kansas City, Missouri for their new five-year focus area of “Childhood Nutrition, Fitness, and Obesity Prevention;” project manager for AAFP AIM-HI book production and co-distribution.
- Served as Project Manager for revisions to the Northeast Kansas City’s Health, Education, Labor, and Public Safety (HELP) for a Community Resource Guide first published in May 2011 (see online at <http://northeasthelp.org/>).
- Served as an Advisory Board Member for the Area Health Education Center (AHEC).
- Served as Project Manager for “Eating Healthy on Any Budget” booklet dissemination for training sessions with local organizations, including several Diabetes Sunday sessions at churches and EBT parent trainings at school districts (see notice online at <http://www.nutra-net.org/newsletters/enewsletter0111.pdf>).
- Advised the Missouri Immunization Registry Roll-Out Team on approach with health departments, school districts, and providers.

- Continued expansion discussions for CareScope (implemented in Wyandotte and Johnson County, Kansas, safety nets) with MetroCARE and Northland Care (in Jackson, Clay, and Platte County, Missouri, safety nets).
- Provided technical assistance to Kansas and Missouri Health Information Exchange Workgroups (Kansas Health Information Exchange and Missouri Health Connection); provided technical assistance to Kansas Health Insurance Exchange and Kansas Eligibility Enforcement System (KEES) Workgroups; provided technical assistance to MARC's Regional Health Care Initiative; supported Kansas City Quality Improvement Consortium's cost and quality transparency/reporting efforts.
- Outlined enhancements to UMKC's CityScope tool to include a larger geography and 2010 Census data (see online at <http://cei.umkc.edu/CityScopeDMS/>).
- Provided in-kind printing for City Union Mission and other organizations.
- Assisted with Blue-Advantage Plus visits to local health departments and internal marketing sessions.
- Facilitated the development of the Healthy Family Survey, an online parent's child/adolescent wellness survey covering nutrition, physical activity, and emotional wellbeing, to be piloted in the fall of 2011 and rolled-out in early 2012, including Blue-Advantage Plus members.
- Sponsored primary care provider information ad (back cover) for Blue-Advantage Plus in *Our Health Matters*.

ER Initiative

BA+ has an ongoing project to identify members with non-emergent reasons for visiting the ER and to 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 3Q11, BA+ sent 68 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 3Q11, 82 members started ER case management (296 YTD).

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 3Q11, BA+ mailed 102 dental brochures (242 YTD).

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 do have the dental benefit. 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 3Q11, BA+ mailed 37 child dental brochures. (165 YTD).

DentaQuest Outreach

Every two weeks, DentaQuest receives a report of pregnant women and children enrolled with BA+ who visited the ER for dental services. DentaQuest then sends a postcard to these BA+ members encouraging them to visit a dentist after their ER visit to receive additional dental care and to prevent future dental problems. In 3Q11, 167 pregnant women and children enrolled with BA+ utilized the ER for dental services.

New Initiatives

NCQA Results

BA+ was accredited at the Commendable level by NCQA, effective September 28, 2011. The accreditation is effective for 3 years, with an expiration date of September 28, 2014. This is the initial accreditation for Blue-Advantage Plus, beginning with the submission of documentation to NCQA on June 27, 2011. Following an on-site visit by two NCQA surveyors and two representatives of the State of Missouri Medicaid programs, BA+ received a final decision on 9/28/11 following review of the findings by the NCQA Review Oversight Committee.

EPSDT Reminder Letter

EPSDT Compliance	July 2011	August 2011	September 2011
Eligible Members (ages 0-20)	23,600	23,309	23,397
Members who Received EPSDT Exams	11,227	11,243	11,588
Members who have Not Received EPSDT Exams	12,373	12,066	11,809

Total Mailings	July 2011	August 2011	September 2011
PCP Appointment Planners	467	206	
EPSDT Exam Reminder Letters	1,416	1,367	
New Member Welcome Letters	1,434	1,365	
120-Day Follow-up Letters	439	432	

Lead Initiative

BA+ members who indicate 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 3Q11, BA+ sent 832 members lead information packets. The number of packets sent out to members increased due to assistance from Central Operations staff in compiling the packets and the automation of the process for obtaining the mailing information of members.

Vaccination Initiative

BA+ members who indicate they require help with getting vaccinations on their Health Assessment Form will receive important information about vaccinations and how to obtain needed vaccinations. BA+ sent 100 members informational packets on vaccinations in September 2011.

Customer Service

BA+ met the call abandonment rate goal of 5% during 3Q11 and met the call wait time goal of 30 seconds during 3Q11.

Success Stories

Adolescent Well-Care PIP

In 2007, all MO HealthNet Plans, including BA+, implemented a Performance Improvement Project (PIP) to improve the HEDIS® rates for Adolescent Well-Care visits. BA+'s 2007 HEDIS® rate served as the baseline measure for the BA+ Adolescent Well-Care PIP. The HEDIS® rate for Adolescent Well-Care visits has consistently improved since the start of the PIP. BA+ met the goal of improving the HEDIS® rate by 5% in 2011 and achieved statistically significant increases from both the baseline measure and the prior year. The 2011 HEDIS® rate increased 6.33% from the baseline measure and increased 2.62% from the 2010 HEDIS® rate.