



Blue-Advantage Plus of Kansas City, Inc.

An Independent Licensee of the
Blue Cross and Blue Shield Association

2301 Main
P O Box 419169
Kansas City, MO 64141-6169
www.bapluskc.com

Blue-Advantage Plus of Kansas City 4Q10

January 27, 2011

Tee-Ka Johnson, Special Programs Coordinator
816-395-2328 * Fax: 816-802-4437
Tee-Ka.Johnson@BlueKC.com

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:
 - Participated in the Missouri Convergence Partnership – (October/November/December 2010)
 - Participated in the Mid-America Head Start Policy Council Meeting – (November 2, 2010)
 - Facilitated discussions on maternal health – (October/November/December 2010)
 - 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 – (October/November/December 2010)
 - Served on the Core Planning Group for the Beans & Greens Coalition for Double Coupons at Farmer's Markets and Mobile Markets – (October/November/December 2010)
 - Participated in the KC Fun & Fitness event at Calvary Temple Baptist Church – (October 30, 2010)
 - Participated in Kansas City Quality Improvement Consortium's All Health Plan Meeting – (November 4, 2010)
 - Attended the Kansas City Missouri Health Commission Meeting – (November 5, 2010)
 - Participated in the Mid-America Head Start Health Services Advisory Meeting – (November 9, 2010)
 - Attended the Building a Healthier Heartland Meeting – (November 8, 2010)
 - Participated in the Kansas City Quality Improvement Consortium's Advisory Board – (November 10, 2010)
 - Attended "Achieving Health Equity in the Kansas City Region" – (November 10, 2010)
 - Participated in the "Fostering Strategies for Change: Children, Families, and Their Communities" event – (November 17-18, 2010)
 - Attended Mid-America Coalition on Health Care's "Managing Change in a Year of Reform" – (November 18, 2010)
 - Attended the Mother and Child Health Coalition's Mid America Immunization Collaborative Quarterly Meeting – (December 1, 2010)
 - Attended CMS's Health Care Delivery System Reform Discussion – (December 1, 2010)
 - Attended Mother and Child Health Coalition's Weighing In Collaborative Quarterly Meeting – (December 18, 2010)
 - Participated in the Social Innovation for Missouri funders discussions and Kansas City area submission planning sessions, including Building a Healthier Heartland Steering Committee and strategic communications working sessions – (October/November/December 2010)
 - Advised the Missouri Immunization 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 – (October/November/December 2010)
- **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 4Q10, BA+ mailed 107 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 4Q10, BA+ Mailed 51 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 4Q10, BA+ mailed 148 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 4Q10, BA+ mailed 46 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 October and November, BA+ Customer Service exceeded the goal of 75% for FCR.
- **EPSDT Reminder Letter** – Sent 3,924 EPSDT reminder letters during 4Q10.
- **New Member Letters** – Sent 2,990 new member letters during 4Q10.
- **PCP Appointment Planners** – Sent 523 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 4Q10, BA+ sent 13 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 4Q10, BA+ sent 31 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 4Q10, BA+ sent 137 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 4Q10, 85 members received ER case management.

Customer Service

- Met call abandonment rate goal of 5% during 4Q10.
- Met call wait time goal of 30 seconds during 4Q10

Success Stories

- **Provider Toolkits** – During 2010, BA+ started developing several Provider Toolkits to aid Providers in encouraging members to obtain preventive services. The Toolkits developed by BA+ focused on well-child visits, dental visits, mammograms, and diabetes. During 4Q10, BA+ was able to launch the Well-Child and Dental Provider Toolkits. The Provider Toolkits have been well-received and during 1Q11, BA+ sent out the Mammogram and Diabetes Provider Toolkits.
 - **Well Child Visit Provider Toolkit** – BA+ provided approximately 600 Provider Toolkits to PCPs in the BA+ network. The Provider Toolkits were developed in-house and focused on the importance of well-child visits. Each Provider Toolkit contained:
 - Well-Child Visit Posters
 - Well-Child Brochures
 - Well –Child Prescription Pads
 - BA+ Brochures (English/Spanish)
 - EPSDT Billing Guide
 - EPSDT Screening Form Information
 - **Dental Provider Toolkit** – BA+ provided all PCPs and Dentists in the BA+ network with Provider Toolkits focusing on the importance of dental visits. Each Provider Toolkit contained:
 - Dental Posters
 - Dental Brochures
 - Dental Prescription Pads
 - BA+ Brochures (English/Spanish)
 - Health Resource Guides