



Healthy Blue

Care Management & Resources

November 13th, 2023

Care Management



- Care Management is available to all members
- Our teams work with members over the phone, face-to-face or wherever most convenient to provide education, connect to resources, find providers, and navigate benefits
- Emphasizes the individual person to focus care on prevention, chronic care management, reducing emergency room visits and unnecessary hospitalizations, and improving care transitions
- Encourages responsibility and investment on the part of the members to ensure wellness
- Maximizes the use of community-based services and community involvement through referrals
- Provides specialized support for members with complex physical, behavioral, OB, and social needs
- BH Care Management offers 'Follow Up After Hospital Discharge' assessments with a licensed BH CM within 30 days of discharge from a BH inpatient admission

Care Management Programs



- New Baby, New Life
 - High Touch Strategy
 - Postpartum Care Coordination
- NICU
- Physical Health Care Management
- Behavioral Health Care Management
- Condition Care (Disease Management)
- Lead Care Management
- Emergency Room Care Coordination
- Private Duty Nursing Care Management
- Transition of Care Programs
 - Hospital Care Transition
 - Post Discharge Management

How Members are Identified



- State enrollment files, claims data, authorizations, manual member and provider referrals coordinated through our Care Management department.
- The health plan attempts to complete an initial Health Risk Assessment for all newly enrolled members.
- The health plan attempts to complete an OB Risk Screener on all identified pregnant members within 15 business days of identification.
- Members with certain known high risk conditions automatically get outreached by Care Management: Diabetes, Obesity, Hypertension, Asthma, COPD, ADHD, CHF, Cancer, Chronic Pain, Hep C, HIV/AIDS, Sickle Cell, ESRD, Dialysis, Transplant, PDN Services, Autism, Serious Mental Health Conditions, Pregnancy, Positive Lead Screening, an INP stay of 2 weeks or greater, any readmission, 3 ER visits within a quarter, or other conditions in which the Care Manager/Provider determines the member would benefit from CM services.
- On average Physical Health Care Management can last up to 6 months or longer.
- OB Care Management last until the member is 60 days postpartum, if additional needs are identified after 60 days members can be transitioned to our other CM programs.

New Baby, New Life - Maternity Care Management



- New Baby, New Life is a proactive care management program for pregnant members and their newborns that uses extensive methods to identify pregnant women as early in their pregnancy as possible through review of state enrollment files, claims data, lab reports, hospital census reports, Availity and notification of pregnancy forms as well as provider and member self-referrals. Once identified, we act quickly to assess the member's obstetrical risk and ensure she has the appropriate level of care and care management services to mitigate those risks.
- Experienced RN, care managers work with members and providers to establish a care plan for our pregnant members. Care managers collaborate with community agencies to ensure mothers have access to necessary services.
 - Individualized, one-on-one care management support for pregnant members
 - Care management for moms who may need a little extra support
 - Educational materials and information on community resources
 - Healthy Rewards to keep up with prenatal and postpartum checkups and well-child visits after the baby is born

New Baby, New Life - My Advocate



- As part of the New Baby, New Life program, members are offered the My Advocate[®] program. This program provides pregnant women proactive, culturally appropriate outreach and education through Interactive Voice Response (IVR).
 - Eligible members receive regular phone calls with tailored content from a voice personality (Mary Beth), or they may choose to access the program via a smartphone application or website.
 - This program does not replace the high touch care management approach for pregnant women; however, it does serve as a supplementary tool to extend our health education reach.
 - The goal of the expanded outreach is to identify pregnant women who have become high-risk, to facilitate connections between them and our care managers, and improve member and baby outcomes.

Concierge Care



- Address whole health needs in high-risk pregnancies through 60 days post-partum.
- By leveraging the digital experience and high-touch patient, support, Concierge Care provides a personalized approach to care with digital tools, educational resources, care plans, messaging, and trackers.
- The program is evidence based and clinically validated with videos, reminders, and other tools to help expectant mothers thrive.
- This program supports a change in the way we deliver care management, and the way our highest risk members receive it. A high touch, digital format enables seamless interactions and education with members when it is most convenient for them.
- Members can enroll by landing page: <https://hrm.conciergecareprograms.com>

Notification of Pregnancy & Risk Appraisal



- The following is the process and requirements for members who are pregnant:
 - Ensure the member's appointments are scheduled within the appointment and availability time frames for maternity patients.
 - Notify Healthy Blue of the member's pregnancy after the member's first OB appointment by completing the Pregnancy Risk Screening and Notification Form and fax to Healthy Blue or submit via the Interactive Care Reviewer (ICR).
 - ☐ The form is available on our website at: [Forms | Healthy Blue \(healthybluemo.com\)](https://www.healthybluemo.com/forms)
 - Bill Healthy Blue for each visit: Healthy Blue requires per visit billing for each obstetrical service

Referral & Contact Options



Contact Numbers:

Member Services: 833-388-1407

- To make a referral, call and follow prompts for care management

BH Crisis Line: 833-405-9088

- *BH offers crisis intervention 24/7 and has a “live” real-time BH case manager that is ready to assist with any BH issues or concerns*

Designated Email for All Other Referrals:

Dedicated email account for a referral or inquiry from providers, etc.

SM_MODCMREF@HealthyBlueMO.com

Care Management Department Contacts



Healthy Blue MO Care Management Department Contacts

BH – Behavioral Health Contact:	PH – Physical Health Contact:
Stephen Nichols, Manager	Theresa Seiter, Manager
Email: Stephen.Nichols@healthybluemo.com	Email: Theresa.Seiter@healthybluemo.com
Phone: 816-596-4114	Phone: 501-304-1161
HCT – Hospital Care Transitions Contact:	OB – Maternal Child Health/OB Contact:
Nikita Pope, Manager	Heather Gooch, Manager
Email: Nikita.Pope@healthybluemo.com	Email: Heather.Gooch@healthybluemo.com
Phone: 573-645-9643	Phone: 816-510-0985

OB Practice Consultant (OBPC)



Program Description

- The OB Practice Consultant is a dedicated RN with maternal-child expertise who will be serving as your clinical go-to for questions or concerns. Their role is to offer continued education/support to OB providers regarding programs including My Advocate, Healthy Rewards, and Care Management services.
- Additionally, the OBPC provides education and reporting during scheduled visits. Topics including postpartum visit scheduling, timeliness of prenatal care, safe prevention of primary Cesarean sections, and other OB-related topics may also be discussed.



Please reach out for information regarding

- Maternal Child Services programs, such as New Baby, New LifeSM
- Member benefits
- Clinical concerns
- Referrals for care management services
- Provider outcome data and incentives

POC

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Doula - ILOS



- Healthy Blue is excited to share with you our next phase of Doula coverage for Healthy Blue members. Healthy Blue was approved in July 2023, with Contract Amendment 4, for Doula In Lieu of Services.
- We are actively working towards full implementation of our ILOS, which is still in the contracting process phase and not completely live.
- Healthy Blue has initially contracted with The Doula Network (TDN) and is in active contract discussion with other doula organizations who are also interested in becoming contracted with Healthy Blue.
- Our referral process for Doula services will be forthcoming as we go-live with full ILOS implementation.

Additional Resources



Childrens Trust Fund-

Members are identified by Care Management. They are offered a free voluntary service called home visiting. Home visiting connects the family with resources specific for their family and in home education to support child's development.

Safe Sleep Safe Babies

Providing safe sleep education and materials if identified to the member.

Items in the Safe Sleep Kit are:

- A portable crib (Pack N Play) & crib sheet
- Halo Sleep Sack for newborn/infants
- "ABCs of Safe Sleep" photo magnet & Philips Soothie Pacifier
- Educational materials including: "Your Safe Sleep Kit", "Safe Sleep Sleep Temperature Card", "When You Smoke, So Do I", "Safe Sleep for Your Grandbaby", and "Safe Sleep Checklists and Visual Guides"
- "Sleep Baby Safe and Snug" Children's Book



Additional Resources – Substance Use Disorder



Mindoula: Contracted with HB for referrals: Behavioral health program focused on providing 24/7 therapeutic support to adults, adolescents and seniors impacted by substance-exposed living.

- **SELP (Substance Exposed Living Program):** Utilizes both virtual and in-person Care Teams to deliver therapeutic interventions (i.e, psychotherapy, peer support) to adolescents and adults living with substance misuse. Upon enrollment, the member is connected to a Licensed Behavioral Health Professional, Certified Peer Recovery Specialist and SDOH Resource Advocate
- **SEPP (Substance Exposed Pregnancy Program)** Supports pregnant women who engage in prenatal substance use. Services focus on reducing the harmful effects of neonatal abstinence syndrome. SEPP utilizes both virtual and in person Care Teams to deliver therapeutic interventions (i.e., psychotherapy, peer support) targeting recovery/care needs and Social Determinants of Health (SDoH).

Additional Resources – Asthma Resources for Kids



Asthma Bridge - [Asthmabridge.com](https://asthmabridge.com) anyone can refer (Members/Providers)

Becoming an Asthma Educator Course- Physical health care managers completed the BAECM course hosted by Asthma Ready Communities. This course educated our care managers on the asthma disease process, treatment, education, and resources available to members. The care managers were also provided with a resource bank with education templates, videos on proper inhaler/spacer use, and more to ensure our members are adequately educated on their asthma diagnosis

Additional Resources – Behavioral Health



Learn to Live Program

- **Emotional Well-Being**

Eligible members will receive access to our Emotional Well-being Resource which is an online community promoting behavioral health and wellness through instruction, coaching, goal setting and monitoring. It allows eligible Members to take an active part in improving their health and well-being.

Focusing on mental health is important and our program includes resources to help strengthen mind, body and spirit as well as a dynamic and personalized website that offers clinically proven mental health applications to help with mental health challenges utilizing tailored wellness resources. Our self-help resources help ensure our Members can be active participants in their journey to becoming – and staying – mentally and physically healthy.

- **Eligibility:**

All members, age 13 + are eligible.

Learn to Live landing page link: www.learntolive.com/welcome/mohealthyblue

Access Code: MOHealthyblue



No-Cost Extras



When a member calls Member Services or searches the website for VAB information, the Member is encouraged to log into Benefit Rewards Hub:

- Member logs into their Healthy Blue secure portal/account.
- On the portal under the Benefits drop-down, the member will see Benefit Rewards Hub. > They will click on Go on that page it will take the member to a page that tells the member about the Benefit Rewards Hub.
- When the member logs into their Healthy Blue secure portal, the Benefit Rewards Hub link will log them into their ChipRewards account (single sign-on)
- The member will see all of the VABs available in their market
- When the member is eligible for the VAB, there will be a button on the VAB that says "Request"
- When the member is not eligible for that particular VAB, the button says, "Learn More"
 - If the member does not have access to the internet, then Member Services will warm transfer the member to the ChipRewards call center where they will walk them through the online process to redeem the VAB.

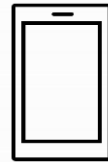
*Learn more about these added benefits and see if you qualify by visiting **healthybluemo.com** or calling Member Services at **833-388-1407 (TTY 711)** 8 a.m. to 5 p.m. Central time, Monday through Friday.*

Other resources to help you stay healthy include: Enrollment in our Healthy Rewards program, to earn gift cards for completing checkups and health screenings. Find local community resources, such as food, financial, and home assistance by calling 833-439-1058.



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Additional Benefits

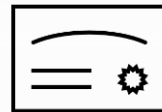


Cell Phone Minutes (SafeLink/Lifeline): Cell phone minutes to active members who qualify for the Federal Lifeline program. Members will receive two-hundred (200) bonus minutes upon enrollment (once per lifetime); and two-hundred (200) bonus minutes during their birth month as long as they remain a Healthy Blue member.

Get Better Connected: Active members, who have been identified as a High Risk-Pregnancy, Chronic Illness, High Emergency Room utilizer, and/or a Behavioral Health member in need of follow-up after hospitalization support, will be provided access to a cell phone if they do not have a phone through the federal subsidy program. Must have access up to 12 months.



Concierge/Welcome Room: Triage and in-person meeting locations (St. Joseph, Columbia, Cape Girardeau, Springfield, and St. Louis) staffed with an advocacy specialist who will help members with social barriers navigate through the health care system with medical and non-medical needs.



HiSet Program: Active members who are at least sixteen (16) years or older, have not graduated from an accredited high school or Received a high school equivalency certificate or diploma and not currently enrolled in a regular high school can receive one(1) voucher to cover the cost of One (1) HiSet exam that includes all five (5) tests to obtain High School equivalency.



Fresh Food Connect: All active members shall have access to one of the following items that best suits their needs: 10 Fresh, pre-measured ingredients and recipes, ready-to-cook family meals; 3 Farm Fresh produce boxes; Annual (Sam's Club or Costco) Membership; or an Annual Membership for free online grocery delivery.



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Additional Benefits



Baby Showers: Fun, educational events for members who are pregnant or recently delivered.



Childbirth and Breast-Feeding Classes: Currently available at New Birth Company (Kansas City), The Doula Foundation (Springfield), and Jamaa Birth Village (St. Louis). Member to call one of these providers and identify themselves as a Healthy Blue member to enroll in class.



Baby on the Way Bundle: Healthy Blue Pregnant members may choose two of the following to support a healthy pregnancy: Folic Acid supplements, Maternity Support Hoses and Belts, Compression Socks, or a Maternity Body pillow.



Nursing Support Program: Free electric breast pumps for moms who will deliver within six weeks, have delivered within the past 30 days, or who had a NICU baby in the last 90 days and a choice of the following: Breast feeding support kit, breast pump accessory kit that includes disposable nursing pads, extra milk storage bags and bottles, or a microwave bottle sterilizer.



Baby & Toddler Essentials: For pregnant mothers who are due to deliver within 6 weeks or who have delivered within the past 60 days. Eligible moms can select up to \$100 worth of items such as a convertible car seat, portable crib, diapers, baby-proof safety items, and other items.



Home Delivered Meals: Members must currently be in an active treatment plan with an appropriately designated provider and have delivered a baby within the past two weeks. Members can choose what meals they want and can request perishable and non-perishable items. Meals are delivered to the home by our vendor, GA Foods.



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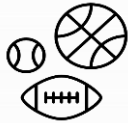
Additional Benefits



Healthy Adults Healthy Results: Active members, 18 to 64 years of age, with a diagnosis of obesity and/or diabetes shall receive funding towards a three-month gym membership and access

To a fitness center. Eligible members shall also receive Weight Watchers (WW) vouchers to cover the initiation fee and thirteen (13) weeks of membership. Eligible members shall receive one produce

Box per month for three (3) months. Members can select from a wide variety of options including: all fruit, all vegetable, diabetic friendly, dry goods only or Asian or Hispanic ethnic cuisine.



Healthy Kids Healthy Choices: Active members ages 6 to 18 are eligible to receive three (3) months of fresh produce delivery (one box per month). Members receiving must have a diagnosis of obesity and/or diabetes to be eligible.

Youth Club Membership: Active members ages 5 to 18 are eligible to receive \$30 to help cover the cost of membership in one of the following: Boy Scouts, Girls Scouts, 4-H, Boys and Girls Club.



Healthy Lifestyle Aids: Active members with a diagnosis of Hypertension, Diabetes, Congestive Heart Failure (CHF), Coronary Artery Disease (CAD), Obesity, or pregnant with a diagnosis of preeclampsia are eligible to receive up to \$75 worth of the following lifestyle aides: digital scale, home blood pressure cuff, digital thermometer or a pulse oximeter.



Meditation App Subscription: Active members, 13 years and older, with a diagnosis Of ADHD, Depression, ASD, Anxiety and/or PTSD are eligible to receive an annual membership To the Meditation and Sleep App.



Asthma Relief Toolkit: Active members with an Asthma diagnosis are eligible to select up to \$200 worth of asthma relief products from a catalog of options. Options include, but are not limited to: inhaler vaporizer kits, travel nebulizer compressor systems, hypoallergenic bedding, pillow covers and mattress covers, HEPA air filters and/or asthma monitoring devices.



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Additional Benefits



Non-Medical Transportation: Provides enhanced transportation to WIC and HCY appointments, prescription pick-up following doctor appointment, Methadone dosing or administration of other medications at Methadone clinic, Behavioral health inpatient or residential facility for parents not eligible for MO Health Net to participate in family therapy.



SDoH Program: Provided to all active members. Going beyond just providing information:

- We facilitate organization participation in the Community Resource Link, allowing for closed-loop processes and follow-up with our members

Healthy Blue's SDoH team partners with numerous organizations across the state focusing on:

- Housing
- Food
- Work force
- Refugee services



Adult Expansion Members: (19 to 64 years of age)

Call Healthy Blue MO Member Services to learn more about additional benefits available.



Healthy Blue

Healthy Rewards



Staying healthy earns rewards with our Healthy Rewards Program.

Healthy Blue rewards its members for making healthy choices.

Healthy Rewards is a no-cost, optional program for eligible MO HealthNet Managed Care Health Plan, Health Blue members. It encourages them to complete healthy activities and screenings to help them get and stay healthy.

How do members start earning Healthy Rewards?

- **Register** for Healthy Rewards by logging in to the Benefit Hub at healthybluemo.com. Or call Healthy Rewards toll free at 888-990-8681 (TTY 711) Monday through Friday from 8 a.m. to 7:00 p.m. Central Time.
- **Complete** eligible appointments and screenings.
- **Choose** your gift card. Enjoy!

See what you can earn on your Healthy Rewards account home page, and after you finish an activity, we will load the rewards to your account.



Healthy Rewards



Who can earn	Activity	Reward	Limitations
Ages 13-55	1st prenatal care visit	\$30	1 per pregnancy
Ages 13-55	Postpartum care visit	\$30	1 per pregnancy
Ages 0-15 months	Well-child visits in the first 30 months of life	\$15 \$90 _{max}	6 times from 0-15 months
Ages 15 months +1 day to 30 months	Well-child visits in the first 30 months of life	\$15 \$30 _{max}	2 times from 15 months +1 day to 30 months
Ages 2-20	Annual dental visit	\$25	1 per 12 months
Ages 3-21	Well child visits	\$25	1 per 12 months
Ages 22 and older	Adult Well Visit	\$10	1 per 12 months
Ages 5 and older	Asthma Medication Management	\$5	1 per quarter
Ages 16-24	Chlamydia testing	\$25	1 per 12 months
Ages 6 and older	30 Day follow up after behavioral health hospitalization	\$25 \$75 _{max}	3 per 12 months



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Healthy Rewards



Who can earn	Activity	Reward	Limitations
Ages 0-2	Lead screening in children	\$25	1 per member
Ages 18-75	Diabetic A1c screening	\$25	1 per 12 months
Ages 50-74	Breast cancer screening	\$30	1 per 24 months
Ages 18-64	Cervical cancer screening	\$30	1 per 36 months
Ages 18-75	Diabetic retinal eye exm	\$25	1 per 12 months
Ages 3-21	Healthy weight management quiz	\$5	1 per 12 months
Ages 18-75	Tobacco cessation quiz	\$5	1 per 12 months
Ages 18-75	Substance abuse quiz	\$5	1 per 12 months
Ages 5 and older	COVID vaccine	\$10	1 per member; Full series reqd
All ages	Flu shot	\$5	1 per 12 months



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Additional Contact Information



Healthy Blue MO Contacts:

- Member Services: 833.388.1407
- Dental Services: 888.696.9533
- Vision Services: 844.616.2724
- Transportation: 888.597.1193
- Healthy Blue MO Website: www.healthybluemo.com

MO Health Net Contact for Medications:

- MO Health Net Pharmacy: 800-392-2161
or locally at 573-751-6527

