

# HEALTH MANAGEMENT ASSOCIATES

A photograph of two elderly women indoors, smiling and holding a bouquet of flowers. The image is overlaid with a semi-transparent blue filter. The woman on the left is seen in profile, while the woman on the right is facing her. They appear to be in a home setting with a brick wall and a window in the background.

Assessing Health Plan Partnerships with  
Community-Based Organizations to Serve  
Members Who Qualify for MLTSS

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W W W . H E A L T H M A N A G E M E N T . C O M

## Webinar Panel

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Karen Brodsky



Liddy Garcia-Bunuel

Cisco WebEx Event Center

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Quick StartEvent Info

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Host: HMA Events  
Event number: 666 221 939

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Recorder

Q&A

Participants (1)

Speaking:

Panelists: 1

HMA Events (Host, me)

Attendees: 0 (0 displayed)

Chat

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Select a participant in the Send to menu first, type chat message, and send...

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Q&amp;A

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Invite &amp; Remind

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▼ Participants (1)

Speaking:

▼ Panelists: 1

**HMA Events** (Host, me)

▼ Attendees: 0 (0 displayed)



▼ Chat

Send to: All Panelists

Select a participant to send a message to:

Host

Presenter

Host & Presenter

▼ Q&A

All (0)

All Attendees

All Panelists

All Participants

Select an Attendee...

Send

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Select a question, and then type your answer here. There is a 256 character maximum.

Send

Send Privately...

Quick Start

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Record

End Event



I Will Call In



Share My Desktop



Invite &amp; Remind

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Participants



Chat



Recorder



Q&amp;A

▼ Participants (1)

Speaking:

▼ Panelists: 1

**HMA Events** (Host, me)

▼ Attendees: 0 (0 displayed)



▼ Chat

Send to: All Panelists

Type your question here.

Send

▼ Q&amp;A

All (0)

Select a question, and then type your answer here. There is a 256 character maximum.

Send

Send Privately...



## ■ WEBINAR AGENDA

- ❑ ABOUT HMA
- ❑ INTRO TO CBOS AND THEIR ROLE IN MEDICAID MANAGED CARE
- ❑ CBO RELATIONSHIPS AND MLTSS
- ❑ ASSESSING AN MCO'S CBO ROSTER FOR MLTSS
- ❑ MAXIMIZING CBO PARTNERSHIPS IN MCO OPERATIONS
- ❑ INNOVATIONS IN CBO RELATIONS
- ❑ Q&A



## ■ OUR FIRM

We are a leading independent, national healthcare research and consulting firm providing technical and analytical services.

We specialize in publicly-funded health programs, system reform and public policy.

We work with purchasers, providers, policy-makers, program evaluators, investors and others.

Our strength is in our people, and the experience they bring to the most complex issues, problems, or opportunities.



## Innovators with unmatched real-world experience

### OUR COLLEAGUES ARE FORMER:

- +
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- State Medicaid directors, mental health commissioners and budget officers
  - CEO, COO, CFO and other hospital, health system and state-based health insurance marketplace leaders
  - Managed care executives
  - Physicians and other clinicians who have run health centers and integrated systems of care—many still practice medicine
  - Policy advisors to governors and other elected officials
  - Senior officials from the Centers for Medicare & Medicaid Services (CMS) and the Office of Management & Budget (OMB)



PART ONE

# INTRO TO CBOS AND THEIR ROLE IN MEDICAID MANAGED CARE

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## ■ WHY DO MEDICAID MCOS PARTNER WITH CBOS?

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- ☑ Improve care coordination, access and delivery
- ☑ Strengthen the community and safety-net infrastructure
- ☑ Prevent illness and loss of function
- ☑ Improve person-centered care
- ☑ Prevent and address health disparities
- ☑ Support the MCO's public health mission
- ☑ Promote the MCO brand
- ☑ Improve the MCO's bottom line

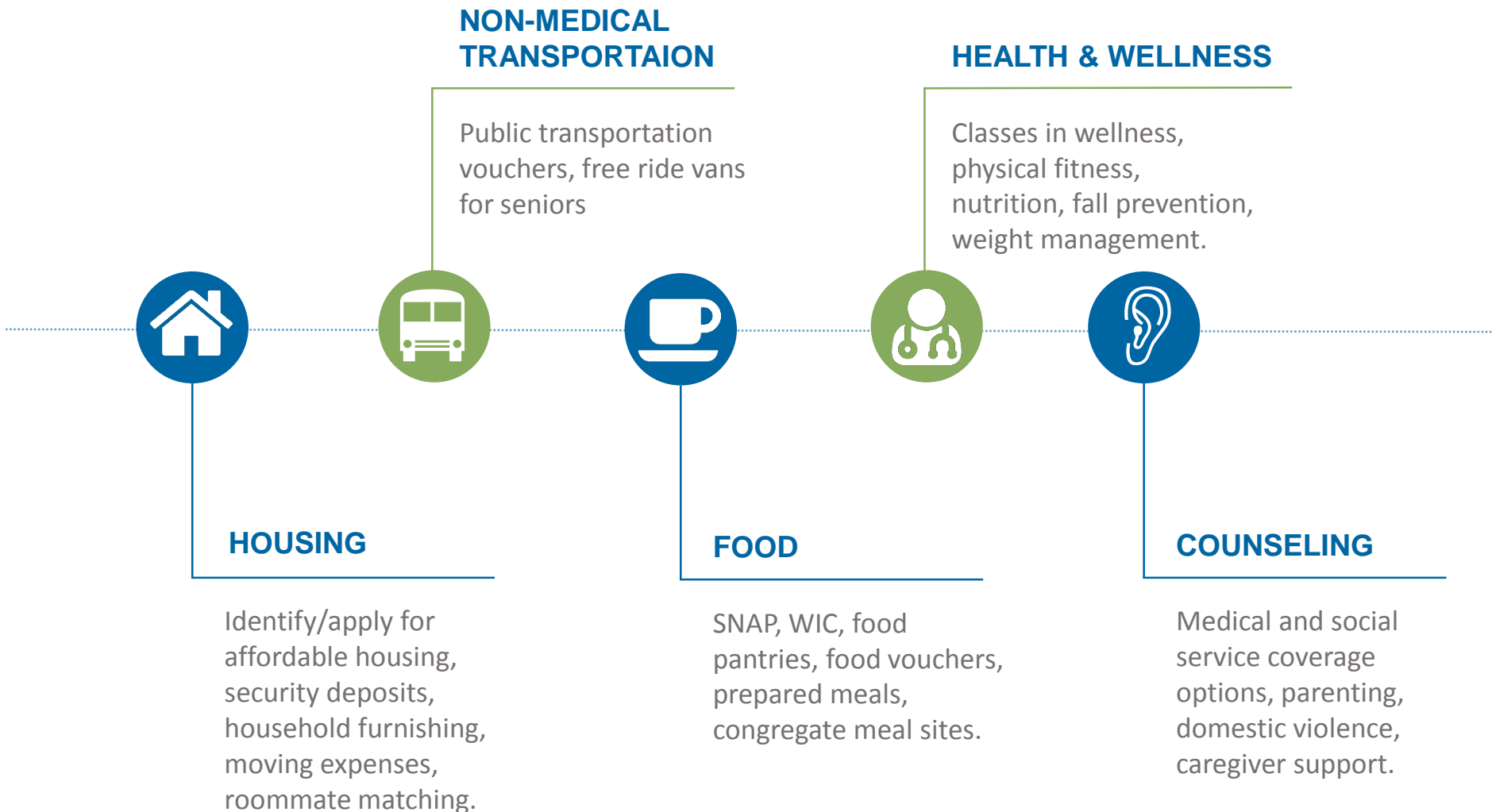
## ■ HOW DO MEDICAID MCOS PARTNER WITH CBOS?

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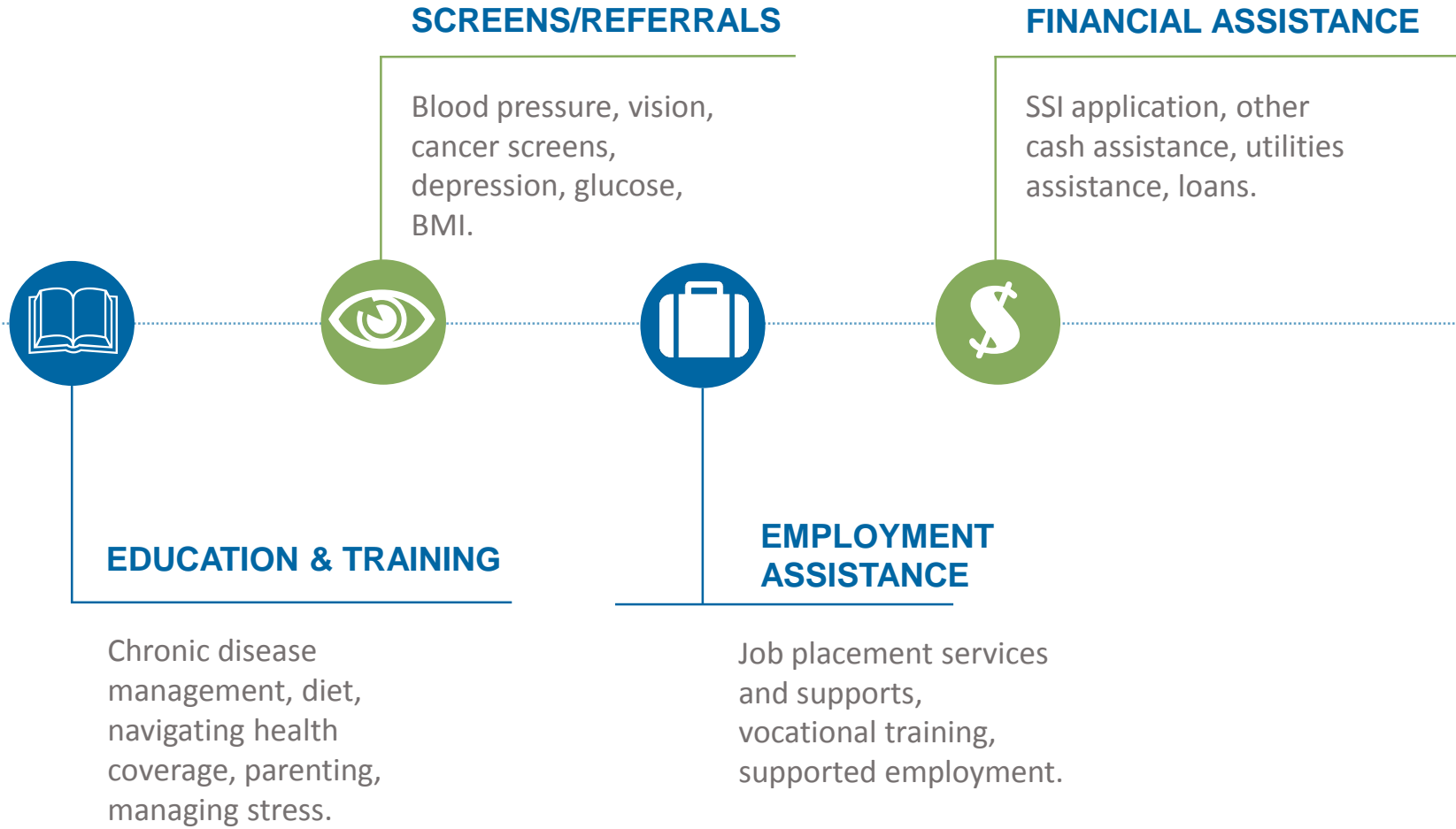
+ They connect more vulnerable members with social services that address social determinants of health, e.g.


- Housing needs
- Non-medical transportation
- Food and nutritional services
- Health and wellness programs
- Counseling
- Screenings and referrals

## ■ CBO SERVICES AVAILABLE FOR MEDICAID ENROLLEES



## **MORE CBOs THAT SUPPORT MEDICAID ENROLLEES**





PART TWO

# CBOS RELATIONSHIPS AND MLTSS PROGRAMS

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“The delivery of long term services and supports (including both home and community based services (HCBS) and institutional-based services) through capitated Medicaid managed care programs. These programs can be operated by a variety of health plans, including a managed care organization, a prepaid inpatient health plan or a prepaid ambulatory health plan. HCBS are services made available to support individuals living at home or in a community based setting; these may include home health care, durable medical equipment, assistive technology, chore services, nursing care, transportation, adult day care, in-home meal services, and more..”

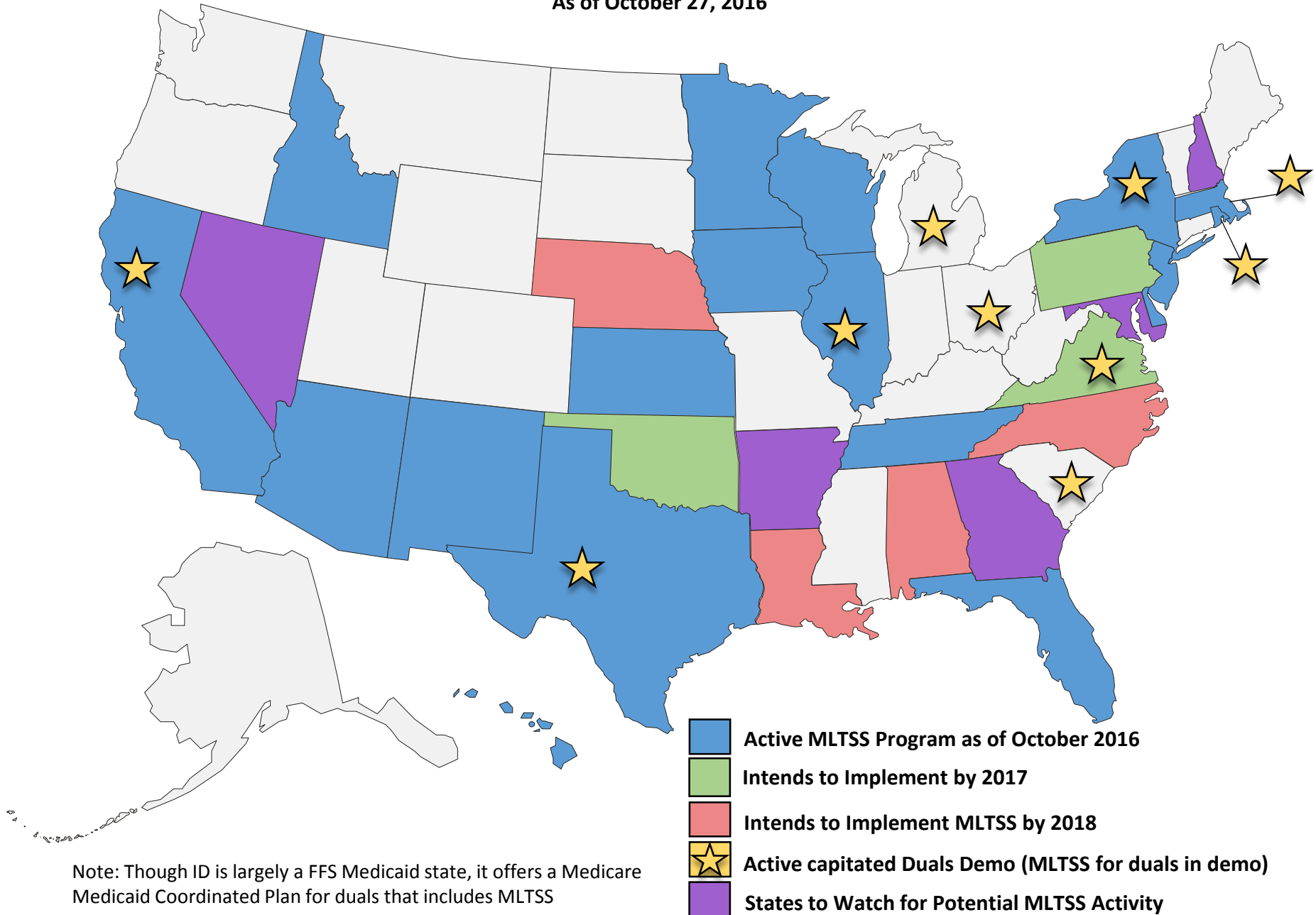


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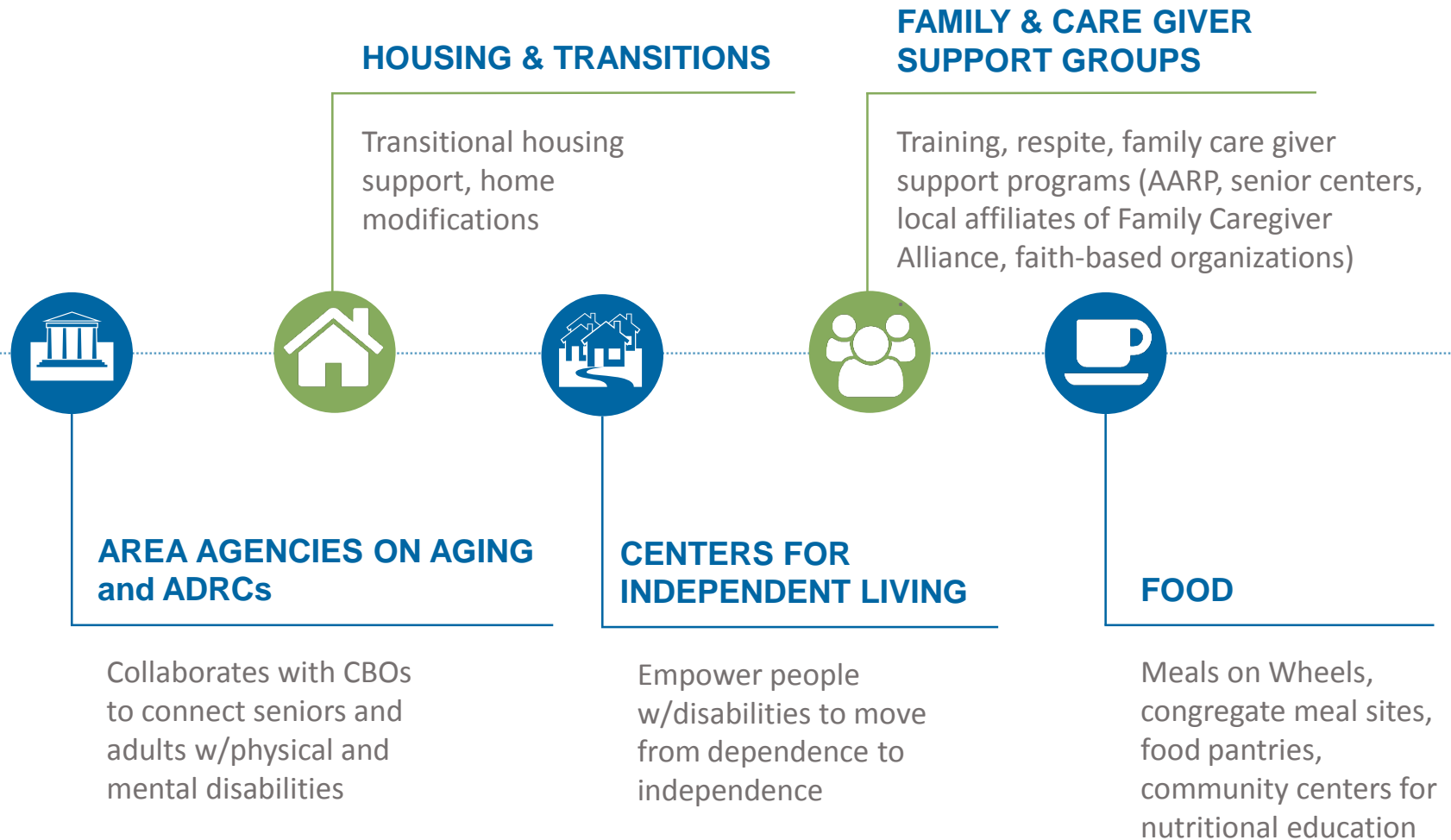
CENTERS FOR MEDICARE AND MEDICAID SERVICES

# Medicaid Managed Long-term Supports and Services (MLTSS) Status

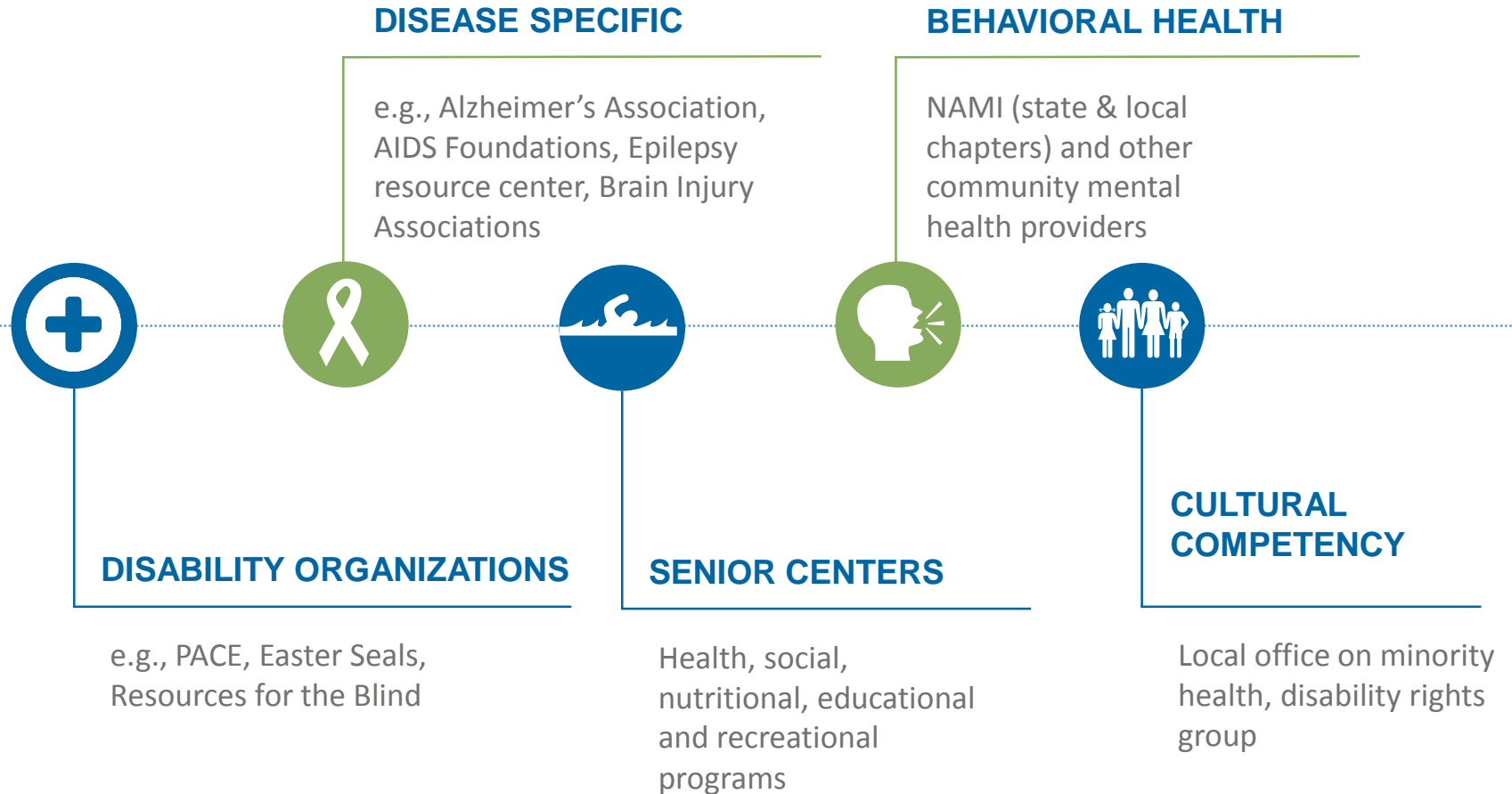
As of October 27, 2016



## ■ TYPES OF LTSS CBOs AND THEIR SERVICES




## ■ TYPES OF LTSS CBOs



### + Protective Services

- Services/resources to eliminate, reduce and protect individuals from physical, emotional, verbal, financial and sexual abuse, as well as neglect



## LTSS CBOs for Special Populations



Intellectual and Developmental  
Disabilities



Physical Disabilities



Frail Seniors



Behavioral Health



PART THREE


# ASSESSING AN MCO CBO ROSTER FOR MLTSS PROGRAMS

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## ■ LTSS CBO ASSESSMENT CHECKLIST

Conduct a full assessment of your MCO's LTSS CBO options, partnerships, and opportunities.




Prepare  
comprehensive list  
of LTSS CBO types

Define the  
purpose/value  
proposition of each  
type.



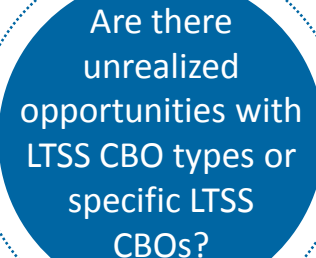
Review current  
MCO roster of  
CBOs

Which existing CBO  
partners meet LTSS  
needs? Cover your  
service area? Which  
types are missing?



Develop an LTSS  
CBO outreach  
strategy/timeline  
to fill gaps

Consider frequency of  
contact/interaction.



Are there  
unrealized  
opportunities with  
LTSS CBO types or  
specific LTSS  
CBOs?

Which LTSS CBOs are  
underutilized?

A photograph of two women sitting on a couch, smiling and talking. The woman on the left is older with short, curly white hair, wearing a light-colored top and a pearl necklace. The woman on the right is younger with dark hair pulled back, wearing a light-colored top. Between them is a table with a large vase of red flowers. The background is a bright, indoor setting. The entire image is overlaid with a semi-transparent blue filter.

PART FOUR

# MAXIMIZING LTSS CBO PARTNERSHIPS

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## ■ MCO UNITS THAT WORK WITH LTSS CBOs

**Many MCO units can benefit from CBO partnerships, maximizing these services for members**

Care  
Management/  
Care  
Coordination

Community  
Outreach

Customer  
Service

Provider  
Relations

Staff Training

# CBO's Can Address Highest Utilizers



**Reduced 60-day  
Readmissions by  
40%**



## Community Care Team

Healthy Howard's program modeled off of the Camden Coalition model in New Jersey addresses those transitioning from hospital to home.

**1**

## Engage bedside

Build rapport with patient prior to discharge

**2**

## Medicine Reconciliation and Care Plan

Within 3 days of discharge, team visits patient at home to create care plan and do a full medicine reconciliation. Includes follow up with PCP within 7 days.

**3**

## Address Social Determinants of Health

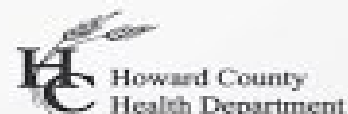
Community Health Workers provide a multitude of referrals to other CBOs to ensure member has needs met.

## ■ CBO's Can Address Highest Utilizers

### THE COMMUNITY CARE TEAM

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Empowering Howard County Residents to  
Get Healthy and Stay Healthy



The background of the slide features a close-up, slightly blurred image of hands assembling puzzle pieces. The hands are positioned as if they are about to place a piece into a larger structure. The puzzle pieces are a light color, contrasting with the blue background. The overall image conveys a sense of teamwork, problem-solving, and building something together.

PART FIVE

# INNOVATIONS IN THE MANAGEMENT OF CBO RELATIONS

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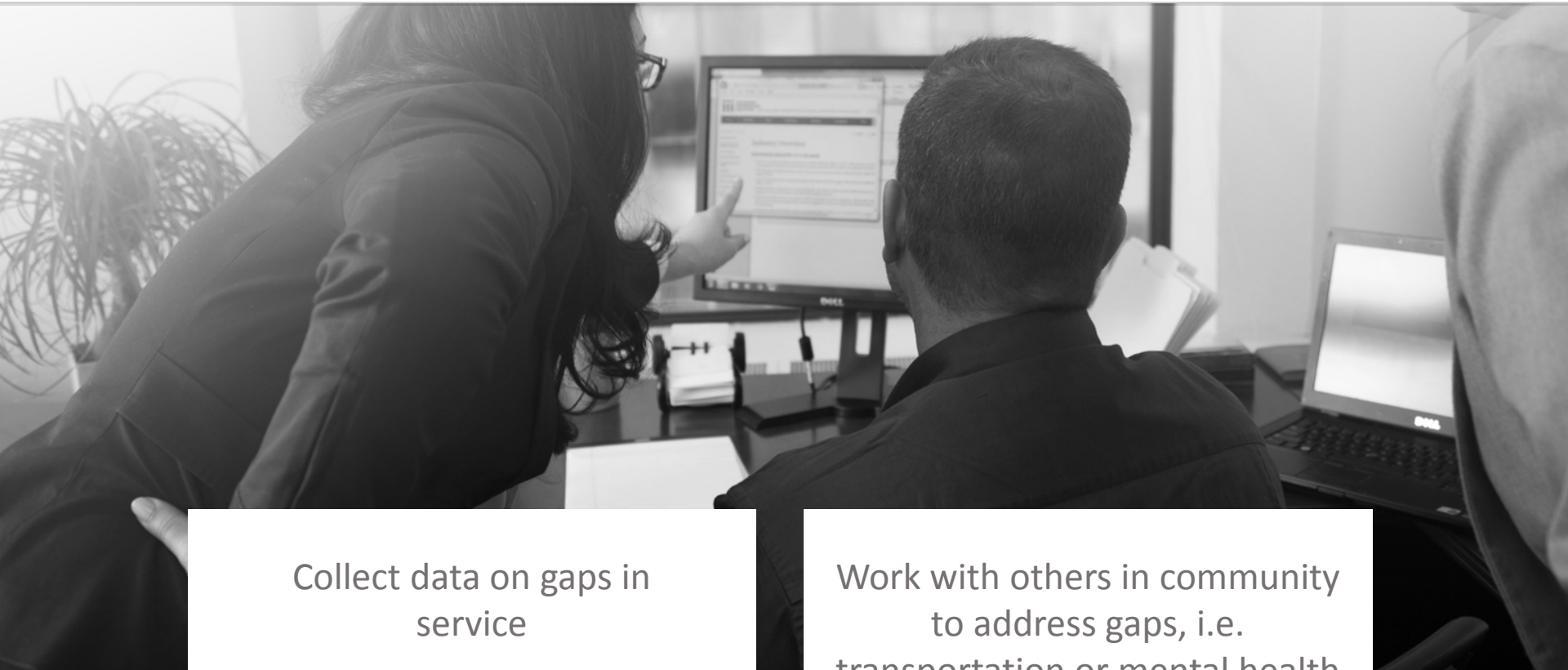
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## BUILDING TRUSTING RELATIONSHIPS

- + Key communication to ensure effective and impactful services**
- + Ensure CBO gets what they need, i.e. data to ensure they can maintain funding.**

## ■ ADDRESSING GAPS IN SERVICE



Collect data on gaps in service



Work with others in community to address gaps, i.e. transportation or mental health



## FOLLOW UP IS CRITICAL





## MAINTAINING CBO ROSTER

- + Time consuming and resource intensive
- + Consider purchasing licenses to an already existing database;
  - Search for local services
  - Make community referrals
  - Analyze outcomes

ANY  
QUESTIONS?



## CONTACT US

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