



# **Collaborating for Better Care: Strategies for Successful Partnerships Between Health Plans and Asthma Programs**



**Participant Dial-In: (800) 374-0278**

**Conference ID: 76609447**

*Tuesday, September 27, 2016*

*Webinar: 1:00 p.m.–2:00 p.m. EDT*

*Live Online Q&A: 2:00 p.m.–2:30 p.m. EDT on [AsthmaCommunityNetwork.org](http://AsthmaCommunityNetwork.org)*



# Welcome to the Webinar

## Collaborating for Better Care: Strategies for Successful Partnerships Between Health Plans and Asthma Programs

### **Moderator:**

- **Tracey Mitchell**, U.S. Environmental Protection Agency

### **Presenters:**

- **Kevin Fahey**, America's Health Insurance Plans
- **Jill Heins Nesvold**, American Lung Association of the Upper Midwest (ALAUM)
- **Bridget Burke**, Health Care Service Corporation (HCSC)

**Tuesday, September 27, 2016**

Webinar: 1:00 p.m.–2:00 p.m. EDT

Live Online Q&A: 2:00 p.m.–2:30 p.m. EDT on [AsthmaCommunityNetwork.org](http://AsthmaCommunityNetwork.org)

**Operator Assisted Toll-Free Dial-In Number: (800) 374-0278**

**Conference ID: 76609447**

# Webinar Objectives

Participants will—

- Hear how a health plan and asthma program collaborated to improve health outcomes for children with asthma
- Learn best practices for establishing strong partnerships
- Learn how to use data to inform project planning for asthma initiatives



## Question & Answer Session on AsthmaCommunityNetwork.org Discussion Forum

Immediately after the webinar, join us in the [AsthmaCommunityNetwork.org](https://www.asthmacommunitynetwork.org) **Discussion Forum** for a live online Q&A session from 2:00 p.m. to 2:30 p.m. EDT. To post a question in the **Discussion Forum**, follow these directions:

1. If you are a Network member, log in to [AsthmaCommunityNetwork.org](https://www.asthmacommunitynetwork.org).

**Not a member?** Create an account at [AsthmaCommunityNetwork.org](https://www.asthmacommunitynetwork.org) by clicking the “**Join Now**” link at the top of the page. Your account will be approved momentarily and you can begin posting questions.

2. Click on the “**Discussion Forum**” button on the home page.
3. Click on the “**Live Online Q&A for 9/27/16 Webinar**” link.
4. Click on the “**Post to the Forum**” link to post your question.
5. Enter your question and click the “**Save**” button at the bottom of the page.

## Poll: Question 1

**What type of organization do you represent?**

1. Government agency
2. Health care provider
3. Health plan
4. Community-based program
5. Other

## Poll: Question 2

**What strategies have you previously used for establishing community partnerships?**

1. Connected with other community asthma programs
2. Collaborated with health care providers to share data
3. Partnered with health plans to provide asthma services
4. Other
5. I have not created community partnerships

## Asthma Facts

- More than 6 million children ages 0 to 17 have asthma
- Asthma is a greater burden on poor and minority children.
- More than \$50 billion in medical expenses is associated with asthma annually.
- Indoor and outdoor environmental factors can trigger asthma episodes.
- With an asthma action plan that includes medical treatment and control of environmental triggers, people with asthma can lead healthy, active lives.



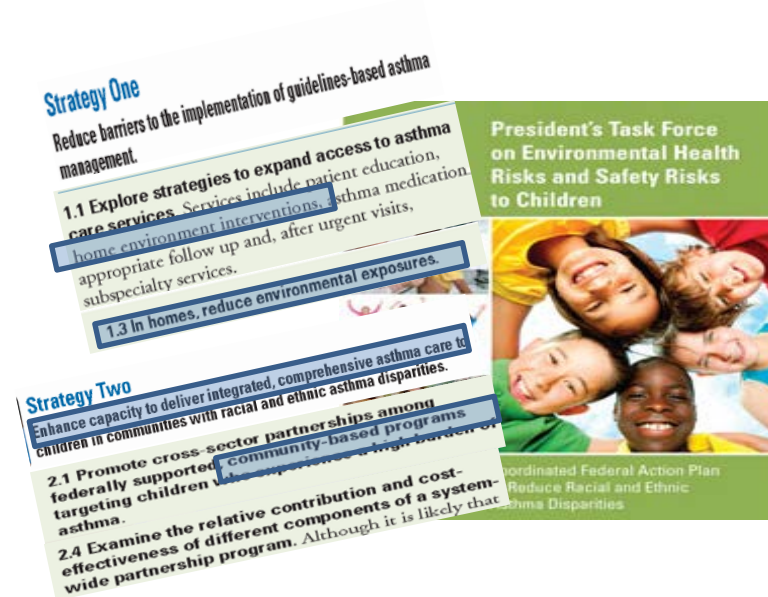
## About the Environmental Protection Agency

**Mission:** For 40 years, the U.S. Environmental Protection Agency (EPA) has been protecting human health and the environment.





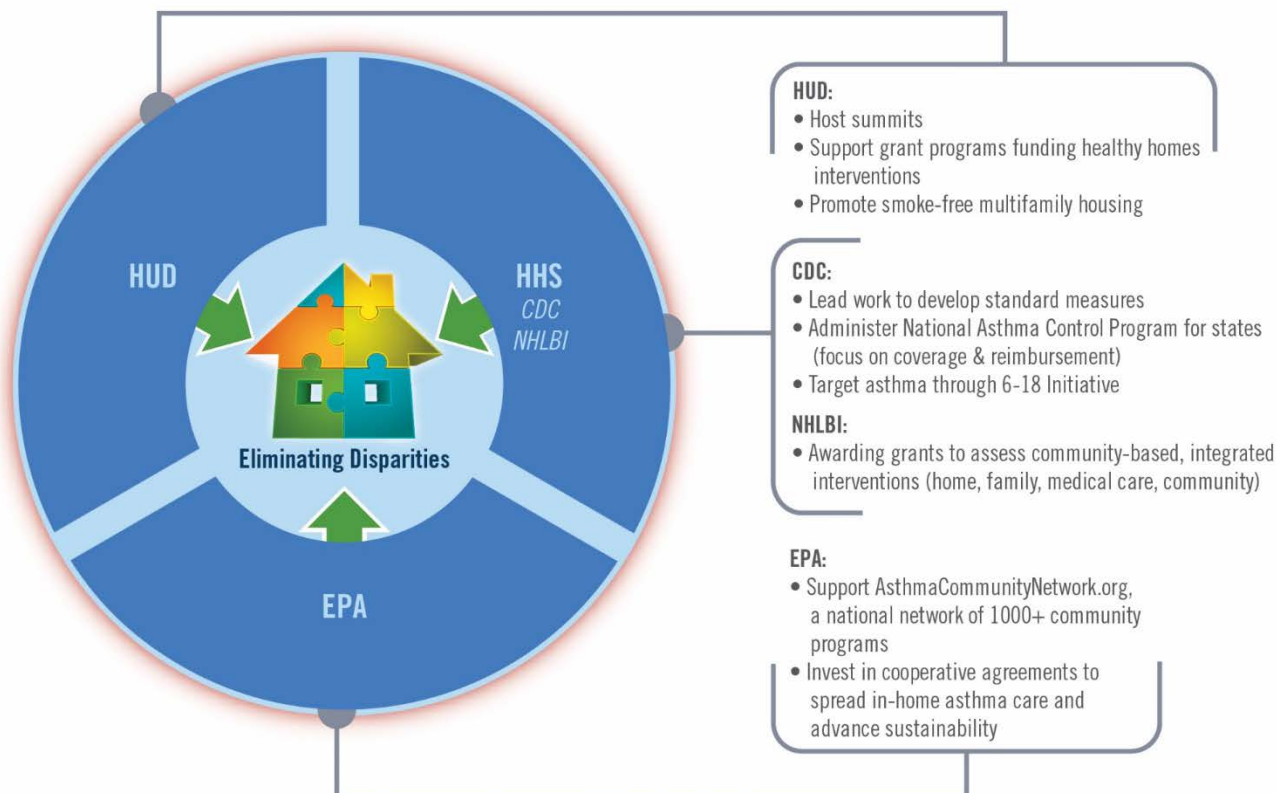
# Federal Efforts to Combat Asthma Disparities



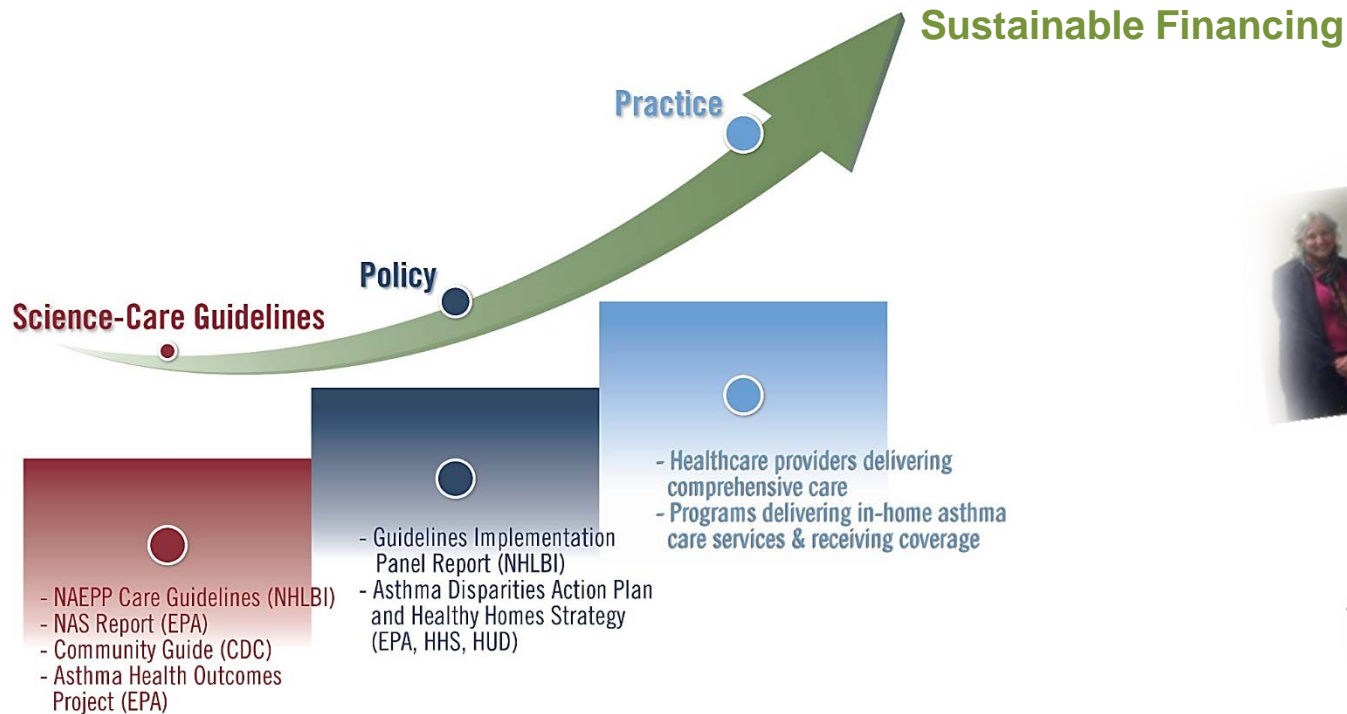
**Foundation:** Effective asthma care must be comprehensive & address the environment & self management skills

**Focus:** Environment, in-home asthma care, local capacity

# Federal Agencies Working to Expand Access to Asthma Care Services



# In-Home Asthma Care Services



***Science, Policy & Practice in Place***



# AsthmaCommunityNetwork.org

*Communities in Action*

Share • Learn • Connect

Not a member? Join Now »
   
Forgot Your Password? »

**OUR NETWORK TODAY**
  
Total Programs in Action: 890    Total Members in Action: 292

---

[HOME](#)
[ABOUT](#)
[TOOLS](#)
[CONNECT](#)
[EVENTS](#)




May is

## Asthma Awareness Month

[Learn More!](#)

SHARE
f
t
e

[Find a Program](#)
  
[Request a Mentor](#)
  
[Discussion Forum](#)
  
[Blog](#)
  
[Videos](#)
  
[Podcasts](#)
  
[Webinar Archives](#)
  
[Events Calendar](#)
  
[Resource Bank](#)



**Administrator McCarthy Highlights Clean Air Efforts and Asthma Programs During Asthma Awareness Month**

>> [Learn More](#)



**Welcome to Asthma CommunityNetwork.org!**

I'm Dr. Floyd Malveaux with the Merck Childhood Asthma Network (MCAN). We are focused on enhancing access to quality asthma care and management for children in the U.S. As a nation, we cannot continue to approach childhood asthma the same old way and expect to reverse the fact that one in every 11 children suffers from it and the asthma disparities that exist in our communities.

>>[more from the forum](#) >>[post to the forum](#)

### NEW RESOURCES

- 5/2/14 Green Cleaning, Sanitizing, and Disinfecting: A Toolkit for Early Care and Education
- 5/1/14 Spring is in the air
- 3/15/14 Wellpets - Asthma Education Pets for phones and tablets!

- [Find a Program](#)
- [Request a Mentor](#)
- [Discussion Forum](#)
- [Blog](#)
- [Videos](#)
- [Podcasts](#)
- [Webinar Archives](#)
- [Events Calendar](#)
- [Resource Bank](#)

## User-Friendly Homepage

Easily find everything you need right from the homepage.

## Health Insurance Plan Strategies for Managing Asthma and Reducing Exposure to Environmental Triggers

In collaboration with the U.S. Environmental Protection Agency





## Health Insurance Plan Strategies for Managing Asthma and Reducing Exposure to Environmental Triggers

In collaboration with the U.S. Environmental Protection Agency



### Commitment

### Capacity

### Leadership

### Longstanding partnership with the U.S. EPA's Indoor Air Quality (IAQ) Division

- *Taking on Asthma* – Multi-year, initiative w/ EPA: 2004 – 2006
- *Health Insurance Plan Strategies for Managing Asthma and Reducing Exposure to Environmental Asthma Triggers* –Three-year cooperative agreement w/ EPA: 2014 – 2017
- Health Plan recipients of the EPA's National Environmental Leadership Award in Asthma Management include:
  - ***AmeriHealth Caritas***
  - ***Blue Cross of California, State Sponsored Health Plan***
  - ***L.A. Cares About Asthma***
  - ***Monroe Plan for Medical Care***
  - ***Neighborhood Health Plan for Medical Care***
  - ***Optima Health***
  - ***Peach State Health Plan***
  - ***Priority Health***

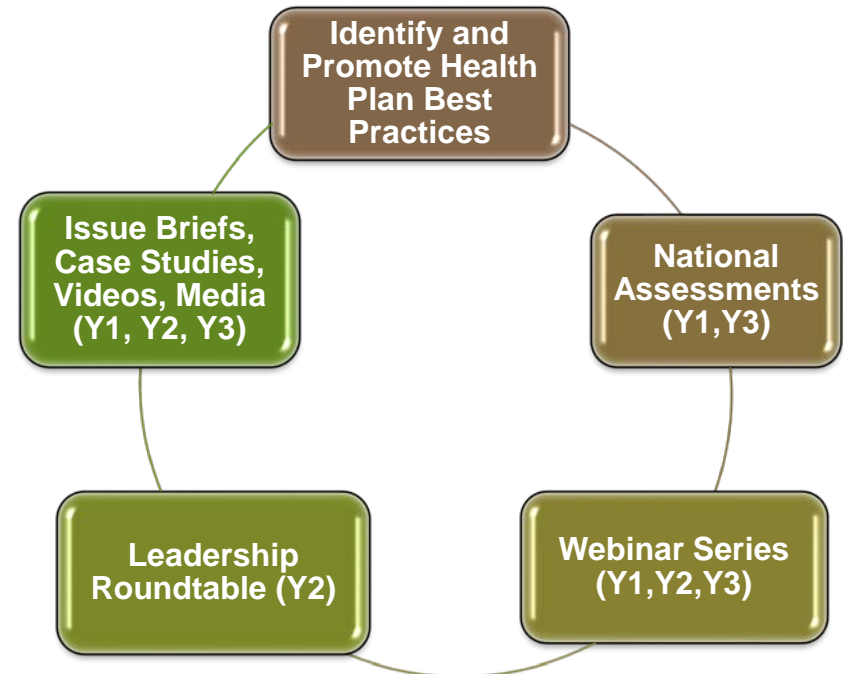
## Health Insurance Plan Strategies for Managing Asthma and Reducing Exposure to Environmental Triggers

In collaboration with the U.S. Environmental Protection Agency



### Three-year Partnership with EPA 2014 - 2017

- Identify and promote health plan best practices that align with the NIH EPR-3 asthma guidelines.
- Work toward improvements in asthma-related measures.
- Compliment the EPA's Indoor Environments Program priorities and goals of reducing environmental health risks by contaminants in indoor environments.



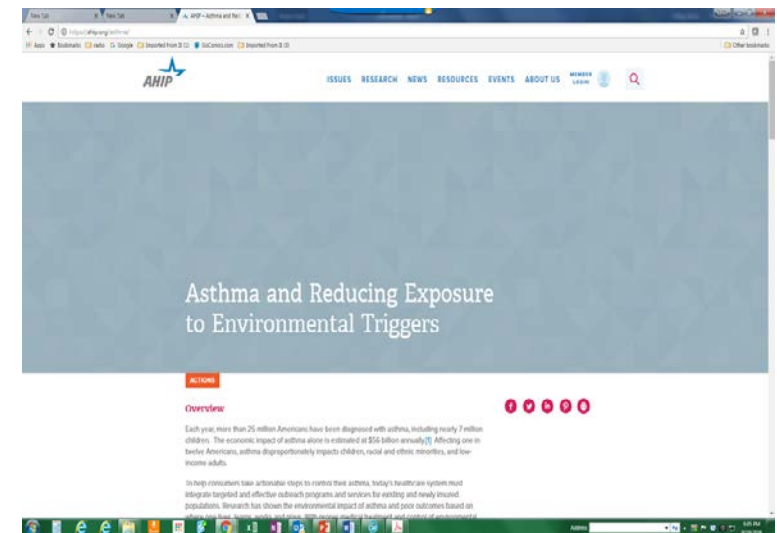
# Health Insurance Plan Strategies for Managing Asthma and Reducing Exposure to Environmental Triggers

In collaboration with the U.S. Environmental Protection Agency



## Years 2 & 3 Activities – 2016 - 2017

- Completed first phase baseline assessment survey of health plans.
- Hosted National Asthma Leadership Roundtable for Health Plans – May 4, 2016, Washington, DC.
- Identify opportunities to collaborate with public and private sector stakeholders and opportunities to receive national recognition for delivering excellent asthma management – ongoing.
- Collaborate with EPA to host webinars focused on health plan efforts to manage asthma.
- Develop and promote available health plan resources and showcase models of excellence – ongoing.
- Conduct follow-up assessment survey of baseline respondents.





## Health Insurance Plan Strategies for Managing Asthma and Reducing Exposure to Environmental Triggers

In collaboration with the U.S. Environmental Protection Agency



# Antitrust Policy

It is the policy of America's Health Insurance Plans (AHIP) to conduct all of its activities in compliance with federal and state antitrust laws.

During AHIP meetings and other association activities, including all informal or social discussions, each member shall refrain from discussing or exchanging competitively sensitive information with any other member. Such information includes, but may not be limited to:

- Prices, premiums, or reimbursement charged or paid for products or services
- Allocation of customers, enrollees, sales territories, sales of any product or contracts with providers
- Refusal to deal with any customer, class or group of customers
- Refusal to deal with any provider, class or group of providers
- What products or services will be offered to enrollees
- Any other competitively sensitive information that is proprietary to a member company

If you have any questions or antitrust concerns related to AHIP programs, meetings, or activities, consult with AHIP legal counsel or your own counsel.

## Health Insurance Plan Strategies for Managing Asthma and Reducing Exposure to Environmental Triggers

In collaboration with the U.S. Environmental Protection Agency



### *Opportunities for Health Plan Involvement*

- **The EPA's Asthma Community Network:** <http://www.asthmacommunitynetwork.org/>
  - This online Network is designed for community-based asthma programs, health insurance plans and providers, government health and environmental agencies, nonprofits, coalitions, schools and more. This interactive Network will introduce you to effective strategies, mentors and partners that are key to achieving positive health outcomes.

Visit us online at: [www.ahip.org/asthma](http://www.ahip.org/asthma)

**Contact Kevin Fahey at 202.861.1478 or [kfahey@ahip.org](mailto:kfahey@ahip.org)**

## Speakers

### **Jill Heins Nesvold**

**Director of Respiratory Health,  
American Lung Association of the  
Upper Midwest (MN)  
[Jill.Heins@lung.org](mailto:Jill.Heins@lung.org)**

### **Bridget Burke**

**Director of Public Affairs, Health  
Care Service Corporation (IL)  
[bridget\\_burke@hcsc.net](mailto:bridget_burke@hcsc.net)**

## Health Care Service Corporation (HCSC)

- Largest customer-owned health insurer in the United States, operating through five Blue Cross and Blue Shield® Plans
- More than 15 million members, more than 20,000 employees and nearly 60 offices
- Social responsibility portfolio
  - Local-level and company-wide community efforts
  - Volunteerism and civic participation
  - Diversity and inclusion efforts
  - Environmental initiatives
  - Employee wellness program



**BlueCross. BlueShield.**  
Illinois • Montana • New Mexico  
Oklahoma • Texas



## Healthy Kids, Healthy Families®

- Key areas of focus and 2015 highlights
  - Food security
  - Physical activity
  - Preventing disease
  - Managing disease
  - Supporting safe environments
- Since 2011
  - Over \$40 million donated to approximately 300 partners
  - More than 19 million health and wellness services provided
  - In 2015 alone, more than 3.2 million children impacted



**BlueCross. BlueShield.**  
Illinois • Montana • New Mexico  
Oklahoma • Texas

## Our Approach

- Support programs with strong focus on measurable outcomes.
- Identify opportunities to support business needs and establish mutually beneficial partnerships.
- Utilize claims data to identify the most prevalent and costly conditions across our communities.
- Identified asthma as a key opportunity and engaged the American Lung Association.
- Work toward common goals of improving health outcomes and reducing inappropriate health care utilization.



**BlueCross. BlueShield.**  
Illinois • Montana • New Mexico  
Oklahoma • Texas

## Overview of ALA-UM's Enhancing Care for Children with Asthma

1. Partner with primary care clinics on a 12 month asthma quality improvement initiative
2. Execute home-based education and trigger modification called Environmental Improvements for Children's Asthma
3. Build capacity through community health initiatives

## ALA-UM's Clinic-Based Quality Improvement (QI) Initiative

- Ensure guidelines-based care and comprehensive asthma self-management
- ALAUM-led nationwide program implemented in over 90 primary care clinics in IL, NM, OK, TX and now MT.
- Proven to work in a variety of clinic settings, including school-based clinics.





## QI Initiative Leads to Sustainability Changes

QI initiatives must deliver evidence of improved outcomes and cost-savings—our initiative does both.





## EICA Meets Families Where They Are

EICA provides in-home asthma education, trigger assessment and remediation based on referrals from clinics and the health plan.



## Value of the Partnership—What HCSC Brings

- Resources—Provide dollars to fund the program, people to manage partnership and program development.
- Data—Identify clinics serving high-risk patients with asthma and track health outcomes to measure the success of the program.
- Visibility—Leverage the company's in-house communication expertise and channels to create an echo chamber around asthma and this program, and connect individuals to the tools and resources they need to better manage their asthma.



**BlueCross. BlueShield.**  
Illinois • Montana • New Mexico  
Oklahoma • Texas



# Taking on Asthma

## TAKING ON ASTHMA

Asthma is a long-term health problem that affects tens of thousands of children in Illinois. Kids with asthma have trouble breathing. They are likely to miss school, go to the emergency room and even end up in the hospital. In serious cases, they can die from an asthma attack. Even those whose asthma isn't severe may miss out on sports and other activities because of their condition.

While childhood asthma can be controlled, it can't be cured. The more you learn about asthma, the better you and your family can manage living with the disease, so that your child can make the most of each day.

### Learn more about childhood asthma and our efforts to combat it:

[Our Asthma Initiatives](#)[Learning About Asthma](#)[For Parents](#)[For Schools](#)[For Health Professionals](#)[Asthma in the News](#)[Asthma Quiz](#)

**BlueCross. BlueShield.**

Illinois • Montana • New Mexico  
Oklahoma • Texas

# Taking on Asthma

## For Parents

Learning that a child has asthma can be scary for a parent. The good news is that you can take control by making sure your child is getting the right treatment, and that you know what to do if your child's asthma gets worse. Asthma can't be cured, but it can be controlled so that your child can lead a normal, active life.

If you are a Blue Cross and Blue Shield of Illinois member and don't have a regular pediatrician, visit our [Provider Finder®](#) to find one near you. Log in to [Blue Access for Members<sup>SM</sup>](#) for personalized results based on your health plan and network.

[Working with Your Child's Asthma Care Team](#)

[Do You Think Your Child Has Asthma?](#)

[Be on Alert for the Warning Signs of an Asthma Attack](#)

[Questions to Ask Your Child's Doctor About Asthma](#)

[Make Your Home Asthma Safe](#)

[Make an Asthma Action Plan](#)

[Resources for Parents of Children with Asthma](#)



**BlueCross. BlueShield.**

Illinois • Montana • New Mexico  
Oklahoma • Texas

## Value of the Partnership—What HCSC Gets

- Strengthens relationships within the provider community
- Seen as a partner, not just a payer
- Makes HCSC/BCBS more approachable, smaller, easier to navigate
- Overcomes myths about coverage policies
- Generates ROI to company



**BlueCross. BlueShield.**  
Illinois • Montana • New Mexico  
Oklahoma • Texas

## Value of Partnership—What ALAUM Brings

- Credibility
- Nationwide initiative implemented locally
- Neutral convener in the community
- Technical expertise
- Ability to push best practices and quality forward in a friendly way

## Best Practices and Lessons Learned

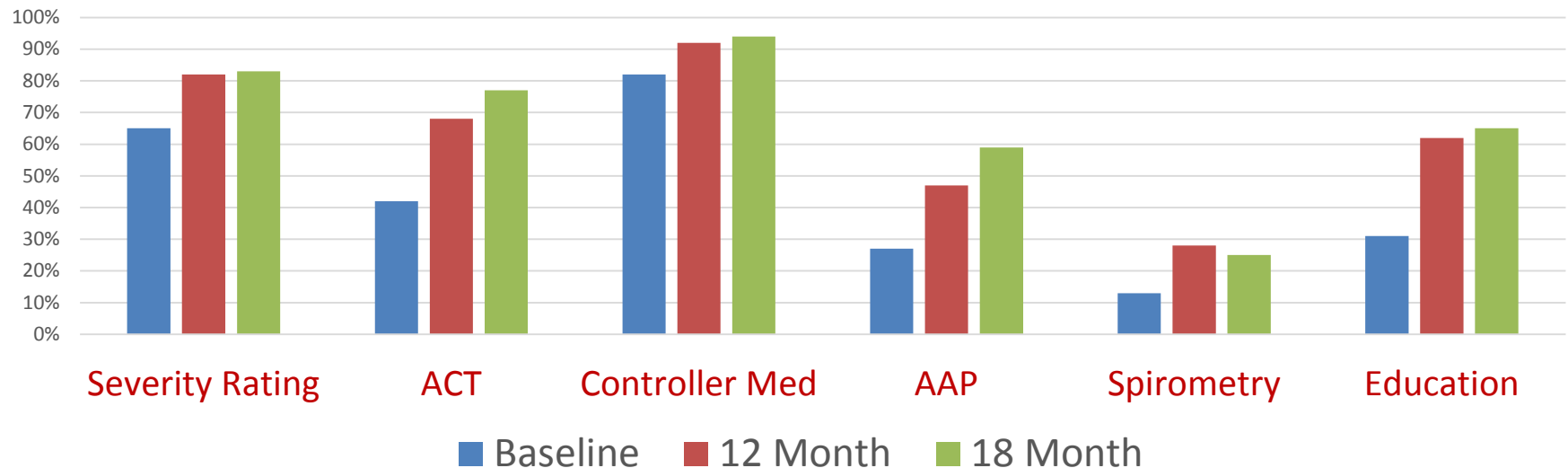
- Be patient; this process takes time.
- Each organization has talent to contribute.
- Ensure new initiatives complement current efforts.



# QI Initiative = Sustained Changes in Care

## Improvement in Documentation of Quality Indicators

**Baseline: 12 – 18 Months Post-Intervention**  
**Aggregate 23 Primary Care Clinics**



## Gold Standard Evaluation Methodology

First asthma quality improvement effort  
to utilize health plan claims data  
to determine impact of its efforts.

## Evaluation Methodology

**Goal:** To measure the change in health care utilization of individual BCBS members with asthma who received care from intervention clinics for 12 months prior to intervention to 1 year post-intervention.

1. Selected all clinics that participated cohorts 1 and 2
2. Identified clinics based on their Tax ID Numbers (TIN)

## Evaluation Methodology (continued)

3. Selected BCBS members associated with those provider TINs **who also had** at least one claim for ICD-9 493.xx (asthma) during the 1 year before the project started **and were continuously enrolled** from 1 year before the project to 12 months post-intervention (3 years of continuous enrollment)
4. Secured entire de-identified claims data set (including claims for medical, DME and pharmacy) for these BCBS members (commercial, retail and Medicaid)
5. Analyzed data for pre-intervention through post-health care utilization and return on investment

## Improved Quality Reduces Hospitalizations

	All age categories	$\leq 18$	$> 18$
Combined	↓56%	↓59%	↓52%
Sample size	1856	846	1010

## Improved Quality Reduces Emergency Department Visits

	All age categories	$\leq 18$	$> 18$
Combined	↓55%	↓54%	↓56%
Sample size	1856	846	1010

## Improved Quality = Cost-Savings

Plan paid amount and out-of-pocket savings for  
hospitalizations/emergency department visits

**minus**

intervention cost

**equals**

return on investment

\$1 : \$2.40

# EICA = Measurable Improvements in Children's Health

## Reduction:

- Day/nighttime symptoms ( $p < 0.05$ )
- Hospitalizations by 68%
- ED visits by 44%
- All-cause health insurance claims 33% (\$1,359)

ROI: \$1 : \$2.19

**Increase:** School attendance up to 6 days/year\*

\*Independent evaluation with tribal participants







## Financial Sustainability—ALAUM

ALAUM develops partnerships at the local, state and regional level to implement proven programs.

This program can continue to expand and be implemented nationwide.



## Poll: Question 3

**Based on what you have learned today, what actions do you feel equipped to take?**

1. Reach out to potential partners in my community
2. Use data to inform my program planning and identify potential partners
3. Tailor existing partnerships to better fit my community's needs
4. Other



## Question & Answer Session on AsthmaCommunityNetwork.org Discussion Forum

Immediately after the webinar, join us in the [AsthmaCommunityNetwork.org Discussion Forum](#) for a live online Q&A session from 2:00 p.m. to 2:30 p.m. EDT. To post a question in the [Discussion Forum](#), follow these directions:

1. If you are a Network member, log in to [AsthmaCommunityNetwork.org](#).

***Not a member?** Create an account at [AsthmaCommunityNetwork.org](#) by clicking the “[Join Now](#)” link at the top of the page. Your account will be approved momentarily and you can begin posting questions.*

2. Click on the “[Discussion Forum](#)” button on the home page.
3. Click on the “[Live Online Q&A for 9/27/16 Webinar](#)” link.
4. Click on the “[Post to the Forum](#)” link to post your question.
5. Enter your question and click the “[Save](#)” button at the bottom of the page.