



**WellPoint's State Sponsored Business**  
**Comprehensive Asthma Intervention Program**  
 Improving Health and Quality of Life for  
 Our Members with Asthma and Their Communities

**WELLPOINT**

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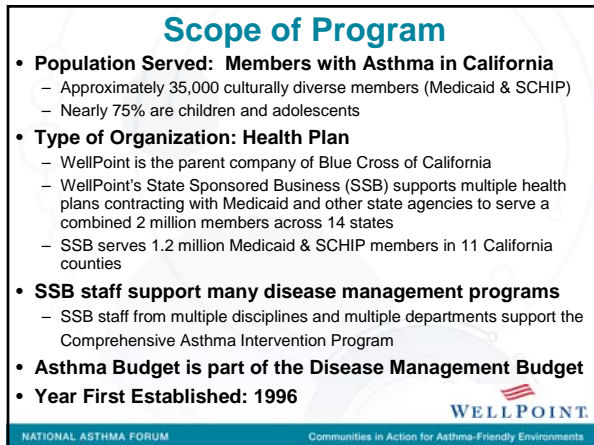
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**Scope of Program**

- **Population Served: Members with Asthma in California**
  - Approximately 35,000 culturally diverse members (Medicaid & SCHIP)
  - Nearly 75% are children and adolescents
- **Type of Organization: Health Plan**
  - WellPoint is the parent company of Blue Cross of California
  - WellPoint's State Sponsored Business (SSB) supports multiple health plans contracting with Medicaid and other state agencies to serve a combined 2 million members across 14 states
  - SSB serves 1.2 million Medicaid & SCHIP members in 11 California counties
- **SSB staff support many disease management programs**
  - SSB staff from multiple disciplines and multiple departments support the Comprehensive Asthma Intervention Program
- **Asthma Budget is part of the Disease Management Budget**
- **Year First Established: 1996**

**WELLPOINT**

NATIONAL ASTHMA FORUM      Communities in Action for Asthma-Friendly Environments

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**Program at a Glance – The Key Drivers in Action**

- ✓ **Effective Leaders & Champions**
  - Health Plan leadership engages and honors provider and community Champions. SSB grows and empowers Asthma Champions within our own organization
- ✓ **Strong Community Ties**
  - SSB Community Resource Centers (CRCs) are staffed in every SSB region. CRC staff create and maintain strong ties with their communities
- ✓ **High-Performing Collaborations**
  - Multiple public, private, and community agencies, providers, hospitals, schools, & others contribute their expertise and commitment to collaborations so that we can work together to optimize health outcomes for members & communities
- ✓ **Integrated Health Care Services**
  - SSB provides education to members, and member-specific utilization data to providers; UM, CM, QM, Health Services, and Field Staff work in coordination to identify, risk stratify, and provide tailored services for members
- ✓ **Tailored Environmental Interventions**
  - Member, provider, and community resources and education; asthma awareness events, public health advocacy, home interventions as needed, and empowerment

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## A Systems-Based Approach for Creating & Sustaining Effective Asthma Programs

### Building the System

**Health Plan Leaders:**

- Drive community-specific Needs Assessment - Communities have unique needs & opportunities
- Design & Implement Disease Management Interventions
- Enhance Programs through Collaborations
- Encourage and promote internal and external Asthma Champions
- Lead continuous evaluation and improvement

### Key Drivers of Program Effectiveness

- ✓ Effective Leaders & Champions
- ✓ Strong Community Ties
- ✓ High-Performing Collaborations
- ✓ Integrated Health Care Services
- ✓ Tailored Environmental Interventions

### Resourcing the System


- States' Managed Care Contract provides funding
- The Health Plan finances plan-wide and community-specific asthma program components
- Creativity & flexibility are required to address funding challenges
- SSB invests in providing Disease Management interventions for members with asthma
- SSB engages with community groups & collaborations to optimize asthma outcomes

### Getting Results – Evaluating the System

**Program Process Goals:** provide asthma resources to members & practitioners; member educational mailings; practitioner notifications using member-specific data

**Program Health Outcome Goals:** improve asthma outcomes for members; improve rates of appropriate asthma medication use; reduce rates of Asthma-related ER & Hospital use

Pilot project data also drive improvement



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## Building the System

- **Conduct Needs-Based Planning**
  - Health Plan and Medical Leaders drive needs assessment for overall membership and for members with asthma in specific communities
  - Identification of asthma prevalence guides development of program
- **Implement Disease Management Program**
  - Program involves innovative plan-wide member and provider resources
- **Collaborate to Build a System That Will Last**
  - Multiple collaborative efforts and pilot projects with local organizations tailor programs to unique needs and opportunities within communities
  - Internal and External Asthma Champions are identified & encouraged
- **Let the Data Drive Program Design/Modification**
  - Program development is not linear; evolutions are based on:
    - Outcomes of our interventions and creativity of Asthma Champions
    - New data on member needs and growth in the business
    - Participation in collaborations & pilot projects
    - Advancements in data and communications technologies



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## Getting Results – Evaluating the System

- **Use Data to Measure Effectiveness -- plan-wide and community-specific interventions data**
  - Interventions are piloted, evaluated, and continued, or abandoned if data indicate inadequate health impact for members and low ROI
- **Overall Program Process Goals:**
  - To provide asthma resources to members & practitioners as planned
    - Member educational mailings
    - Practitioner notifications using member-specific data
- **Overall Program Health Outcome Goals:**
  - To achieve better asthma outcomes for members
    - Improved rates of appropriate asthma medication use
    - Reduced rates of Asthma-related ER & Hospital use
- **Using Data has evolved over time**
  - Identification and risk stratification of members with asthma
  - Pharmacy Asthma Consultation Program
  - Member-specific data for providers
- **Pilot project data also drives program improvement**




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## Resourcing the System

- **Contract Requirement**
  - States' Managed Care Contracts require us to provide health management programs, member education, and quality improvement processes
- **SSB finances plan-wide & community-specific components of the Comprehensive Asthma Intervention Program**
  - SSB invests in providing Disease Management for members
  - Smaller community-specific pilot projects help advance the program
- **Creativity & flexibility are needed to address funding challenges**
  - Targeting more intensive interventions for highest risk members
  - Funding interventions in advance of ROI evidence
  - Other sources of funding – grants and collaborative efforts
  - Coordinated activities with community groups & coalitions



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## Epiphanies – Making it Last

**Building the System**

- Simple, cost-effective, innovative interventions that are embedded in the program using available resources help ensure program sustainability

**Elements of the System - Key Drivers in Action**


- Through diligence and commitment, SSB Staff integrate plan-wide and community-based interventions into a unified program that includes all Key Drivers. They maximize program value for members in all SSB regions.

**Getting Results - Evaluating the System**

- Program evaluation through process & outcome measures helps us establish accountability, demonstrate positive impact on members, and improve our interventions, so we can continue to finance the interventions.

**Resourcing the System**

- Maximizing economies of scale is vital when implementing programs for large populations. Successful components can be spread more efficiently to new areas.



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