WellPoint's State Sponsored Business

Comprehensive Asthma Intervention Program

Improving Health and Quality of Life for Our Members with Asthma and Their Communities

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

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

**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

**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:**
  - 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

**Key Drivers of Program Effectiveness**
- Effective Leaders & Champions
- Strong Community Ties
- High-Performing Collaborations
- Integrated Health Care Services
- Tailored Environmental Interventions

**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 drives improvement
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

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

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.