



# State Innovation Model (SIM) Public Forum Update

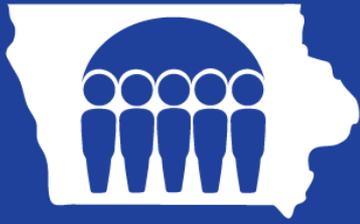
Jennifer Vermeer, Medicaid Director

June 30, 2014



## Agenda

- Update on Iowa Wellness Plan ACOs
- Healthy Behavior Program
- SIM Background
- SIM Model Test (Round Two)
- Stakeholder Attestations Letters and Next Steps

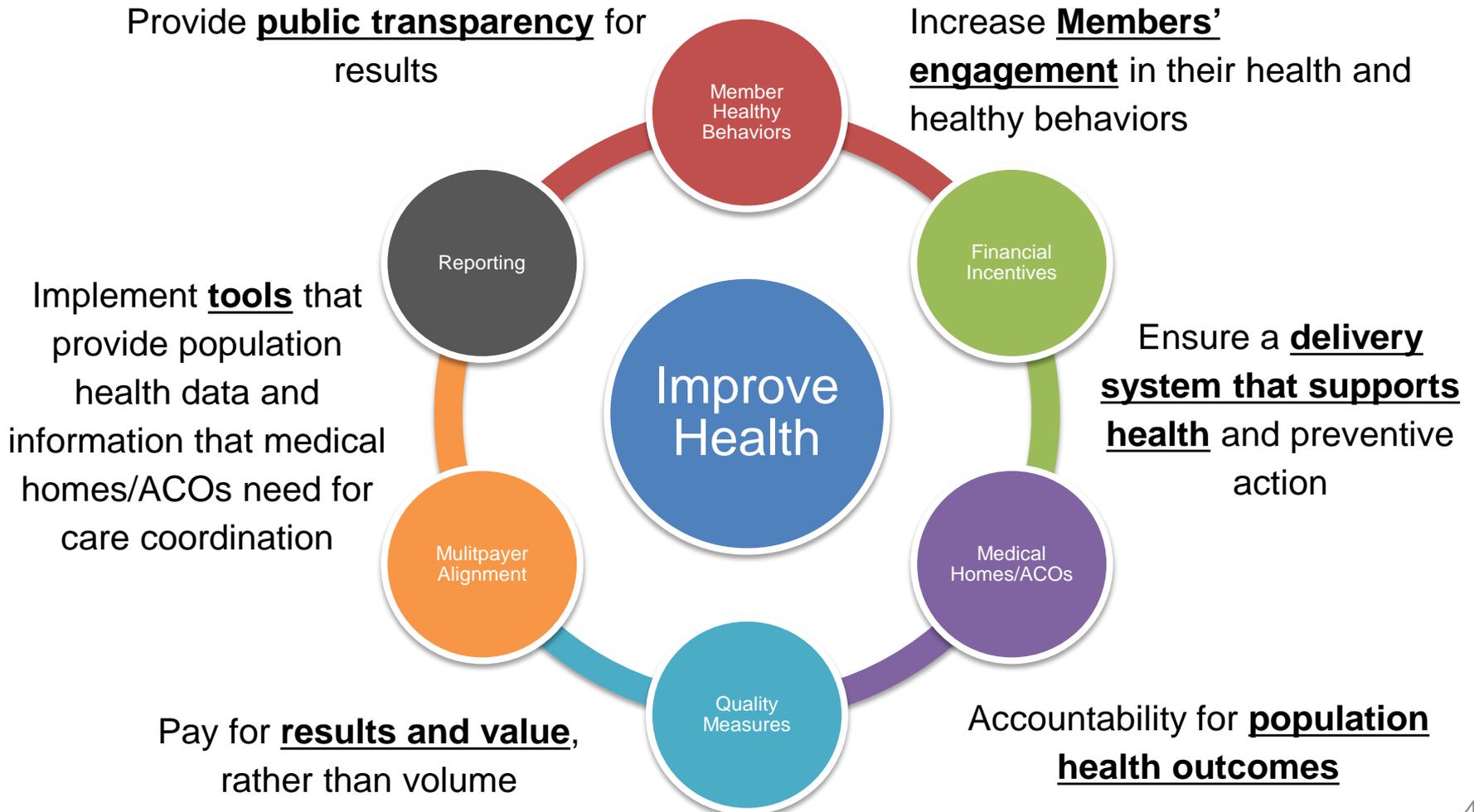


# Update on Iowa Wellness Plan ACO Program



# Iowa Department of Human Services

## Iowa Health and Wellness Plan





## Wellness Plan ACOs

- Three participating Wellness Plan ACOs as of July 1, 2014:
  - Broadlawns Medical Center (July 1)
  - University of Iowa Health Alliance, LLC (April 1)
  - Unity Point Health partners (April 1)

Estimated 26,000 Wellness Plan members will be covered by a Wellness ACO starting July 1



## Iowa Wellness Plan Reforms

- Iowa pays incentives to physicians and ACOs for achieving quality metrics consistent with Wellmark metrics
- No claims history so starting with incentives and will move to shared savings for ACOs
- Provides starting point to begin and learn, and will eventually be merged under larger Medicaid SIM designs



## Incentive Based Model

Payment	Performance	Paid To	Purpose
\$4 Primary Care Case Management	Per Member Per Month (PMPM) Paid Monthly	Patient Manager (PM)	Ensures Access
\$10 Wellness Exam	Per Member annually if threshold achieved	PM or ACO	Aligns with Healthy Behaviors
\$25 HRA AssessMyHealth	To integrate results into member's plan of care	PM or ACO	Aligns with Healthy Behaviors
\$4 Medical Home VIS	PMPM – Paid quarterly if quality target achieved	PM or ACO	Aligns w/ multipayer SIM Strategy
\$4 ACO Member Engagement	PMPM for member engagement and access activities	ACO	Aligns with Healthy Behaviors & Medicaid Waiver



## Goals of Iowa Wellness Plan

- Starts to implement two SIM strategies in **now**
  - Medical homes and ACO concepts
  - **Member Engagement**
    - Based on local access to care
    - Focus on health and improved outcomes
    - Emphasis on care coordination
    - Healthy Behaviors incentives aligned with provider incentives

# Healthy Behavior Program

# Healthy Behaviors Program Brand

New branding exclusively for the Iowa  
Health and Wellness Plan



Care on  
*your*  
terms

# Healthy Behaviors Program

- Members take active role in their health care
- Helps waive any possible contribution (premium) for the next year of enrollment



State Performance Measure

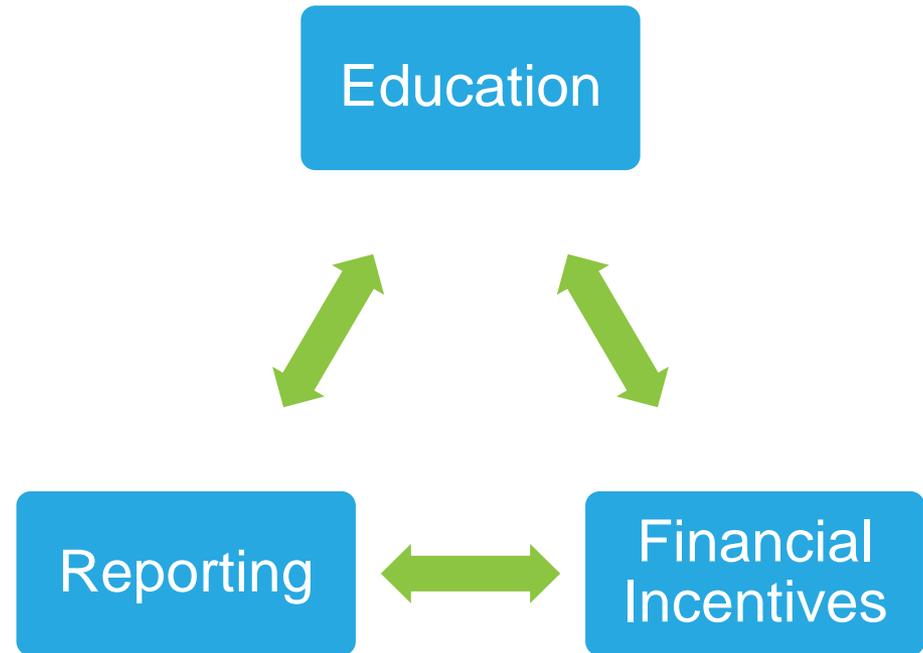
- 40% of Iowa Health and Wellness Plan members complete healthy behaviors during 2014

- **Why this performance measure?**

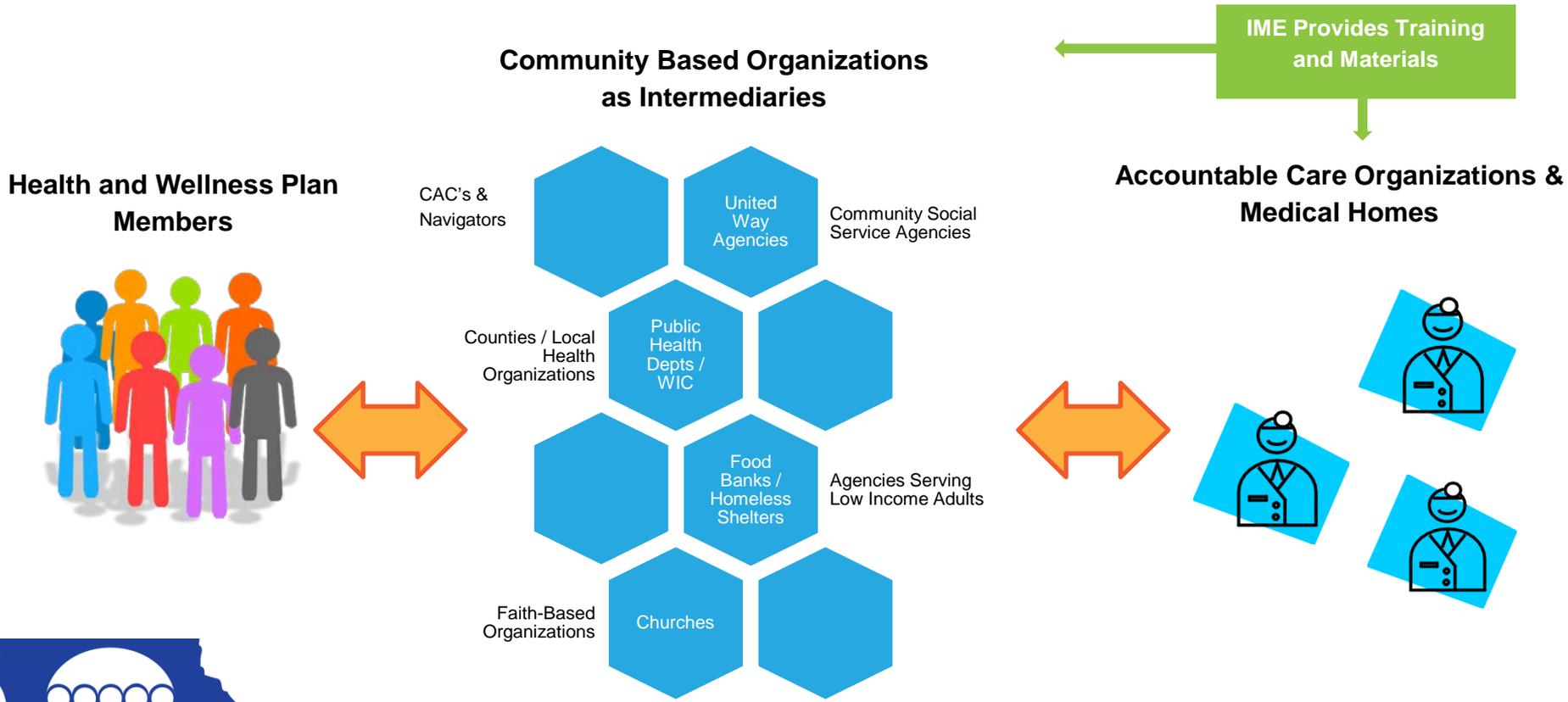
- Demonstrates key program goal is achieved
- Required by Terms of 1115 Federal Waiver
- Iowa must meet in order to charge premiums in 2015

# How Will Iowa Meet the Performance Measure?

Three Part Strategy to Reach 40% Healthy Behaviors Target



# Healthy Behaviors Outreach Campaign Strategy



# Healthy Behaviors Program

Announced to members in May:

- Letter campaign to members began end of May
- Targeted flyers and posters
- Provider Toolkit
- Continued aggressive marketing and outreach strategy by DHS throughout the year (cycled member campaign, events, etc.)

# Flyer for Iowa Wellness Members

A flyer with a background of colorful, abstract shapes. On the left, the text 'Care on your terms' is written in blue and orange. On the right, the title 'Be Healthy, Stay Healthy' is in orange. Below it, a paragraph explains that to continue free coverage, members must complete healthy behaviors. Two numbered sections follow: '1. Health Risk Assessment (HRA)' and '2. Wellness Exam', each with a list of four steps.

Care on  
*your*  
terms

## *Be Healthy, Stay Healthy*

To continue receiving free coverage under the Iowa Wellness Plan, you must complete the following Healthy Behaviors:

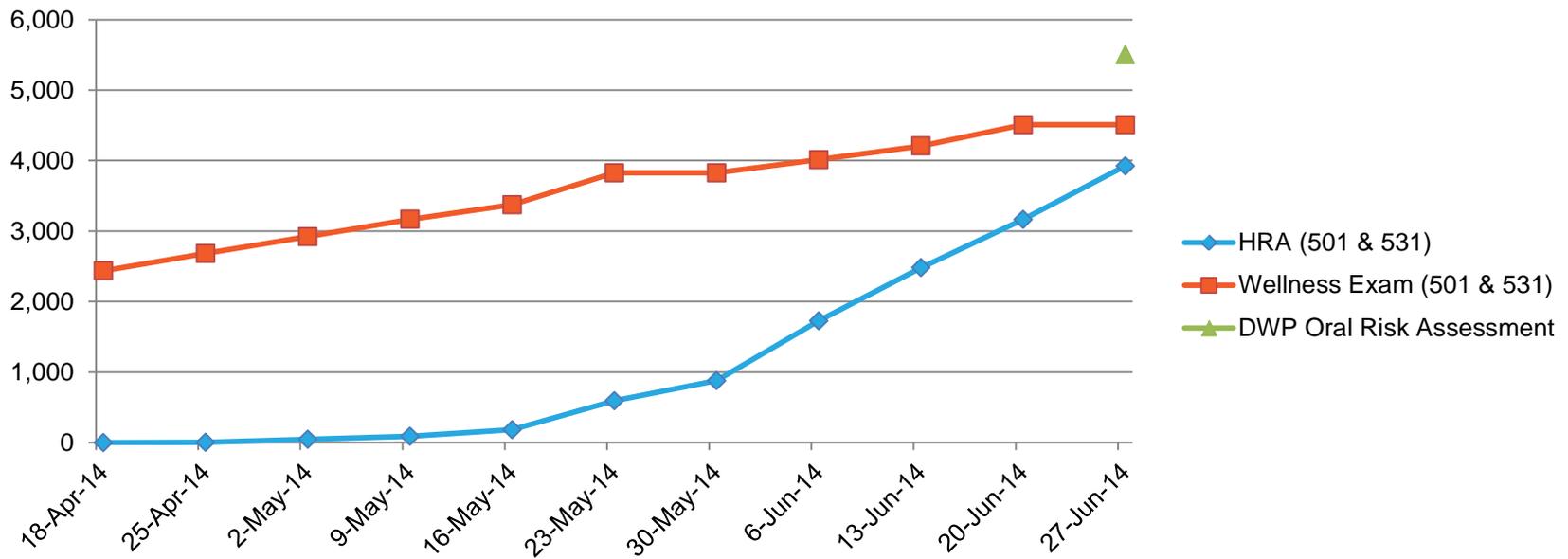
### 1. Health Risk Assessment (HRA)

1. Go online to [AssessMyHealth.com](http://AssessMyHealth.com).
2. You will need to enter a five-digit code. You can get this code from your provider. This will let your provider see your results. If your provider does not have a code, enter MBR01.
3. Complete the assessment. When done, enter your Medicaid member ID number. Select 'yes' to share your results with your provider. You must enter your member ID to get credit for the Healthy Behavior.
4. Take your results to your wellness exam.

### 2. Wellness Exam

1. Call your primary care provider and schedule your check-up.
2. Talk to your provider about completing the health risk assessment. Your provider might be able to help.
3. Keep your appointment and work with your provider to stay healthy.

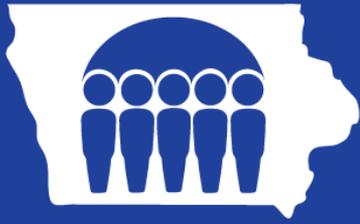
# Healthy Behaviors Trends



*Dental Wellness Plan Oral Risk Assessment not part of the Healthy Behaviors Program, but part of dental coverage. Trend data not available. Plan began May 1, and more than 5,500 online assessments have been completed in the clinical setting by participating dental providers.*

# Member Rewards Program

- DHS will release a reward program in 2015
- White paper:  
[http://dhs.iowa.gov/sites/default/files/HealthyBehaviorsProgram-RewardsWhitePaper\\_033114.pdf](http://dhs.iowa.gov/sites/default/files/HealthyBehaviorsProgram-RewardsWhitePaper_033114.pdf)
- RFI released April 24, public meeting May 30
- Program concept identified through SIM Member Engagement workgroup in Summer 2013

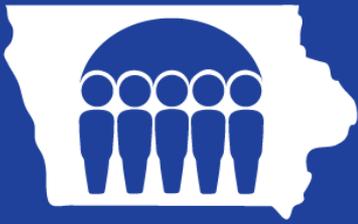


# State Innovation Model Background



## State Innovation Model Step 1: State Healthcare Innovation Plan (SHIP)

- 8 month design grant awarded February 2013
- Submitted SHIP December 2013 (5 yr visionary plan)
- 19 required components, including:
  - Vision statement for system transformation
  - Well-defined “AS IS” for current system and “TO BE” for transformed state
  - Barriers and opportunities
  - Population health status measures, social/economic impacts on health
  - Timeline



## SIM Levers

- ✓ Align payers and payments to provide 'critical mass' to support needed investments to change
- ✓ Value based payment reform
- ✓ Organized, coordinated delivery systems
- ✓ Build on developing health homes/medical homes
- ✓ Engage individuals in becoming and staying healthier



- Strategy 1: Implement multi-payer ACO\* methodology across Iowa's primary health care payers



- Strategy 2: Expand multi-payer ACO methodology to address integration of long term care services and supports and behavioral health services



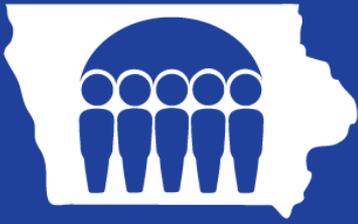
- Strategy 3: Incorporate population health, health promotion, member incentives

\* 'Accountable Care Organizations' are a reimbursement method that incentivizes accountability for outcomes and lowers costs



## **SIM Step 2: Pursue Model Testing Grant Proposal**

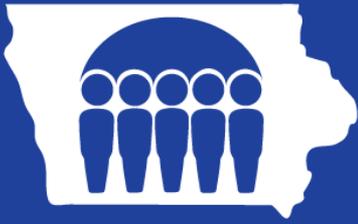
- Round Two: Released May 22
- Due July 21 ~ Expected award announced end of October
- 12 Anticipated Awardees ~ \$20 – \$100m over 4 years
- SHIP is part of testing grant application



# Model Testing Proposals

Awardees must apply policy and regulatory levers to address three focus areas:

1. Improve Population Health
2. Transform health care delivery systems
3. Decrease per capita total healthcare spending



# State Innovation Model Round Two



## Transform Health Care Delivery

### Expand ACO Model to Full Medicaid

Shared Savings with Risk within Medicaid

Incrementally add LTC and Behavioral Services

Care Coordination payments for chronics (aligned with HH)

Expand PCP Assignment to all Medicaid

### Align with Other Payers

Use VIS Measurement System

Develop VIS Star Rating

Include Medicaid HMO/CHIP Plans

### Support ACO Delivery System

Develop Community Care Teams

Develop Admission Discharge Transfer (ADT) system (HIT/IHIN)

Technical Assistance approach with IDPH



## Improve Population Health

### Improve Population Health/ Healthiest State Initiatives

Tobacco Use

Diabetes

Obesity/Childhood Obesity

Hospital Acquired Infections

Obstetrics Adverse Events

### Engage Patients/Improve Health Literacy

Build from Wellness Healthy Behavior Program

Use HRA to measure Patient activation levels

Utilize Public Partnerships for education & outreach

Measure Member Experience

Choosing Wisely Campaign

### Collect Social Determinants of Health

Impact Individual patient care

Implement Community SDH Transformation grants

Study potential risk adjustment on ACO payment model



## Decrease Per Capita Health Care Spending

### Evaluation and Monitoring

Conduct Rapid Cycle Evaluations

Track Total Cost of Care

Public Reporting of Results

### Achieve Scale within an ACO model

Align and partner with Public Payers (CHIP/M-HMO)

Align and partner with Private Payers

### Track VIS Improvement

Monitor VIS and TCOC relationship

Identify sub populations needs improvements



# Stakeholder Attestations and Next Steps



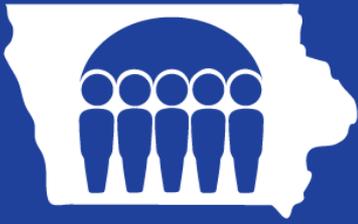
## Submit a Letter of Support

- Use provided template or write your own
  - Submit to **Marni Bussell by July 8, 2014**
  - By submitting an attestation of support you may be asked to participate in an in person or video conference meeting with CMS as part of the proposal process.
  - Stakeholder participation is 10% of the proposal grade



## Continued Stakeholder Engagement

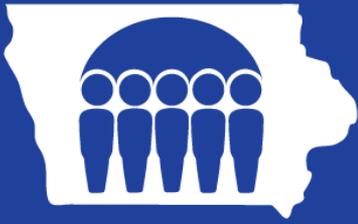
- Public forums held quarterly throughout SIM
  - Share outcomes, discuss lessons learned, plot next steps
- Small working groups will inform & refine model along the way
- VIS User Conferences (bi-annual, held by Treo)
- Current Website and regular email Updates
- All guided by the SIM Leadership
  - Governor's office, DHS, Medicaid, IDPH, Wellmark



# Request Regular Email Updates

Email:

[Mreilly@dhs.state.ia.us](mailto:Mreilly@dhs.state.ia.us)



## SIM Website

<http://dhs.iowa.gov/ime/about/state-innovation-models>



# Questions

Marni Bussell

SIM Program Director

Iowa Department of Human Services

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