

## HEALTHCARE MANAGEMENT

### *Baby Partners incentive program keeps members, case managers connected*

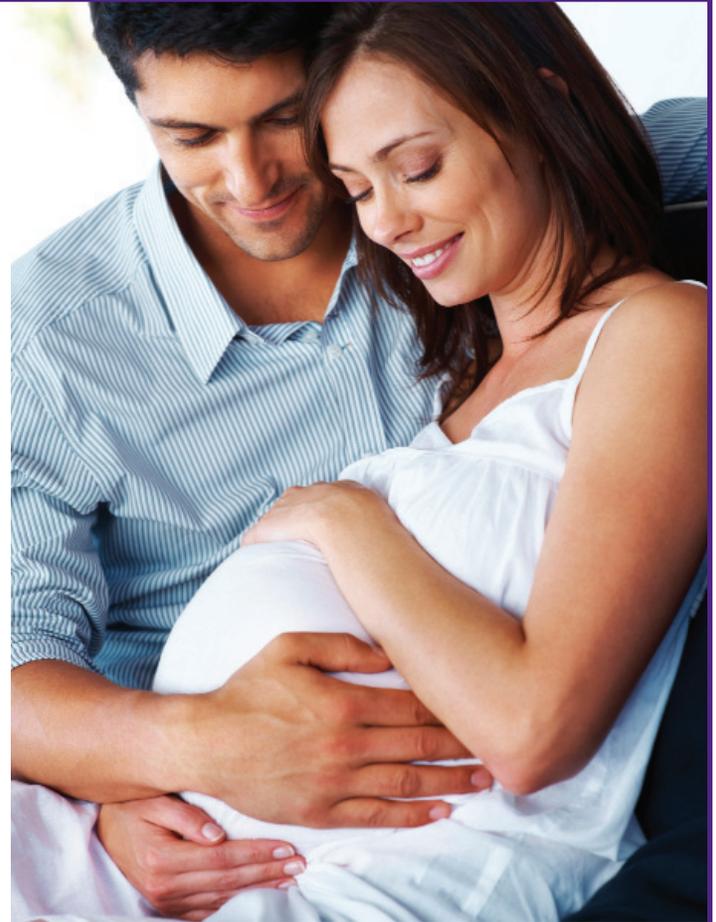
One of the most important elements of our Baby Partners program is maintaining consistent communication with our pregnant members, so they have the best chance of getting the care their growing child needs. To this end, Health Partners has developed an incentive program which rewards members who schedule needed checkups, while staying in contact with our Baby Partners case managers. This initiative is also designed to improve HEDIS measures in the areas of prenatal and postpartum care and dental screenings for pregnant members.

#### *How the program works*

Using the vendor Medagate, we are providing Baby Partners members with a restricted gift card good for purchases at Family Dollar, Dollar General and Rite Aid, with more stores to be added in the future. Members can earn up to \$100 loaded onto the card, which can be used to purchase items selected to meet the needs of mother and child during pregnancy and beyond. Items may include diapers, lotion, shampoo, milk, medicine, baby toys and more.

Upon completion of each of the following doctor visits, gift cards are credited with \$25:

- First Prenatal visit within the first trimester or within 42 days of enrollment in Health Partners



- Completion of a dental screening visit (anytime throughout the pregnancy and up to 60 days post delivery)
- Postpartum visit within 21 to 56 days post delivery

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### Incentive Program (continued from page 1)

Members who complete all three steps receive a \$25 bonus, totaling \$100 on their Baby Partners card. Members who are not known to the Baby Partners staff during their pregnancy receive an outreach call after delivery and still have an opportunity to earn up to \$50 for a dental screening and postpartum visit. Each time the card is loaded, Health Partners sends an automated phone message notifying the member.

#### *Staying in touch*

If a member completes any of the screening events within the specific timeframe but has lost contact with us, she will receive a letter acknowledging the screening and informing her that she must call and speak with a Baby Partners staff member in order for her card to be credited. Once the member calls, the card is loaded with the correct dollar amount.

If you have any questions about this or any other Baby Partners programs, please call 215-967-4690 or visit [www.healthpart.com](http://www.healthpart.com) for additional information. ■

## Special assistance for at-risk mothers

Health Partners recently incorporated the use of “doulas” in our ever evolving Baby Partners program in order to meet the specific needs and improve health outcomes for our members with high-risk pregnancies. These competent caregivers, trained and certified by Doulas of North America (DONA), are provided by Pettaway Pursuit Foundation, an exemplary agency with proven history helping low income high-risk pregnant women in the Philadelphia area. Working in concert with Baby Partners case managers, our doulas provide non-medical help through peer to peer mentoring, aid with physical needs and emotional support to our pregnant mothers, their partners and families. Keeping a close watch throughout the pregnancy, they also provide labor coaching as needed, and postpartum followup. Baby Partners case managers refer high-risk pregnant members to Pettaway Pursuit based on criteria developed through research, the experience of the doulas and the Baby Partners team. This may include women who have had multiple births, been repeatedly admitted to the hospital, have no family support, behavioral health issues or have been victims of domestic violence. Health Partners’ doula program is voluntary and our members may opt out at any time. ■

## Decision criteria

Health Partners uses available InterQual® Level of Care criteria for review and decision making about elective and emergent admissions, SNF/rehab admissions, outpatient rehab services (occupational therapy, physical therapy and speech therapy), and home care/hospice/durable medical equipment. Providers can request a copy of specific inpatient criteria by calling Health Partners’ inpatient services (Utilization Management) manager at 215-991-4089. To request a copy of specific Health Partners outpatient criteria or information about criteria, please contact our outpatient services manager at 215-967-4566. ■



## Free early pregnancy testing kits

Health Partners has Early Pregnancy Testing (EPT) kits available at no cost for your Health Partners and KidzPartners patients. The sooner our members know they are pregnant, the better chance they have to immediately begin to get the care their growing baby needs. Members should stop at our main office (M-F 8:00 a.m. - 4:30 p.m.) or call Baby Partners toll-free to request a kit at 866-500-4571. ■

## Breaking down communication barriers

Low or limited English proficiency (LEP) is defined by the U.S. Census Bureau as “a person’s self-assessed ability to speak English less than very well.” LEP affects more than 23 million Americans and 12 percent of Health Partners’ ethnically diverse membership. Spanish is the primary language for 11.25 percent of our members, with other languages ranging from Albanian to Pashto to Vietnamese.

In health care, where complex medical terminology and legalistic documents can even leave fluent English speakers confused or misinformed, language and cultural barriers only exacerbate the problem. Research has found that people with LEP are less likely to see their PCP, seek preventive care,

or use public health services. They are also more likely to seek care in the ER, and receive far fewer services than non-LEP patients once seen in the ER.

Mandated under Title VI of the Civil Rights Act of 1964, Title I & II of the Americans with Disabilities Act, and PA Code Title 55, every patient with LEP is entitled to professional interpretation and translation services. Each year, our staff receives a high volume of LEP-related calls and works tirelessly to ensure these members receive the language assistance they need.

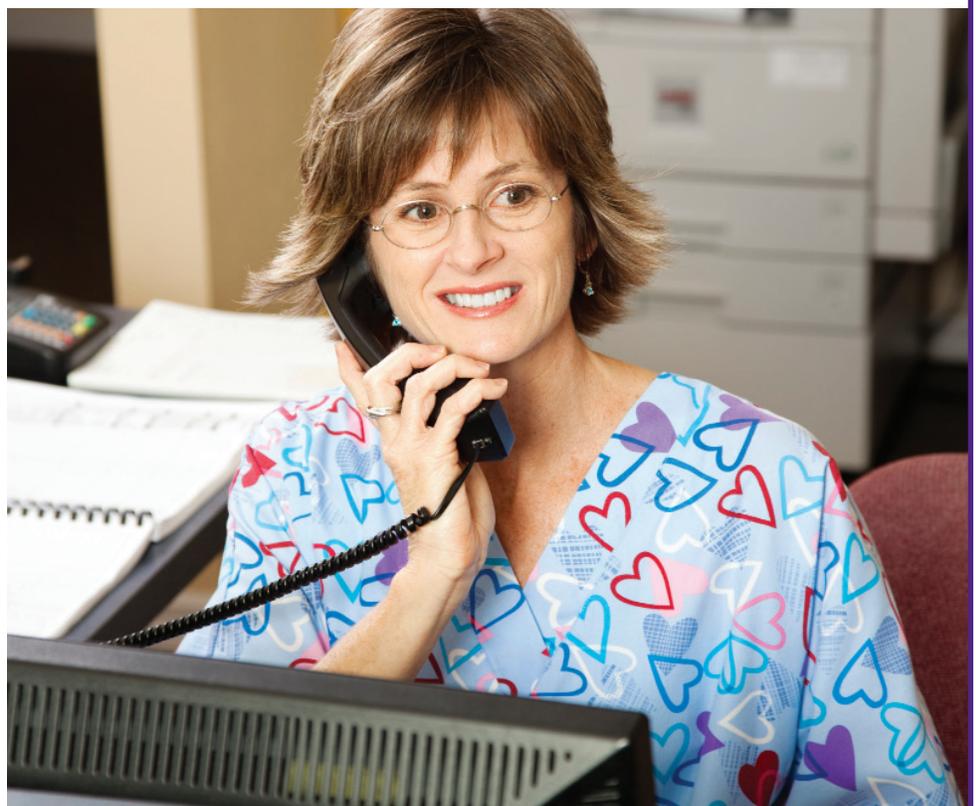
In the first half of 2012, we handled 5,136 calls using either the Language Line or a certified internal interpreter, communicating with 3,647 members. There were 72 calls using the TTY/PA Relay Service, communicating with 54 hearing impaired members. We received three requests for sign

language interpreters and 15 requests for face-to-face interpreters to accompany nine members to medical appointments. Health Partners also received 1,896 requests for translated materials to be sent to 1,669 members.

During medical appointments, neither a patient’s family members nor untrained bilingual office staff members should be involved with interpreting or translating. Rather, we encourage you to utilize professional services so your patients can receive the best possible care. These important services are necessary to insure that patients are provided with quality care that they can understand, question, and engage. If you would like information on where your staff can receive training to become a certified medical interpreter, or to schedule interpreter services for your patients, please contact the Special Needs Unit at 215-967-4690. ■

## Medical advice for members 24 hours a day

When a member has a medical concern, but is not sure where to turn, our Nurse Advice Line is available 24 hours a day. Highly trained registered nurses assess member needs and either answer questions and give medical direction for self care over the phone or refer patients to their PCP or to the nearest Emergency Room for all serious issues. Please remind your patients that valuable health information is only a phone call away, 24 hours day. To reach our Nurse Advice Line, members can call toll free at 1-866-825-6717 (Health Partners) or 1-866-855-9747 (KidzPartners). If you would like to receive printed member educational information about this service, please contact your Network Account Manager. ■



# Patient safety hotline helps assure quality care

To ensure the highest quality of care and in accordance with DPW and CMS requirements, Health Partners must identify, track and follow up on the following:

- Preventable Serious Adverse Events (PSAE)
- Healthcare Acquired Conditions (HCAC)
- Other Preventable Provider Conditions (OPPC)

Health Partners is offering a toll-free anonymous provider reporting line to identify and track such events that are deemed preventable, serious and adverse. To report an event, please call 855-218-2314 with the following information:

- Member's name, ID# and/or date of birth
- Date of event
- Description of event
- Location where event occurred

All calls will remain confidential and will be followed up by Quality Management for verification. Health Partners' policies are to reasonably track and isolate identified events, and account for payments that may have been made in association with them. Health Partners reserves the right to retract payments made for what are deemed preventable events. More information on these events can be found in the Providers area of our website at [www.healthpart.com](http://www.healthpart.com) by clicking "Clinical Info" and then "Patient Safety Reporting." ■



# HEDIS chart collection to begin early 2013



In early 2013, licensed nurses from our Quality Management department will visit provider offices to conduct HEDIS (Healthcare Effectiveness Data and Information Set) chart reviews. Annual HEDIS reporting is required of all HealthChoices plans by the Department of Public Welfare, and is necessary to maintain Health Partners' NCQA accreditation. Focusing on health plan performance, HEDIS does not specifically evaluate the performance of individual providers within our network.

To ensure this review process causes the least amount of disruption to your daily operations:

- Convenient appointment times will be scheduled with your office.
- A list of needed records will be faxed well in advance of the scheduled site visit.
- All documentation will be scanned into a secure Health Partners laptop; no copying or transporting of records will be required. (If your practice uses an electronic medical record system, please contact Pearl Taylor, HEDIS coordinator, at 215-991-4283.)

Provider offices may call Terry McKeever, director, quality management, at 215-991-4264 or the Provider Services Helpline at 888-991-9023 with any questions about this initiative. Thank you for your cooperation. ■

## Risk Assessment Program

Health Partners' Risk Assessment Program (RAP) is designed to increase quality of care and improve health outcomes for our members with high medical needs and chronic conditions. We work to accomplish these goals by encouraging members to schedule annual PCP visits, helping provider offices to improve the accuracy and consistency of ICD-9 diagnosis reporting, and promoting provider and patient education.

In early 2013, we will be asking PCP offices to complete and return "attestation forms" which will be sent out as part of the RAP incentive program. We use these forms to communicate any possible missing or

incorrect diagnosis codes discovered during our biannual chart auditing process. All practices that return completed forms will receive an incentive. If you have any questions please contact Jamie Parson, manager, clinical risk assessment, at 215-965-7133.

In early summer, we will be hosting a RAP provider education seminar, to discuss charting, documentation and the importance of correct coding. In preparation for the seminar, we will be sending out a brief survey to determine what additional information may be helpful to your office staff, as well as what time and setting would be most convenient. We appreciate your feedback. Thank you in advance for your cooperation and support of this important initiative. ■

## Spirometry testing for COPD

Health Partners is partnering with Miller Medical to perform spirometry testing for members who are newly diagnosed with COPD and have not had the test. This testing will be done by trained respiratory therapists who will send a copy of the results to the ordering PCP. In addition, the RT will provide education about the disease. For more information about this program please contact Cathy McCarron, director, accreditation and clinical programs, at 215-991-4434. ■



## Access participating fitness centers on our website

Health Partners' fitness center network continues to expand, now with 24 locations throughout the Philadelphia region. All Health Partners members are eligible for this valuable benefit, which has been proven to encourage total wellness and can be a key component in staving off the more serious complications of chronic disease. Members 18 or older need to complete 12 visits within the first three months and pay \$2 per visit. Members under age 18 need to complete six visits within the first three months and do not have to pay a fee. To view a complete list of our participating fitness centers and connect to their websites, visit the Members area of our website, [www.healthpart.com](http://www.healthpart.com), then click "Extra Benefits" and "Fitness & Exercise." ■



### EPSDT reminders

Early and Periodic Screening, Diagnosis and Treatment (EPSDT) is a critical component of patient care for children under 21. The Pennsylvania Department of Public Welfare requires that all Medical Assistance providers perform screenings in accordance with national standards recognized by the American Academy of Pediatrics. Here are some important reminders.

#### *Billing Code*

Submitting appropriate CPT codes on claims assures prompt and accurate claim and incentive payments.

#### *Dental Referrals*

When required by the periodicity schedule, a complete EPSDT screen must include a dental referral. Please take these steps:

- 1) Advise the parent and document the referral in the child's medical record.
- 2) Notify Health Partners.
- 3) Complete an 837P electronically or submit a paper claim.

#### *Development Delays/Autism Spectrum Disorders (ASDs)*

Recommended visits at 9, 18 and 30 months should include structured screening for developmental delays and visits at 18 and 24 months should include structured screening for ASDs.

#### *Lead*

Lead continues to be a hot topic as Philadelphia is considered a "High Blood Lead Level" area. All Health Partners members are considered at risk for high blood lead levels. Members must receive two blood lead level tests by the age of 5 years, with tests recommended at 9-11 months and 24 months.

#### *Pay-for-Performance (P4P)*

Our 2012 program includes lead testing and adolescent well care incentives. See details on our website – click on "Clinical Info" and then "Pay for Performance Program."

#### *Periodicity Schedule*

A well visit at 30 months is required and billable. To view the EPSDT Periodicity Schedule, visit the Providers area of

[www.healthpart.com](http://www.healthpart.com), click on "Clinical Info" and then "Provider Alerts: EPSDT/Lead."

#### *HP University*

This refresher educational tool is available on our website for existing and new physicians. Click the "HP University" quick link in the Providers area.

To reach our EPSDT unit, call 215-967-4690 or 866-500-4571. ■



# There's still time for a flu shot

Please continue throughout the winter and into spring to give the influenza vaccine to any patients who have not received it. For the 2012-2013 flu season Health Partners is encouraging all providers to adhere to the CDC guidelines, which recommend that all persons over six months of age receive this important vaccination.

Please also take note of these new recommendations for children ages 6 months through 8 years:

- Children who received a total of 2 or more doses of seasonal vaccine (TIV or FluMist® or a combination of the two) since July 1, 2010 should receive 1 dose of the 2012-2013 seasonal vaccine.
- Children in this age group whose receipt of a total of 2 or more doses of seasonal vaccine since July 1, 2010 cannot be confirmed should receive 2 doses of the 2012-2013 seasonal vaccine. Administer the second dose a minimum of 4 weeks after the first dose.
- Dosage of TIV is 0.25mL per dose for children 6-35 months and 0.5mL per dose for children 36 months through 8 years. For patients 9 years of age or older, one dose of .5mL is recommended.
- FluMist (0.1mL per nostril) should only be used for healthy children 2 years and older.

Please visit the CDC's website at [www.cdc.gov/flu](http://www.cdc.gov/flu) for additional information and updates. We encourage administration of the flu vaccine in provider offices and will cover the cost of both the vaccine and administration. All members over age 65 should also receive a pneumococcal vaccine, which is also covered by Health Partners.

Additional 2012-2013 flu season information including claim payment guidelines, vaccine CPT codes, and dosage amounts by age group is available on our website. Just go to the "Flu Update" link under Attention Providers on the Providers landing page. If you need further



assistance, please contact Health Partners' Provider Services Helpline at 215-991-4350 or 888-991-9023. ■

## NETWORK MANAGEMENT

### What you're saying about Quality Care Plus

Health Partners' Quality Care Plus (QCP) PCP compensation program is a consolidated incentive initiative designed to recognize and reward your practice's performance all through the year. Since its inception in July 2012, our Network Account Managers have been making the rounds, working with PCPs to ensure the program is running smoothly and practices are able to take full advantage of all benefits. Here is an unsolicited testimonial from one of our provider offices.

*Thank you for visiting our office today. We feel as though we now have a strong understanding of your Quality Care Plus program. The ability for us to view information about your members' medical needs is especially valuable. Frankly, some of the nationwide commercial insurance carriers would be well-served to put together a program as sensibly structured as yours. One isn't computerized and another doesn't even have a program. Kudos to Health Partners!*

*Michael J. Brown  
Practice Administrator  
Detweiler Family Medicine & Associates in Lansdale*

To learn more about our Quality Care Plus program, please see the QCP reference manual on our website at [www.healthpart.com](http://www.healthpart.com). ■

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Inside Health Partners is published quarterly by Health Partners. William George, President and CEO; Steven E. Szebenyi, MD, Senior Vice President for Healthcare Management and Chief Medical Officer; Rebecca Kohl, Vice President, Provider Affairs

Comments about this publication are welcome and should be directed to the Health Partners Corporate Communications Department: Randy Mintz-Presant, Vice President, Corporate Communications and Public Affairs; Patrick Connelly, Senior Communications Specialist, Editor

## COMMUNITY OUTREACH

### Health and wellness workshops

Health Partners offers health and wellness workshops for members at our community outreach office and at schools and community centers throughout the Philadelphia region. Members have the opportunity to learn about proper nutrition, effective exercise techniques and ways to stay on top of disease management. If you would like more information about our health and wellness workshops or want to encourage one of your patients to take advantage of this benefit, our Community Education department can be reached at 215-967-4678 or via email at [contact@healthpart.com](mailto:contact@healthpart.com). ■

