

**taking action
together™**

IMPROVING DIABETES CARE IN OUR COMMUNITY™

A Collaborative Call to Action to Reduce Racial and Ethnic Disparities in Inland Empire Diabetics

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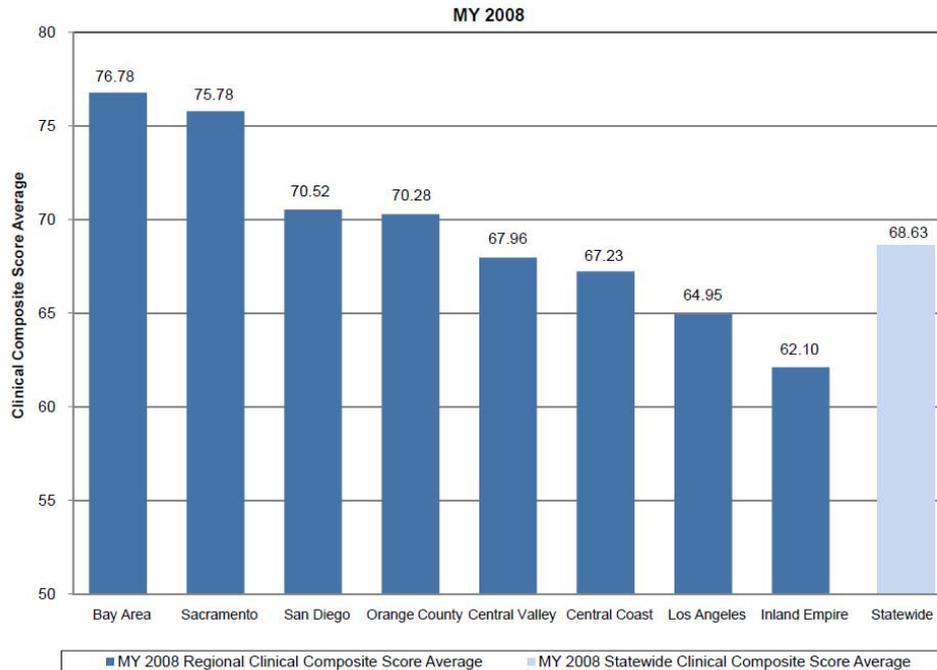
4th Annual Statewide Right Care Initiative
Dean's Leadership Summit
10/3/11

- ❖ √ I have financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation
- ❖ I am an employee of Anthem Blue Cross

- ❖ Describe diabetes related unmet need in the Inland Empire
- ❖ Describe strategies employed by the Taking Action Together Alliance to reduce racial and ethnic disparities in Inland Empire diabetics

- ❖ Unmet Need in the Inland Empire
- ❖ Anthem Diabetes Health Equities Pilot
- ❖ Taking Action Together: Mission Statement and Objectives
- ❖ Multi-stakeholder, Multi-channel Engagement Strategy
- ❖ Public Awareness
- ❖ Outreach/Results
- ❖ Summary

The Unmet Need



Source: Integrated Healthcare Association.

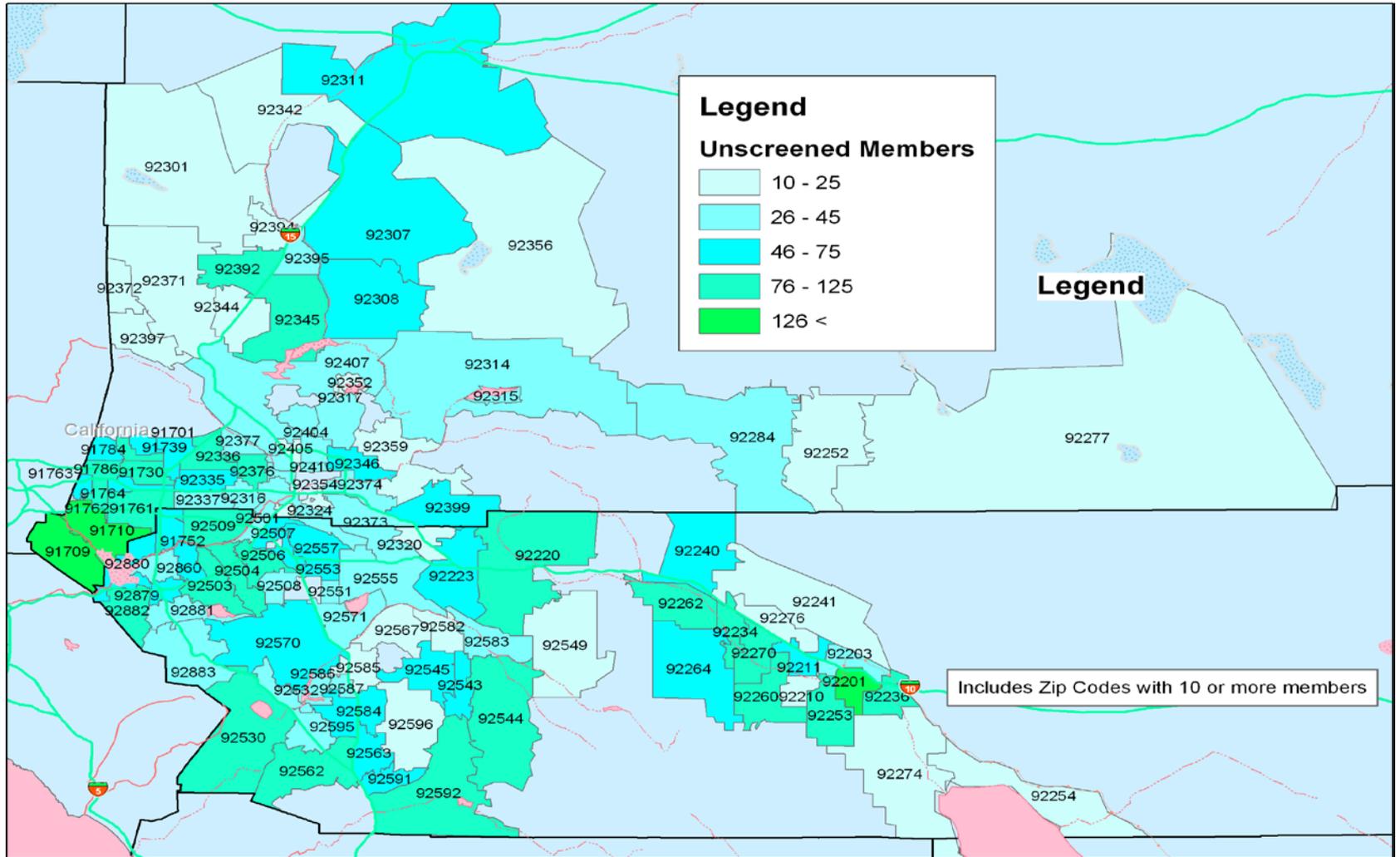
Pay for Performance (P4P) 2008 Results. www.iha.org

2007 Anthem analysis of private plans

- ❖ 81% of people with diabetes in the Inland Empire received blood sugar screening, vs 83% statewide.
- ❖ 76% of people with diabetes in the Inland Empire received urine testing, which is less than any other metropolitan area in the state.
- ❖ 37% of people with diabetes whose physicians had tested their cholesterol had LDL levels below 100 mg/dL.

The Unmet Need in Riverside and San Bernardino

Unscreened Commercial Diabetic Members by Zip Code



The Unmet Need

Race/Ethnicity Compared by County			
	San Bernardino County	Riverside County	Calif.
Race/Ethnicity	%	%	%
Latino	36.6	31.7	28.7
American Indian/Alaska Native	1.6	0.9	1.0
Asian	4.0	4.1	12.0
African American	9.4	6.9	6.2
White	44.1	51.9	48.5
Other single/2 or more races	4.4	4.5	3.5

Source: California Health Interview Survey, 2005.

- ❖ African American and Latino members were significantly less likely to receive diabetes education at diagnosis.
- ❖ Less likely to do well on such measures as:
 - knowledge of A1C score
 - checking their blood glucose regularly
 - taking diabetes-related medication on schedule
 - receiving regular recommended screening
- ❖ Reasons cited for not taking diabetes education courses:
 - limited access
 - potential costs of diabetes education programs
 - lack of appropriate materials in Spanish

Anthem Diabetes Health Equities Pilot



- ❖ Purpose: Focus groups to develop more effective solutions to increase member engagement and adherence to treatment recommendations
- ❖ Findings:
 - African American and Hispanic communities would benefit greatly from culturally relevant strategies
 - Motivational drivers among our African American and Hispanic members with diabetes are very different from our Caucasian members
 - Despite inter- and intra-cultural differences, five key engagement drivers emerged among minority members
 - Food, family, faith, fears and finances
 - Extensive feedback on disparities experienced on a personal level...

In the Words of Our Members...

“The doctor did not give me any information... Sometimes when I go to the pharmacy to pick up my medication, I pick up pamphlets, or there’s an article in the newspaper, I cut them out and I save them. To have some type of reference... I have to translate them with my dictionary.”

~ Latino Diabetes Focus Group Participant

“So I went to ask the doctor and I told her, “So I have diabetes?” and the doctor very rudely said, “Yes, you do.” They didn’t tell me anything, how I could treat it or how I could get informed about it.”

~ Latino Diabetes Focus Group Participant

“I didn’t ask any questions because I was so scared and I didn’t know what to do.”

~ African-American Diabetes Focus Group Participant

Mission Statement and Objectives



Taking Action Together is an alliance between Merck and WellPoint and its affiliates, in collaboration with the ADA in San Bernardino and Riverside Counties, CA, and community partners.

Our purpose is to improve access to and quality of care for individuals and populations with diabetes by:

- ❖ Increasing community engagement in diabetes care and fostering collaboration
- ❖ Addressing health care disparities in populations with diabetes
- ❖ Providing innovative diabetes solutions that will shape tomorrow's health care
- ❖ Evaluating for continuous quality improvement and efficacy

Multi-stakeholder

- ❖ Provider
- ❖ Community
- ❖ Employer

Multi-channel and bilingual

- ❖ Live CDE Education
- ❖ IVR Calls
- ❖ Mail

Alliance programs and resources are open and available to all adults 18 years and older, not just to Anthem Blue Cross members

Provider Engagement

❖ Five waves of engagement letters sent to ~2,600 HCPs and Medical Groups (~11,000 total contacts)

- **December 2008: Wave 1:** Introduced the program and sent the workshop invitation to 20 provider groups and ~2,600 physicians in the Inland Empire
- **January 2009: Wave 2:** Sent letter about *health care disparities* and workshop invitation to providers
- **July 2009: Wave 3:** Sent letter to providers seeking continued partnership for the second half of 2009
- **Fall 2010: Wave 4:** Letter to providers seeking continued partnership in 2010
- **Spring 2011: Wave 5:** Letter to providers to share *fotonovelas* for Latino patients and seeking continued partnership in 2011...



❖ Participation at quality collaborative meetings

Provider Engagement (January 2009, Wave 2)



Dear Physician:

Over the past two weeks, you may have received information about **Taking Action Together... Improving Diabetes Care in Our Community**, an alliance between Anthem Blue Cross and Merck & Co., Inc. in collaboration with the American Diabetes Association in Riverside and San Bernardino Counties, CA.

We would like to request your support in referring any of your patients with diabetes, especially those belonging to racial and ethnic minority groups, to participate in free community-based diabetes education sessions being scheduled throughout the Inland Empire.

As you may know, a higher proportion of African American and Latino populations live in the Inland Empire counties than throughout the state (see table below).

	San Bernardino County	Riverside County	California
Race/Ethnicity	%	%	%
Latino	36.6	31.7	28.7
American Indian/Alaska Native	1.6	0.9	1.0
Asian	4.0	4.1	12.0
African American	9.4	6.9	6.2
White	44.1	51.9	48.5
Other single/2 or more races	4.4	4.5	3.5

Source: 2005 California Health Interview Survey (CHIS); UCLA Center for Health Policy Research

Health disparities in diabetes prevalence and outcomes among racial and ethnic minorities have been well-documented in academic and government research.

Research conducted by Anthem Blue Cross in 2006 and 2007 indicated that, compared to their Caucasian peers with diabetes, African American and Latino members with diabetes were significantly less likely to receive diabetes education at diagnosis. They were also less likely to do well on measures such as knowledge of their A1C score, checking their blood glucose regularly, taking diabetes-related medication on schedule, or receiving regular recommended screening.

Provider Engagement (March 2011, Wave 5)

**DEALING WITH DIABETES?
THE JOURNEY STARTS HERE**



Every person with diabetes should attend these free sessions taught by certified diabetes educators

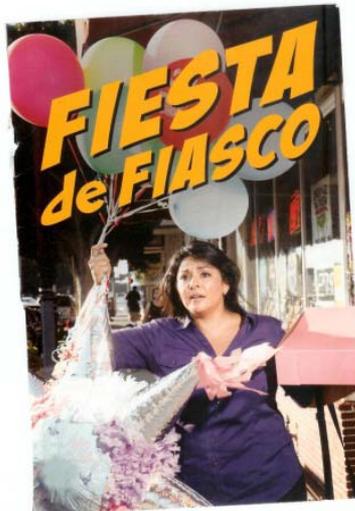
- Learn effective ways to manage your diabetes in a fun, interactive group session
- Understand the link between healthy eating and blood sugar
- Discover the importance of timing your meals appropriately
- Learn to recognize and correct high and low blood sugar levels and much more



**A FREEBIE FROM MERCK
JOURNEY FOR CONTROL**
Partnering to improve diabetes

© 2010 Merck & Co., Inc. All rights reserved. The Conversation Map® education tool used in the workshop was developed by Merck in collaboration with the American Diabetes Association.

AN ALLIANCE BETWEEN ANTHEM BLUE CROSS AND MERCK & CO., INC.



Dear Partner in Health:

As you know, effective diabetes education can make a significant difference for people with diabetes.

That is why we are pleased to update you on the latest from Taking Action Together...Improving Diabetes Care in Our Community, an alliance between Anthem Blue Cross and Merck in collaboration with the American Diabetes Association in Riverside and San Bernardino Counties, CA. The objectives of the alliance include:

- Align health care stakeholders caring for diabetes with the communities they serve
- Address health care disparities in populations with diabetes
- Increase community engagement regarding diabetes and foster collaboration

Because some people may not have access to the education they need, free diabetes workshops continue to be conducted (in both English and Spanish) at community based locations throughout the Inland Empire. These free workshops are open to any patients who express interest and who meet your criteria. These sessions give participants the opportunity to interact and compare experiences with other people who have diabetes. They do not need to be Anthem Blue Cross members. Providers are welcome to extend copies of the attached invitation to invite appropriate patients, regardless of plan affiliation.

These workshops make use of innovative teaching resources such as US Diabetes *Conversation Map*® tools. Led by certified diabetes educators, the sessions cover a range of diabetes topics, including healthy eating, blood glucose monitoring, myths vs. facts, the natural course of diabetes, and possible complications.

We are also pleased to share a new resource, the "Medication Adherence" Fotonovela. Along with the components of Conversation Map programs, medication education is a key aspect of diabetes care. This resource is targeted at the Latino population as there is an urgent need to communicate appropriate medication use and adherence in a culturally relevant manner. The pictorial story magazine, or "Fotonovela", is one type of tool that is popular in the Latino/Hispanic population. Taking Action Together is pleased to provide a limited quantity of a Fotonovela aimed at medication education as a resource for use with appropriate patients. Enclosed are samples for your review and consideration.

Thank you for your continued commitment to diabetes care in the community. Below is a summary of past activities of the Taking Action Together alliance, and the ongoing activities we have planned for people with diabetes in the Inland Empire.

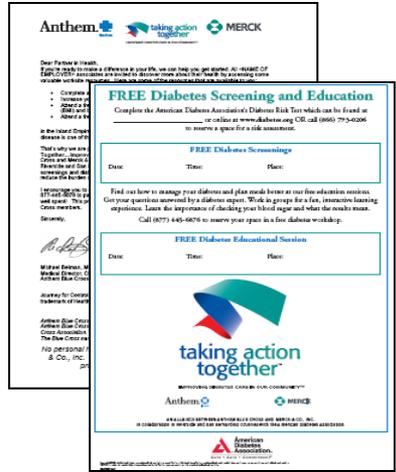
- 178 free diabetes workshops conducted to date (2009-2010)
- 1,533 workshop participants to date
- 19 additional, free workshops scheduled in the first half of 2011 (more in scheduling and to be scheduled). Programs subject to change

Employer Engagement and Results



❖ April 2009: Inland Empire School District

- Deployed ADA Winning at Work diabetes awareness and risk-assessment materials
- Sent communications to employees regarding health-screening event on-site and community workshops
- Held a health-screening mobile bus event in which employees could assess their risk of developing type 2 diabetes and other chronic conditions (59 participants)



❖ November 2009: Inland Empire Employer

- Health screening event at two sites (147 participants)



Anthem working together to improve the health of our members. JANUARY 2009

Professional Network News

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New alliance tackles diabetes head-on

Anthem Blue Cross and Anthem ACO, Inc. in collaboration with the American Diabetes Association (ADA) in Phoenix and Salt Lake City and in Colorado, have formed an alliance called Taking Action Together to address diabetes in the workplace and the community. The initiative provides tools and health information needed to live healthier lives.

Taking Action Together will provide free community-based diabetes workshops at locations in the Inland Empire. The workshops will make use of innovative teaching materials such as US Diabetes Conversation Map® Tools. Created by Healthy Interactions, in collaboration with ADA, these tools cover a full range of diabetes topics, including healthy eating, blood glucose monitoring, signs versus facts the natural course of diabetes and possible complications. The sessions give patients the opportunity to interact and compare experience with other people who have diabetes.

The diabetes workshops are open to those patients who express interest and may occur, in fact, at Anthem Blue Cross members.

Taking Action Together alliance is a practical workforce health and offers information and opportunities to help employees manage their own health.

(continued on page 2)

January 2009: Lead story in Anthem Provider Newsletter reached 27,000 providers and 7,000 institutions

February 2009: Press release garnering >2.2 million media impressions. Story picked up by BCBSA, AHIP, and others

January to August 2011: WellPoint Senior Management and Core Team references/presentations at CDC, AMCP, AHIP, BCBSA, DMHC, QMC, IQC,

Annual updates: Local coalitions

IVR Outreach Summary

❖ Goal

- To support “Taking Action Together” by reaching out to Anthem members to improve Diabetes care

❖ Population

- Medicaid, Commercial, and Medicare Members receiving this call:
 - Members as identified by WellPoint as eligible for screening outreach
 - Potential Spanish speaking members flagged for Spanish language call

❖ 2009 Key Stats

- Total Attempted – 11505
- Reachable Population – 67%
- Targets Reached – 40.8%
- Hang Up – 4.3%
- Outbound vs. Inbound – 77%/23%
- “Yes” to Continue – 78%

Call Flow

Confirms target member

Provides information

- Resource Workshop
- Website

Offers information on lab tests

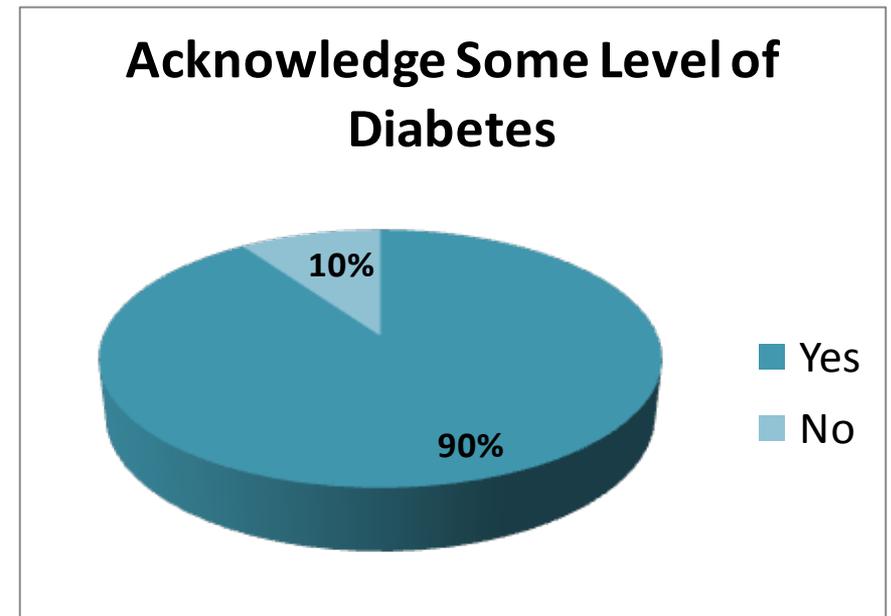
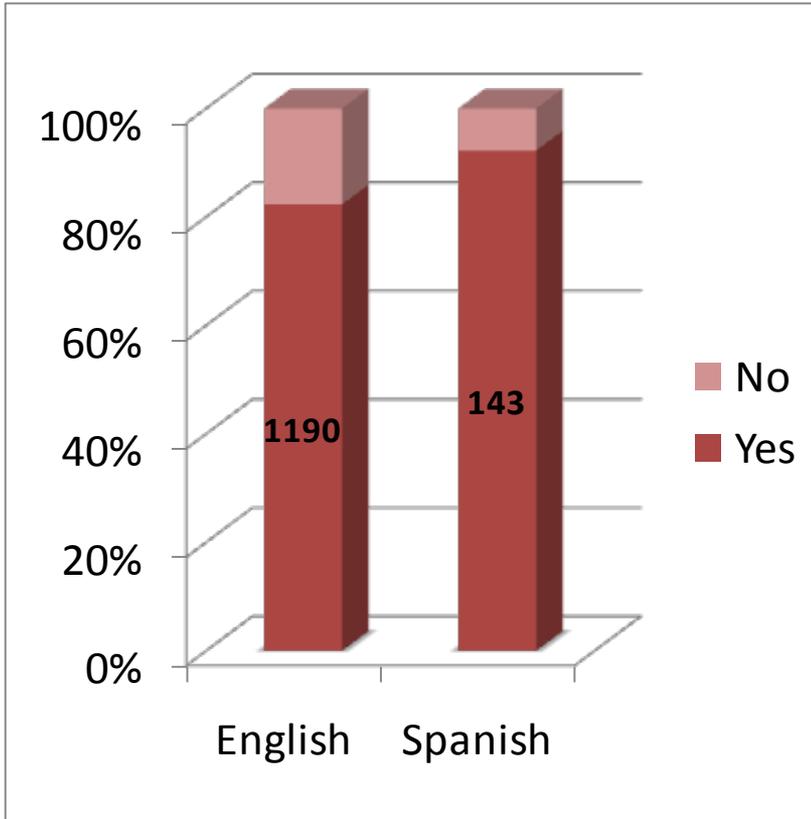
- Retinal Eye Exam
- Micro albumin
- A1c
- LDL

Offers blood pressure information

Offers health tip

Wraps Up call

IVR: Self-Reported Diabetes



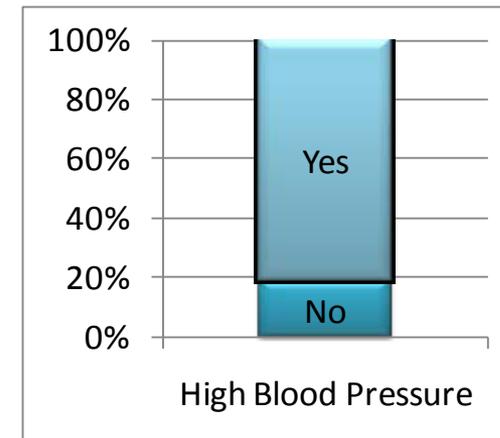
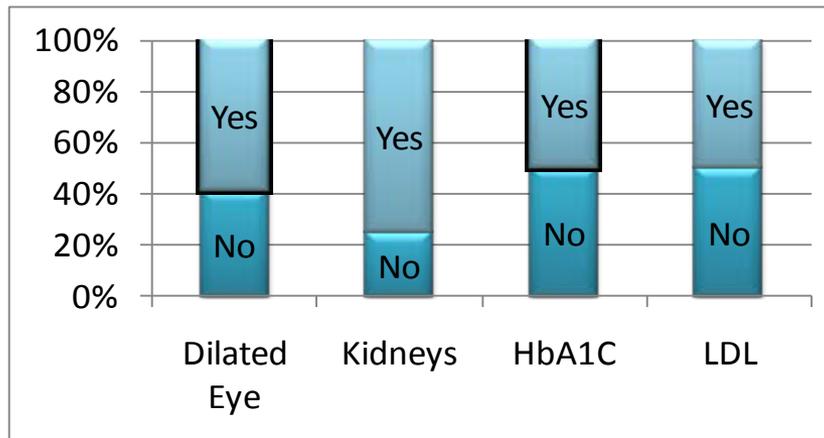
IVR:Response to Workshop/Test Information

❖ Community Education Workshop

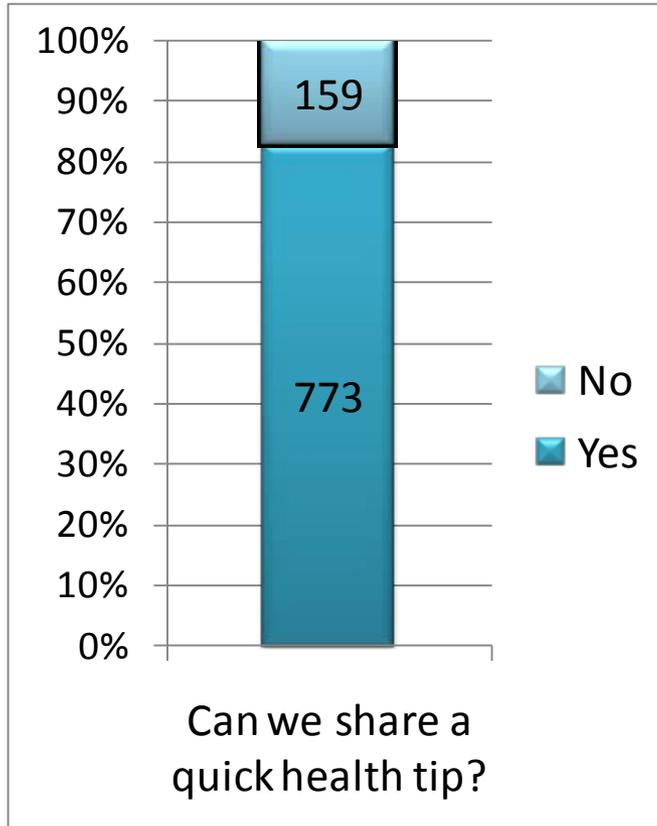
- 40% of English members asked - said they would be interested in attending a workshop
- 72% of Spanish members asked - said they would be interested in attending a workshop

❖ Additional Test Information

- 18% asked were interested in hearing about all 4 tests
- Of those not interested in hearing about all tests, 5% were interested in some of the tests



Diabetes Health Tip



Remember to look at your feet for cuts and bruises. Having a regular foot exam can also detect damage to the nerves in your feet, so at your next appointment, kick off those shoes and ask your doctor to take a look.

❖ Community sessions survey results

- 1492 surveys completed (68% response rate)
- Respondents aggregate rating 4.8 out of 5 overall score
 - Scale: (1) Strongly Disagree to (5) Strongly Agree
 - Questions included: “I will make changes in my life because of what I learned here today” Score 4.7

❖ Catalyst for sustained awareness, assessment, and action

- Frequent and ongoing conversation Map sessions conducted independently by local quality collaborative and medical groups
- Taking Action Together Health Care Disparities New York City
 - Goals: (Proposed Pilot)
 - Improve patient outcomes by building awareness and communication skills
 - More engaged conversation between both HCPs and their specific diabetic patients
 - Alignment with the US DHHS National Stakeholder Strategy
 - Create a local “call to action” through collaborative outreach, education and resources with the goals of enhancing cultural and linguistic competency of HCPs while building the health literacy of diabetic patients

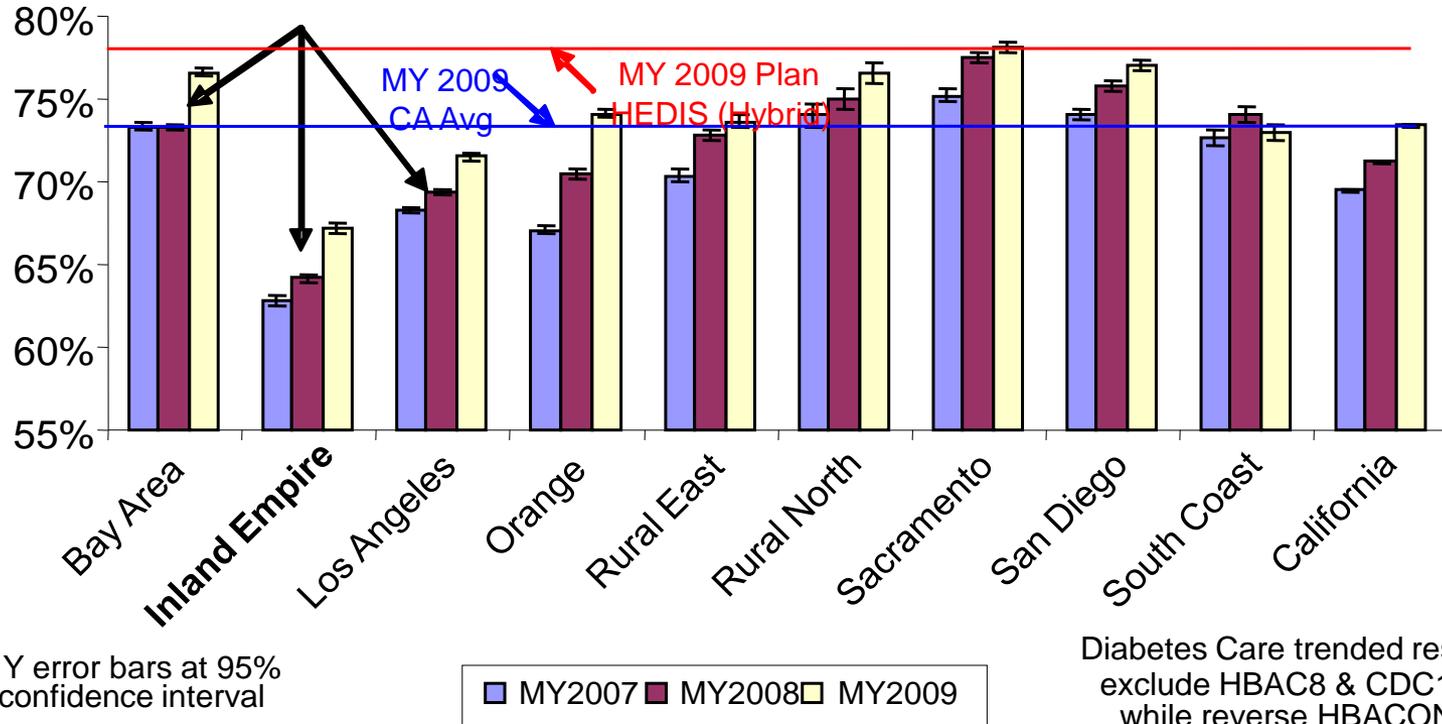
❖ Tracking relative improvement by region

- Composite aggregated diabetes measure
- Significant improvement in IE; 08 to 09 relative improvement *higher* than CA average

Coordinated Diabetes Care by Region

Significant regional differences among Bay Area, Inland Empire, and Los Angeles

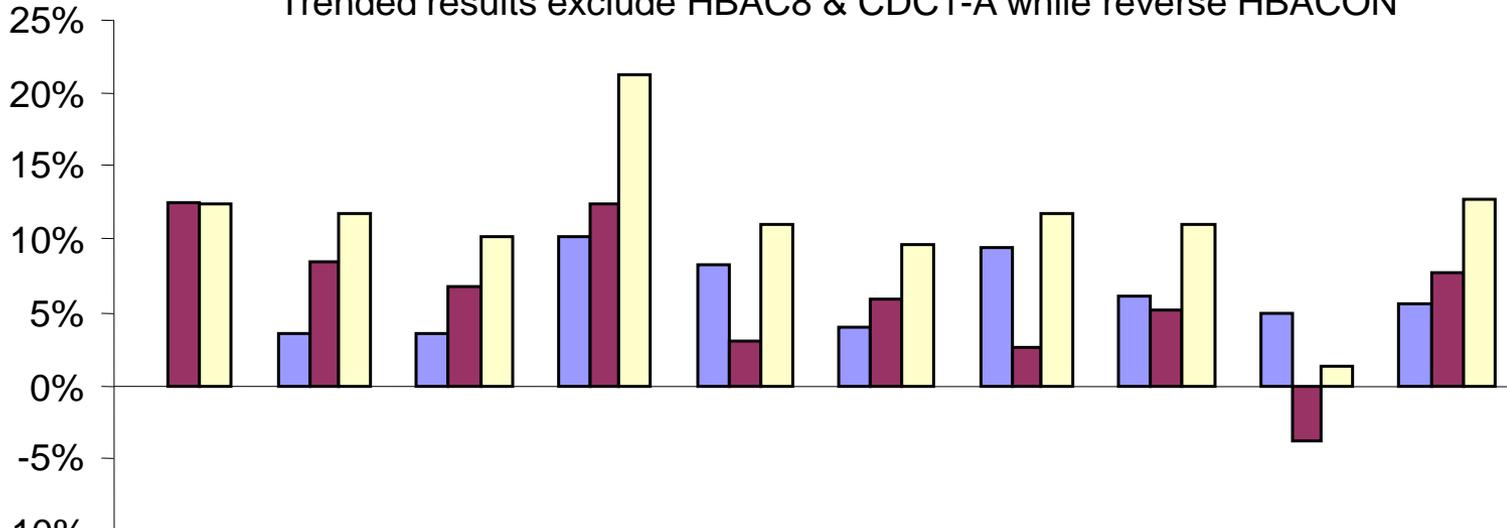
Significant improvement for most regions across measurement years



Coordinated Diabetes: Relative Improvement by Region

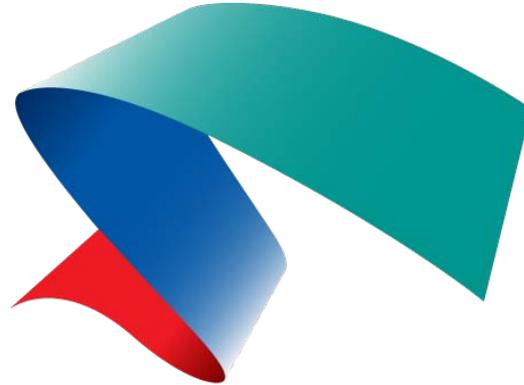


Almost all regions improved across measurement years
Trended results exclude HBAC8 & CDC1-A while reverse HBACON



	Bay Area	Inland Empire	Los Angeles	Orange	Rural East	Rural North	Sacramento	San Diego	South Coast	California
'07-'08 RI	-0.1%	3.6%	3.7%	10.2%	8.3%	4.0%	9.4%	6.1%	4.9%	5.5%
'08-'09 RI	12.5%	8.5%	6.8%	12.4%	3.0%	5.9%	2.6%	5.2%	-3.8%	7.7%
'07-'09 RI	12.4%	11.7%	10.2%	21.3%	11.0%	9.6%	11.8%	11.0%	1.4%	12.8%

- ❖ Taking Action Together has launched a diabetes public health initiative that establishes trust in the local communities it serves.
- ❖ WellPoint and Merck have established a successful track record in working together with community diabetes partners.
- ❖ The Alliance is further refining strategies to reach more individuals and communities in need.



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