

Your Partner in Care...

Each Step of the Way



**CARE IS THE  
HEART OF  
OUR WORK<sup>SM</sup>**

  
**AmeriHealth Caritas<sup>TM</sup>**  
Louisiana

## CARE IS THE HEART OF OUR WORK<sup>SM</sup>

# Welcome to the Second Annual Message to the Community!



Kyle Viator  
Market President  
AmeriHealth Caritas Louisiana

As a Louisiana native, I couldn't be prouder to have been selected the market president of AmeriHealth Caritas Louisiana. This state is my home. I was born and raised here. And I spent more than 10 years working with the Louisiana Department of Health and Hospitals, where I witnessed first-hand how our health care system can work to bring positive change to our communities. I believe everyone who receives care through Bayou Health should have access to the highest quality of care — the level of care AmeriHealth Caritas Louisiana puts at the heart of its work.

In last year's inaugural issue, we reintroduced our health plan with our new name. As you read this report you'll see that our commitment to our members, providers and the state of Louisiana remains unshakeable. Every day our mission is to remove barriers to care for Louisiana residents most in need, using preventive health measures and community outreach to deliver hope and healing.

We also work with our providers to ensure the delivery of high-quality, cost-effective care, as well as member service and convenience. Through our unique Quality Enhancement program, we form partnerships for excellence that result in improved health outcomes.

In 2014, AmeriHealth Caritas Louisiana's performance was measured by the Healthcare Effectiveness Data and Information Set (HEDIS®) — a tool

used by more than 90 percent of America's health plans to rate important dimensions of care and service. I'm proud to report AmeriHealth Caritas Louisiana exceeded four out of five key metrics set by the Department of Health and Hospitals, confirming that we are, indeed, providing our members with the quality care they deserve.

Our success is due, in large part, to focused and persistent efforts in individual outreach — one of our distinguishing hallmarks. We'll go above and beyond the call of duty in our whole-person approach to wellness. Whether it's making phone calls, knocking on doors or delivering emergency baby formula in the middle of the night, our members' well-being is priority one.

Our commitment to wellness extends beyond our members to include the communities in which they live. For example, we constructed a state-of-the-art playground at Queensborough Elementary School in Shreveport so the students could experience the joys and health benefits of a safe outdoor play area. We gathered at Joe Brown Park in New Orleans to co-host the annual Baby Buggy Walk in the Park with Healthy Start, Inc., delivering messages of health and empowerment to moms-to-be. During other events throughout the year, attendees received needed items including backpacks to kick off a new school year, holiday turkeys and warm coats.

Our health plan continues to grow and our business is strong. Looking forward, we are excited about the ongoing opportunities to work with our state partners and providers to help people get care, stay well and build healthy communities.

A handwritten signature in black ink, appearing to read 'K. Viator'.

Kyle Viator  
Market President  
AmeriHealth Caritas Louisiana

# Starting with Care

## Getting Louisiana babies off to a Bright Start



In 2014, AmeriHealth Caritas Louisiana saw an 11 percent decrease in neonatal intensive care admissions. This major achievement was aligned with the goals of our perinatal program called Bright Start®, which consists of prenatal and neonatal registered nurses and nonclinical care connectors reaching out to pregnant members of the plan. Program staff identify these members as soon as they are enrolled and ensure they receive timely and appropriate prenatal care. Prenatal case managers help educate high-risk pregnant members and coordinate the care needed for each pregnancy to have a Bright Start.

Our nurses reach out to obstetrical providers and advocate for needed interventions. Our nurses work with the providers to collaborate on the members' individual needs. The team assesses each member to identify any ongoing issues that may arise during the pregnancy, and follow-up is provided after delivery. Neonatal nurses work with the mothers and newborns who have issues at birth to ensure coordinated discharge and follow-up if there is an admission to the neonatal intensive care unit.

Almost 400 women have attended the community baby showers that AmeriHealth Caritas Louisiana hosts as part of the Bright Start program. The most recent event, which was held in partnership with Capital City Health

Clinic, was well-received with more than 50 women in attendance. The showers are a positive way to help expectant moms understand the importance of caring for themselves and their babies. Dental benefits are explained to all participants, and attendees in need receive essentials such as diapers and, in some cases, baby strollers.

We are making great strides, but Louisiana's preterm birth rate is still much higher than the national average.\* There's more work to do. Our commitment to decreasing neonatal inpatient admissions and helping Louisiana moms-to-be give birth to healthy babies has never been stronger.

\* March of Dimes 2014 Premature Birth Report Card.

Last fall, more than 150 new mothers gathered in Joe Brown Park for the annual Baby Buggy Walk in the Park, a national mortality awareness initiative developed by Healthy Start, Inc. The goals of the event are empowerment, education and encouragement to take charge of one's own health and the health of one's children. In partnership with Healthy Start, AmeriHealth Caritas Louisiana hosted the event in true New Orleans fashion amidst the fanfare of a Second Line band and hundreds of community supporters.

"People were truly interested in learning," notes AmeriHealth Caritas Louisiana Community Educator Christopher Wyre. "They enjoyed all of the activities and the music." Families in attendance averaged 10 laps around the park's track with their buggies and strollers, all in the spirit of getting active again after birth. For those in attendance who did not have them, baby strollers were presented as a gift to keep, at no cost. There was also a health fair component to the event, with presentations on healthy eating, nutrition and proper exercise taking place throughout the day.

Louisiana has a preterm birth rate of 15 percent, one of the highest in the nation. A majority of the women who deliver these babies are uninsured or receive Medicaid.\* It is our continued goal at AmeriHealth Caritas Louisiana to diligently work to reduce the rates of preterm births for our members until our numbers are less than the national average.

The partnership with Healthy Start, Inc. further supports our goal of empowering members to lead healthy lives for themselves and their children.

\* March of Dimes 2014 Premature Birth Report Card.



# Outreach with Care

## A breath of fresh air for our members

AmeriHealth Caritas Louisiana reduced 30-day hospital readmissions by 17 percent in 2014 for members with asthma or other chronic health problems in the same year. This improvement was the result of a comprehensive campaign that proactively engaged members, providers and pharmacists. The campaign was developed to improve medication adherence, health literacy and communication between insurers and providers.

“These results indicate that we are helping Louisianans get healthy and stay well,” said Kyle Viator, market president for AmeriHealth Caritas Louisiana. “Since our first day in business, we have been committed to improving health outcomes throughout the state, and this substantial reduction in readmissions proves that our efforts are achieving the desired results.”



During the last week of May 2015, an alert came to our Care Management team about Bryan\*, an AmeriHealth Caritas Louisiana member recently discharged from the hospital. This was Bryan's first time out of the hospital in 30 days, as he was recovering from a liver transplant. Bryan was discharged with orders for home oxygen and portable oxygen equipment, given the severity of the surgery and the impact it has on the body.

Bryan's care manager contacted his caregiver, Jan, on June 1. As for all members discharged with home health needs, our care manager followed up on Bryan's case to ensure all prescriptions were filled and all medical equipment was provided. During the conversation, Jan noted that Bryan received the oxygen concentrator, but the portable oxygen request was still pending. In the days since discharge, Bryan and his caregiver had been purchasing the portable oxygen with their own funds at \$15.00 per tank — each only lasting five to six hours.

The care manager reviewed the case. She clarified that AmeriHealth Caritas Louisiana should cover all of Bryan's oxygen, as it was deemed medically necessary. All that was missing was an order from his doctor clarifying an estimated number of doctor's visits Bryan needed per month. The care manager needed this information because Bryan had to use portable oxygen during each physician visit instead of using his in-home oxygen equipment. To ensure Bryan's oxygen would be covered, the care manager began a plan of action. Bryan already had a scheduled doctor's appointment for the following day, so the caregiver was able to discuss this issue with the transplant physician. In the meantime, the care manager contacted the utilization management (UM) nurse reviewing the portable oxygen request. Due to lack of clinical information, the UM nurse told the care manager the case was supposed to close the next day. The pressure was on to find coverage for Bryan's portable oxygen.

The care manager immediately called Jan back. Bryan's request for portable oxygen was approved. Without the portable oxygen, Bryan may have had to go back to the ER for shortness of breath when leaving his home for scheduled appointments. Many times an ER visit can lead to an unnecessary admission.

Bryan's story is just one of many where our associates deter an interruption in care and remove barriers for our members. At AmeriHealth Caritas Louisiana, our care teams are a breath of fresh air for members living with chronic health conditions. We quickly address their concerns and help them tackle their health challenges head on. With Bryan, our outreach was life-saving. He is now recovering with all the necessary equipment he needs to be well.

\* Names changed to ensure confidentiality.

# Cooperating with Care

## Building trust: the door to re-engaging members

AmeriHealth Caritas Louisiana created a community care management (CCM) program to respond to the unmet needs of our highest-risk adult members. Designed to re-engage members by building trust, the CCM team consists of a nurse, a social worker and a community health worker to help increase access to medical, behavioral health and social services. Our CCM team accompanies members to doctor visits, connects them to needed services, educates them on preventive self-care and addresses identified barriers to day-to-day living.

This program delivers coordinated care to members where they live and when they need it the most. The goals are to reduce preventable admissions, readmissions and non-emergent visits to the emergency department, and to

enhance coordination of services for behavioral health, physical health and other social services. During 2014, trends in other AmeriHealth Caritas coverage areas indicated a decrease in claims dollars for members. This decrease came from fewer inpatient admissions and emergency room visits. We hope that further studies conducted in Louisiana this year will confirm our initial predictions. Through the work of our CCM team, we expect to have fewer inpatient admissions, especially for members with complex health profiles. Our unique tools for intervention do more than help these members on their journeys to better health. By focusing preventive care toward their specific needs, we can improve their quality of life and control the cost of their care now and into the future.



James\*, age 32, was a member who frequently used the emergency room (ER) due to severe sickle cell attacks. Our initial outreach attempts by phone were unsuccessful because of his frequent visits to the ER. During critical periods, James would sometimes go to the ER every day, which made him difficult for our care managers to reach. After three attempts to contact James by phone, our team kicked into high gear and visited his home every week until they were able to contact James.

Real progress began. We were able to connect James to a sickle cell clinic that helped him make his appointments, take his medications as prescribed and learn to call the clinic before going to the ER. Between our care management program and the sickle cell clinic, we were able to identify issues contributing to James' health challenges and offer solutions to help James better manage his disease.

\* Name changed to ensure confidentiality.

The Integrated Health Care Management Team consists of nurses and social worker care managers. The staff is trained and coached in motivational interviewing. Their primary focus is on the impact of social determinants of health.

In 2014, we:

Engaged  
**2,115 members**  
in **complex care management**

Engaged  
**1,017 members**  
in **Bright Start care management**

Engaged  
**58,000 calls**  
with members to  
**navigate immediate care needs**

# Collaborating with Care

## How the care of one case manager made a world of difference

“Failure to thrive” is a tough phrase to digest. For new mother Holly\*, however, it was the reality of her eight-month-old daughter, who also had a gastroesophageal reflux disease (GERD) diagnosis. GERD is a chronic digestive disease that occurs when stomach acid, or occasionally stomach content, flows back into the esophagus. The combination of her baby's health conditions placed an extreme challenge on Holly, who has suffered from macular degeneration since the age of 11. Now she had a brand new baby who was suffering from seizures and losing weight. And she was dealing with the situation on her own, since the baby's father was deployed to Iraq.

Last April, after seeing a neurologist and geneticist in Baton Rouge in search of care for her newborn, Holly hit a wall. The neurologist suggested she take her baby to a mitochondrial specialist by June, but the specialist was booked until August.

“She called the specialist for an appointment and was told there were no earlier appointments available,” said Care Manager Mike P. of his first contact with Holly. “That's when she called to ask if I could get an earlier appointment for her,” he continued.

After speaking with Holly to better understand her situation, Mike P. made contact with the specialist's office and arranged for the medical history of Holly's baby to be sent to the specialist for review. After the specialist reviewed the baby's history, Mike P. was able to get Holly an appointment for May 9 — three months earlier than she'd just been told was possible.

Holly's baby underwent a thorough exam, including lab work and procedures to determine the appropriate actions to prompt a healthy outcome. Holly's baby was placed on a round-the-clock feeding schedule, which enabled her to begin gaining much-needed weight. A pediatric home health company near Holly's residence was also brought on board to provide additional nursing care and nutritional counseling.

This is just one of many examples of our case managers living our mission and demonstrating that care truly is at the heart of our work. Holly now has a team of caregivers who will help her take care of her baby while the child's father is serving our country in Iraq.

\* Names changed to ensure confidentiality.

# Providing with Care

## Provider networks and partnerships

The AmeriHealth Caritas Louisiana Provider Network Management (PNM) department is staffed by account executives who live in, work in and understand their communities. These account executives provide direct support throughout the provider orientation process and put a face to our unique Quality Enhancement Program (QEP). As a part of our QEP, AmeriHealth Caritas Louisiana rewards providers for providing high-quality care. We recognize high-performing providers\* and the response has been overwhelmingly positive. This in-the-community approach helps to build trust and strengthen our relationships with providers, which is evidenced by our provider satisfaction surveys — nearly 80 percent of practitioners rated AmeriHealth Caritas Louisiana “excellent,” “very good” or “good.”

### Hospital visits provided: 504

AmeriHealth Caritas Louisiana has two account executives dedicated to our hospital partnerships. These associates represent a combined 34 years of direct hospital administration and hospital CEO experience. They understand the business and are dedicated to ensuring our relationships are strong and our hospital partners have a voice.

### Primary care/specialty and ancillary visits provided: 3,952

Since the health plan's implementation, 80 percent of the AmeriHealth Caritas Louisiana PNM team have been with the organization. They are dedicated to serving our membership through provider relationship building and are truly the voice of our physician community.

\* Relative to meeting or exceeding quality metrics.



## As of 2014:

**3,803** Primary care providers (PCP)

**2,447**  
Unique PCPs

**1,356**  
Unique PCP extenders

**9,612** Unique specialty care providers

**2,488**  
High-volume specialty providers

**7,124**  
Other specialty providers

at **1,055** sites

at **2,274** sites

**AmeriHealth Caritas Louisiana is contracted with**

**150 hospitals**

Department of Health and Hospitals Statutory Report, Q1 2015.

“AmeriHealth Caritas Louisiana not only shows me they recognize my efforts to provide quality care to my patients, they reward it. AmeriHealth Caritas Louisiana not only sees the needs of their members, but also their providers. I appreciate that.”

— Shelia Jackson, F.N.P.,  
Shreveport Family Medicine



# Measuring with Care

The Quality Management department measures, monitors and coordinates interventions to ensure focused, high-quality and cost-effective care is provided to our members. It tracks performance against national standards commonly referred to as the Healthcare Effectiveness Data and Information Set (HEDIS).

When a health plan has high HEDIS scores, it often means preventive care guidelines have been followed, which can lead to a better prognosis.

The chart to the right highlights our progress since the pre-Bayou Health results through the 2014 and 2015 HEDIS rates. We have made improvements each year in most measures.

We continue to research best practices, get input from our members on how we can better manage their care and think outside of the box to find interventions that have the greatest impact. We care about our members and are committed to helping them have the best quality of life.

\* Pre-Bayou Health baselines: NCQA/HEDIS(c) measures calculated by ULM Office of Outcomes Research and Evaluation using Medicaid claims data for calendar year 2011.

\*\* AmeriHealth Caritas Louisiana interim rates: Inovalon (QSI) certified HEDIS software based on data pulled May 2015.

| HEDIS measures                                                                                                            | Pre-Bayou Health result | AmeriHealth Caritas Louisiana HEDIS 2014 final rates (Measurement Year 2013) February 2014 | AmeriHealth Caritas Louisiana HEDIS 2015 final rates (Measurement Year 2014) May 2015 |
|---------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Well-child (W34)</b><br>(Members 3-6 years old that had 1 or more well visits with their doctor)                       | <b>35.45%</b>           | <b>57.42%</b>                                                                              | <b>62.21%</b>                                                                         |
| <b>Adolescent well care (AWC)</b><br>(Members 12-21 years old that had a well visit with their doctor)                    | <b>25.16%</b>           | <b>38.56%</b>                                                                              | <b>43.75%</b>                                                                         |
| <b>Adult's access/preventive care (AAP)</b><br>(Members 20 years or older with a preventive care visit with their doctor) | <b>78.39%</b>           | <b>83.06%</b>                                                                              | <b>81.76%</b>                                                                         |
| <b>Chlamydia (CHL)</b><br>(Chlamydia screening in women ages 16-24)                                                       | <b>58.68%</b>           | <b>55.79%</b>                                                                              | <b>58.35%</b>                                                                         |
| <b>Diabetes screening HbA1C (CDC)</b>                                                                                     | <b>70.21%</b>           | <b>77.49%</b>                                                                              | <b>83.51%</b>                                                                         |



# Care in the Community

## Health educators make life-changing visits

Our community health educators are connected to the communities in which they work. In fact, all live and work in the communities they serve, making their jobs of caring for their neighbors all the more rewarding. These dedicated men and women make home visits to members to help schedule appointments for preventive health services.

During 2014, the Community Health Education Team reached out to members more than 3,000 times, including:

**2,018**

outreach attempts to members who had not seen a PCP in the preceding 12 months.

**48**

outreach attempts by our in-house Special Assignments team. This team handles cases related to high ER utilizers and high-priority special diagnoses, including hepatitis C.

**966**

outreach attempts to members with high rates of hospital utilization and readmission.





"I am elated and eternally grateful to AmeriHealth Caritas Louisiana for selecting Queensborough Elementary as the recipient of our beautiful new playground. Since my first day of driving up to this school as the newly named principal, I immediately saw the need for the children of Q.E.S. to have their own playground. Tears of joy flowed down my face as I expressed sincere thanks to the health plan and their partners; because of you, that dream has finally become reality! This playground has made a positive difference in the lives of our children. The teachers have noticed that the students are more motivated to pay attention to detail in their work, as well as interact positively with their peers. Students are responding better since we have the incentive of earning extra time at recess. Classwork completion has increased exponentially. More students are exhibiting awesome behavior and dedicated work habits in the classroom. Q.E.S. students are still talking about their new playground as if they just received it yesterday! They are proud to be able to say that this is **our** playground, and so am I! Thanks again!"

— Cheryl Jones-Hart, Principal of Queensborough Elementary School

AmeriHealth Caritas Louisiana associates pitched in to help construct the playground. Pictured second from left is Willie C. White III, from David Raines Community Health Centers, and Paul Pratt from Chesapeake Energy, is on the far right.

# Constructing with Care

## Queensborough Elementary School gets a new jewel

"It was a cold morning," recalls Community Outreach Manager Grover Harrison. "I mean it was chilly! But we were ready. We had a DJ, hot chocolate, drills and hammers." The date was November 14, 2014, and construction on the third safe playground by AmeriHealth Caritas Louisiana was about to begin.

Queensborough Elementary School is in the heart of one of the many neighborhoods in which our members reside. The installation of a new playground to promote healthy lifestyles and provide a safe haven for children was an easy decision. It is part of our ongoing investment in the communities we serve. Joining with local partners such as the Caddo Parish School Board, David Raines Community Health Center, Chesapeake Energy and Run with the Nuns, AmeriHealth Caritas Louisiana was able to complete the Queensborough construction in one day and fulfill a promise to more than 400 children. In addition to local partners, the AmeriHealth Caritas Partnership, a 501(c)(3) public charity, also contributed to the implementation of the playground.

"The kids were so jovial," Harrison explained. "They were bursting at the seams!" After the ribbon cutting by the 51 volunteers who participated, a chorus of laughing, running and stomping filled the schoolyard. The children ran atop the thousands of pounds of mulch that had just been laid toward their sturdy new jungle gym. The Queensborough playground is more than a colorful concourse for today's children; it is a reflection of the growth and sustainability AmeriHealth Caritas Louisiana believes is a part of the neighborhood's community.

# A Season of Care

## Associates bring comfort, food and warmth to Louisiana families

The winter holiday season is filled with joy and laughter for many people. The comforts of food, family and friends are abundant, and there is much to share. For those with fewer resources, however, this time of year can be a challenge. It can be stressful. But AmeriHealth Caritas Louisiana, in coordination with community partners, stepped in to ensure families had their holiday wishes fulfilled.

AmeriHealth Caritas Louisiana helped make a happy Thanksgiving for more than 2,000 families through free turkey giveaways. With partners such as the Dryades YMCA, the New Orleans Saints, Capital Area Transit System, the East Baton Rouge chapter Council on Aging and Cash Money Records, members and non-members from New Orleans to Shreveport were able to receive a free turkey.

As the season progressed toward colder days, our annual coat drive provided hundreds of warm coats to members. And as the heart of the holiday gift-giving season approached, AmeriHealth Caritas Louisiana associates continued to donate their time and resources to deliver presents to more than 300 families. From bicycles and dolls to board games and clothing, gifts were distributed to members who were grateful for the assistance.

AmeriHealth Caritas Louisiana stands firmly on its promise to help people get care, stay well and build healthy communities. This holiday season was just another opportunity to continue living our mission.



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