



Health Care in High Gear

Message to the Community


AmeriHealth *Caritas*
Louisiana



CARE IS THE HEART OF OUR WORK



Paul A. Tufano

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Chairman and Chief Executive Officer
AmeriHealth Caritas Family of Companies

J. Michael Jernigan

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Executive Director

Health Care in High Gear

As a proud participant of Bayou Health, the state's Medicaid managed care program, we are pleased to report that our organization is improving the health status of our members through prevention, education, and provider collaboration. We are thankful to be partners with the Department of Health and Hospitals (DHH) in this great endeavor.

In 2013, our name changed from LaCare to AmeriHealth Caritas Louisiana. "Caritas" is Latin for "charity" and embodies AmeriHealth's legacy of compassionate caring for the underserved and chronically ill. It signifies what's at the heart of our work. When all boots are on the ground, our community health educators cover all 64 parishes that make up the great state of Louisiana. From the bayous to the beaches, and as ever-present as the magnolia trees that are abundant throughout the state, these dedicated men and women reach our thousands of members right where they are — in the community. We are proud residents of Louisiana.

This year's report focuses on our progress and continued ability to shift gears and provide our customers with what they need when they need it.

The construction of two new playgrounds and community events such as our Diabetes Boot Camp highlight some of the passionate work our associates do to serve our members. Teamwork is a part of our culture. Whether it's a focus on helping members with chronic or high-risk conditions or an investment to prevent injury and emergency room visits for children, AmeriHealth Caritas Louisiana continues to empower the underserved with

education and assistance to make better health choices. And we practice what we preach. AmeriHealth Caritas Louisiana is the first business in the state to become a DHH-certified WellSpot. We achieved this recognition by having a smoke-free office along with meeting additional criteria.

One of our biggest areas of focus has been on improving the health outcomes of new moms and their babies. Our Bright Start® prenatal program has been instrumental in achieving this goal. Every pregnant enrollee is assigned a staff member who helps her schedule and travel to prenatal care appointments, coordinate health care services and learn about healthy pregnancy behaviors. These members also have the option of enrolling in the smoking cessation program, Baby & Me — Tobacco Free, which uses a unique approach to encourage pregnant women to quit smoking and increase the chances of having healthy babies.

Every day, our associates dedicate their time and expertise to providing better outcomes for our members. There have been challenges, but our flexibility with government agencies and our ability to form cohesive partnerships with providers have worked in tandem to propel our plan toward a model of excellence.

We look forward to continued growth, and to help people get the care they need to stay well and build healthy communities. We've seen great improvement and success so far and are committed to maintaining stability as we grow and adapt.



200

The number of high-risk pregnant members enrolled in the Bright Start program by the community health educators.



10,500*

The number of providers in the AmeriHealth Caritas Louisiana network at the close of 2013.



600

The number of unique households touched in 2013 by the outreach of the community health educators.



\$135 million

The number of dollars that Bayou Health has saved the state according to the Bayou Health Transparency Report, January 2014.



2,427

The number of members enrolled in complex care management.

Cost Savings Solutions

In 2012, Governor Jindal created an empowering new initiative, the Bayou Health program, by bringing together five managed care organizations to administer the state's Medicaid benefit to the majority of Louisiana's Medicaid recipients. Since its inception, Bayou Health has saved the state more than \$135 million while enhancing the quality of care to its members. As a participant of Bayou Health, AmeriHealth Caritas Louisiana continues to focus on cost savings and quality improvements.

“With all the recent changes to the health care files, it’s vital for providers to be informed of current changes to policies and procedures. Working for a small facility, it is imperative for our survival to stay informed.

Our current working relationship with AmeriHealth Caritas Louisiana (formerly known as LaCare) has been remarkable. Our meetings leave us with confidence that Bayou Health was indeed a positive move for both providers and for Louisiana Medicaid recipients.”

*Brenda Cooley
Business Office Manager
Dequincy Memorial Hospital*

*Department of Health and Hospitals
Statutory Report, Q1 2014.





AmeriHealth Caritas Louisiana
Provider Network Management team

True Provider Partnerships: Solving Problems Through Strategic Alliances

Working together to make a difference

Today's health care system is more evolutionary and dynamic than ever. There are as many challenges as there are opportunities. To adapt and succeed, health plans need to form strong strategic partnerships with providers that solve the health care problems of our members. AmeriHealth Caritas Louisiana takes this critical need seriously. We are working to solve the complex issues of not only members, but also the providers who care for them.

We have renewed our contract with one of the country's top hospital systems. This renewal added nine hospitals, 40 multi-specialty health centers and 900 physicians to our network. At the close of 2013, AmeriHealth Caritas Louisiana's provider network totaled over 10,500 providers.

Partnering with providers means more than expanding networks: it means getting more efficient. In that vein,

AmeriHealth Caritas Louisiana initiated unique claims payment initiatives that have ensured prompt payment for our providers. These programs have resulted in claims payment within six calendar days!¹

In response to our provider partner feedback, we have added more than 200 drugs to our plan's preferred drug list and streamlined utilization management processes. Additionally, AmeriHealth Caritas Louisiana has one NCQA-certified patient-centered medical home (PCMH) content expert on its network management team and five eligible for certification. The team is working toward helping 30 primary sites gain NCQA's PCMH recognition.

Using lessons from the past and goals for the future, we continue to build a strong and sustainable health plan.

Network numbers:²

 **3,627**
primary care
providers (PCPs)

 **6,808**
specialists

 **97**
hospitals

¹ Bureau of Health Services Financing, Department of Health and Hospitals, Bayou Health Transparency Report, Jan. 2014, Baton Rouge, LA: Louisiana Department of Health and Hospitals, 2014, 11.

² Department of Health and Hospitals Statutory Report, Q1 2014.

“We feel so fortunate that our AmeriHealth Caritas Louisiana representatives are there to assist. If they don’t have the answer, they get the answer. They realize how issues really affect us. They not only understand your product [health plan], they understand our hospital.”

*Kim Sneed, L.P.N., C.M.C.
Data Analysis
Bienville Medical Center, Arcadia, LA*

Care Management: Answering the Call of Our Members

Help at a crisis point

In July 2012, Karen Thompson noticed a lump on the roof of her mouth. Her job did not provide health insurance, but she sought help from the only doctor in her small parish. She went for a consultation at a local hospital in Shreveport. A biopsy confirmed oral cancer. The tumor had to be removed.

It was a 12-hour operation. Over the next six months, Karen would undergo both chemotherapy and radiation. The surgery left her with a quarter-sized hole in the roof of her mouth. For months she'd been receiving nutrition through a feeding tube in her stomach.

Given her health condition, Karen had to leave her job and seek Medicaid coverage. She joined AmeriHealth Caritas Louisiana in February 2013.

Kevin Brown, nurse care manager with the Rapid Response team, remembers learning Karen's story. "Karen couldn't find an oral surgeon who would build an appliance to block the hole for less than \$7,000," he says. "She was down from a healthy 135 pounds to just about 100 after treatment."

The next morning Kevin called Karen. He had a dentist appointment set for her in Baton Rouge.

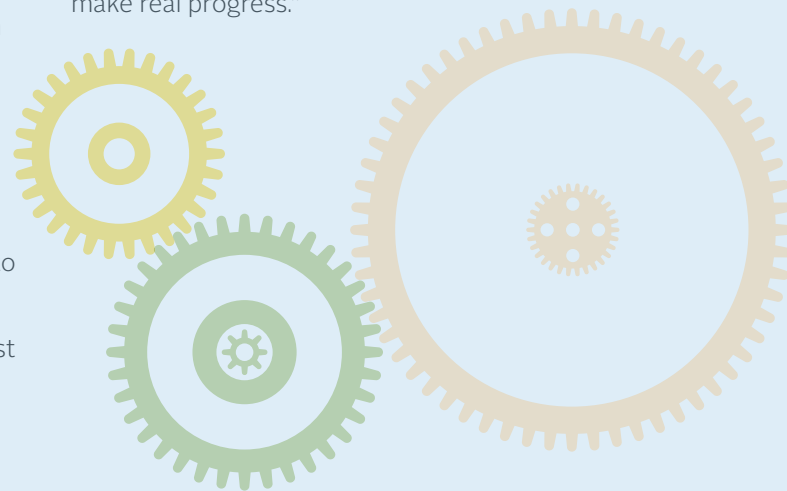
Along with a team of care connectors and provider network specialists, Kevin continued to coordinate Karen's care. Over the next several weeks, an oral surgeon fit her with a custom dental appliance.

The road to health

Since then, Karen has gained more than 20 pounds. "I'm out power walking five miles every day," she says. "And I'm looking for a job now that I'm healthy again. I want to be able to help people like Kevin helped me."

"Karen is exactly the kind of person that Medicaid coverage really helps," says Kevin. "She's worked all her life, raised three kids, and put a daughter through college. It wasn't until Karen's health reached a crisis point that she needed assistance."

"It takes all of the AmeriHealth Caritas Louisiana team to chip away at the barriers our members face to make real progress."



AmeriHealth Caritas Louisiana
Care Management team





AmeriHealth Caritas Louisiana
NICU senior care manager

Member Satisfaction

In 2013, AmeriHealth Caritas Louisiana conducted satisfaction surveys for Integrated Care Management (ICM) and Disease Management (DM). The goal was to evaluate members' experience and satisfaction with the ICM and DM programs. Survey results show that AmeriHealth Caritas Louisiana members are pleased with the plan's ability to meet their needs.

70% of members stated care managers helped them learn about asthma or diabetes in the Disease Management survey.

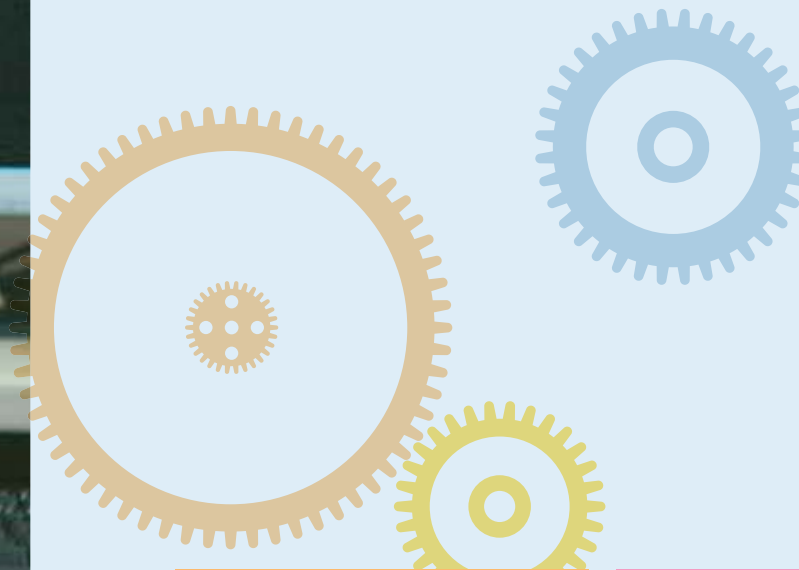
89% of members surveyed stated care managers were friendly and helpful.

88% of members surveyed stated care managers answered their questions about their conditions or pregnancies.

97% of members surveyed stated they would call care managers back for any future questions.

89% of members surveyed responded positively when asked how they would rate overall satisfaction with the AmeriHealth Caritas Louisiana Care Management programs.

83% of members surveyed responded favorably when asked to rate their overall satisfaction with the AmeriHealth Caritas Louisiana Disease Management program.



Engaged members
in complex care
management:

2,427
as of 2013



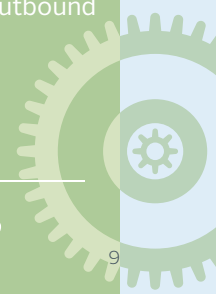
Engaged members
in Bright Start Care
Management:

1,197
as of 2013



Total call volume
for Rapid Response
inbound and outbound
calls:

88,401
as of 2013



Generating Better Results Through Effective Measuring

The Healthcare Effectiveness Data and Information Set (HEDIS) is a group of performance measures used in the managed care industry. The measures are developed and maintained by the National Committee for Quality Assurance (NCQA).

HEDIS was designed to allow consumers to compare health plan performance to other plans and to national or regional benchmarks.

As shown in the table on the opposite page, 2013 HEDIS results indicate that AmeriHealth Caritas Louisiana exceeded four out of the five goals set by the Department of Health and Hospitals (DHH) for the following incentive-based measures:

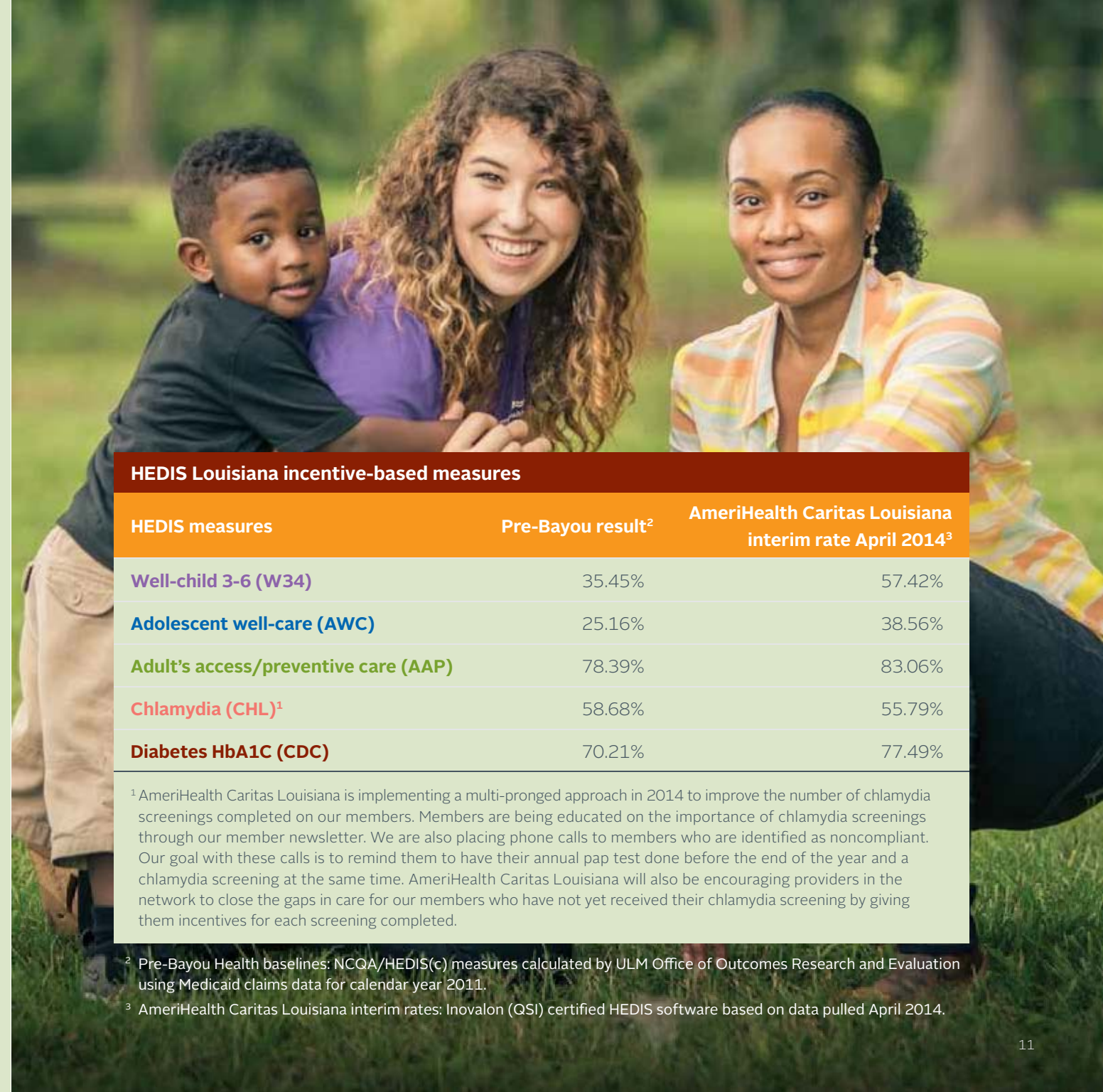
Well-child 3 – 6: The percentage of members 3 – 6 years old who had one or more well-child visits with a PCP during the measurement year 2013. A well-child visit includes a health and development history, physical exam and health education/anticipatory guidance.

Adolescent well-care: The percentage of members 12 – 21 years old who had an ambulatory or preventive care visit during the measurement year 2013. A well-care visit includes a health and development history, physical exam and health education/anticipatory guidance.

Adult’s access/preventive care: The percentage of members ages 20 years or older who had an ambulatory or preventive care visit during the measurement year 2013.

Chlamydia: The percentage of women 16 – 24 years old who were identified as sexually active and who had at least one test for chlamydia during the measurement year 2013.

Diabetes HbA1C: The percentage of members 18 – 65 years old with either type 1 or type 2 diabetes who had a hemoglobin A1c (HbA1c) test during the measurement year 2013.



HEDIS Louisiana incentive-based measures

HEDIS measures	Pre-Bayou result ²	AmeriHealth Caritas Louisiana interim rate April 2014 ³
Well-child 3-6 (W34)	35.45%	57.42%
Adolescent well-care (AWC)	25.16%	38.56%
Adult’s access/preventive care (AAP)	78.39%	83.06%
Chlamydia (CHL)¹	58.68%	55.79%
Diabetes HbA1C (CDC)	70.21%	77.49%

¹ AmeriHealth Caritas Louisiana is implementing a multi-pronged approach in 2014 to improve the number of chlamydia screenings completed on our members. Members are being educated on the importance of chlamydia screenings through our member newsletter. We are also placing phone calls to members who are identified as noncompliant. Our goal with these calls is to remind them to have their annual pap test done before the end of the year and a chlamydia screening at the same time. AmeriHealth Caritas Louisiana will also be encouraging providers in the network to close the gaps in care for our members who have not yet received their chlamydia screening by giving them incentives for each screening completed.

² 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.

³ AmeriHealth Caritas Louisiana interim rates: Inovalon (QSI) certified HEDIS software based on data pulled April 2014.

Getting Louisiana Babies Off to a Bright Start

Baby Liayelle was a tiny fighter from the start.

Even though she was two months early and spent the first four weeks of her life in a neonatal intensive care unit, “she was released with no major health issues or complications,” notes Tristen R. Walters, an AmeriHealth Caritas Louisiana NICU senior care manager. Four days after going home, outreach and contact was made with LaKeisha, Liayelle’s mother. “I introduced myself and the Bright Start program to mom,” said Walters.

The Bright Start program is one of the signature AmeriHealth Caritas Louisiana programs dedicated to ensuring healthy baby outcomes for female members who are pregnant or are new moms. “LaKeisha was excited about the program and enrolled immediately,” Walters explains.

During the first phone call, LaKeisha explained a great need for housing and utility assistance. Because she suffers from chronic hypertension and diabetes (both of which contributed to her going into preterm labor), she had to stop working at the end of 2012. Her fiancé is disabled and can only do odd jobs to supplement their disability income. The two of them lived in a two-bedroom house with their five children.

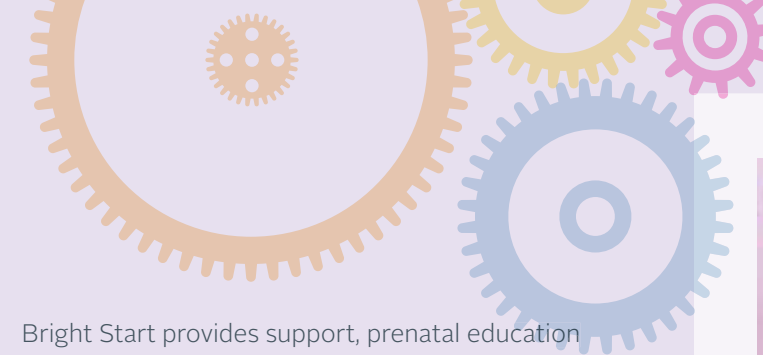
After that first call, Walters began researching housing assistance and providing LaKeisha with leads. She called every week to check on her and baby Liayelle. “At one point mom’s phone was disconnected and

I lost contact with her. I called her multiple times and sent out an Unable to Contact letter.” Even though she lost contact with LaKeisha, something told her not to give up. Eventually she was able to make contact again, but by that time LaKeisha had become behind on her bills and was about to be evicted.

Because LaKeisha had a history of being homeless and living in a car with her children, Walters was determined to get her the help she needed. If evicted this time, LaKeisha would have a premature baby with her.

With constant compassion and expertly managed care, Walters’ persistence eventually paid off. With LaKeisha’s permission, she reached out to a few more organizations and finally got in touch with one that would be able to provide assistance. On August 15, 2013, LaKeisha received the assistance in housing and employment she needed to get back on her feet and raise a healthy baby. “This entire process took three months,” Walters explains, “but I diligently assist and manage my members in a way that I would expect someone to care for myself or my family.” She thought critically and creatively until she came to a solution for LaKeisha’s problem.

Because of her care and intervention, a stint of homelessness was prevented and costs associated with what might have been a dangerous situation for a newborn baby were averted.



Bright Start provides support, prenatal education and information to pregnant moms through the use of technology and successfully coordinated care management services.

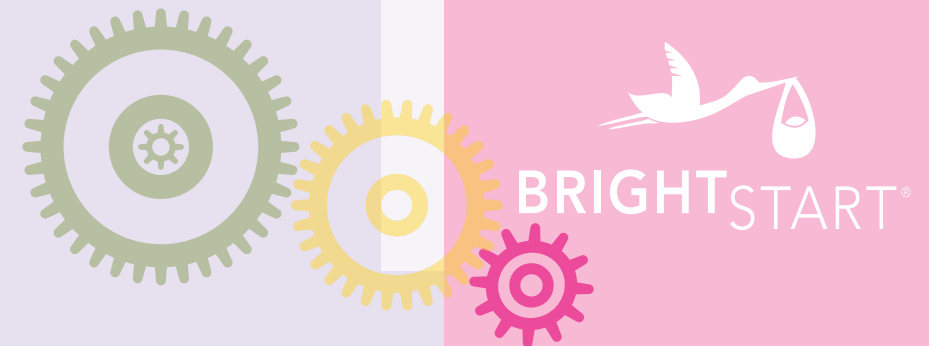
To expand the support to pregnant moms, AmeriHealth Caritas Louisiana partnered with the March of Dimes in 2012 to encourage expectant mothers to promote a full-term pregnancy and reduce the rate of premature births in the state. The central message encouraged expectant mothers to wait the full term.

AmeriHealth Caritas Louisiana continued this partnership with March of Dimes in 2013 to implement a smoking cessation program, Baby & Me — Tobacco Free. Using a unique approach of combining cessation support specifically for pregnant women, offering practical incentives, targeting low-income women and monitoring success, the goal was to reduce the use of tobacco in pregnant and postpartum women.



“I diligently assist and manage my members in a way that I would expect someone to care for myself or my family.”

*Tristen R. Walters
NICU Senior Care Manager*



Community Outreach: Interactive Solutions for Our Parishes

Safe playgrounds: building blocks to stronger communities

Two hours before sunrise, the first AmeriHealth Caritas Louisiana associate was on site. Soon, another 54 volunteers began to arrive — some from as far as Philadelphia and others from local business partners of the health plan. It was a great day for building. The cool morning air pulsed with passion and purpose as the crew constructing the second safe playground in Louisiana got underway. A colorful new structure would replace one that was hopelessly antiquated, and serve more than 500 children enrolled at Baton Rouge's Park Elementary School. This would be the second safe playground built in Louisiana by AmeriHealth Caritas Louisiana and AmeriHealth Caritas Partnership of the 23 in total across the country. Founded by AmeriHealth Caritas, the AmeriHealth Caritas Partnership is a 501(c)(3) public charity that addresses health and health care disparities by expanding current health promotion programs to locations across the country.

Building safe playgrounds is an ongoing initiative of the AmeriHealth Caritas Partnership and AmeriHealth Caritas Louisiana to restore the areas it serves. It is an investment in the community and aims to promote healthy lifestyles for kids. "The best way to reduce childhood obesity is to get our children engaged in physical activity before obesity can set in. The earlier we can do that, the better," said Maria Pajil Battle,

president of the AmeriHealth Caritas Partnership. The new fruit-colored jungle-gyms also reduce the chances of injuries, which often result from playing on rickety equipment.

"The kids were very appreciative. To see their faces after it opened was very rewarding," said Grover Harrison, manager of Community Outreach. Youngsters are the community's greatest asset. Providing them with a safe place to play and learn was a chance to restore faith in local organizations such as ours and promote the betterment of member environments.

Completed at an accelerated pace of nine weeks from concept to ribbon-cutting, the actual build took one full day to complete. The playground build was another step among many toward building a greater reputation for providing total care and improved health outcomes in service areas.

AmeriHealth Caritas Louisiana believes its measured involvement in the communities of the people it serves will continue to be uplifting. What it has already achieved is only a milestone on the road to greater accomplishments. Interventions that foster healthier members result not only in improved communities but in cost savings, as well.



Volunteers at Baton Rouge Park Elementary School playground build



Diabetes Boot Camp: Restoring faith in self-care by offering a helping hand

The morning started with a theatrical faint in the middle of a church. Then there was silence as an audience soaked in what it was witnessing — a grandmother and granddaughter, two actresses played by AmeriHealth Caritas Louisiana associates, panicking over a mother who had unexpectedly passed out in the middle of a conversation. But it was all part of an act; the skit was an ice breaker of a performance that would effectively cultivate the audience of plan members on the ensuing topic of how to manage everyday life with diabetes.

“It was an eye opener for me,” one member commented. “It was a very good play,” added another. “I never saw a plan that helps you with diabetes like that.” This was the consistent and overwhelming response to Generations, a 10-minute vignette that kicked off the plan’s first Diabetes Boot Camp. Taking place on September 19, 2013, at Baton Rouge’s Church of Life Fellowship — a location in the heart of a community of members — the event was the result of a joint partnership between AmeriHealth Caritas Louisiana and the AmeriHealth Caritas Partnership.

Addressing diabetes in the communities is one of the ways AmeriHealth Caritas Louisiana and AmeriHealth Caritas Partnership are building a healthier Louisiana. According to the American Diabetes Association, approximately 10.3 percent of Louisiana adults have

diabetes. The national rate is 8.3 percent. The Boot Camp program educated members on how to win the fight against the disease by using a curriculum approved by the American Diabetes Association.

Anchored by a team of diabetes educators, attendees were rotated through four, 50-minute health workshops. Topics included healthy eating, being active, monitoring and taking medication, reducing risks, and healthy coping. Members also received free A1C screenings and healthy snacks. “By helping people better control their diabetes, we improve their quality of life and reduce health care costs,” said Maria Pajil Battle, president of AmeriHealth Caritas Partnership.

Members were also treated to live cooking demonstrations. Recipes were shared to enable members to duplicate the meals at home. “A lot of successes took place,” said Grover Harrison, manager of Community Outreach. “Everyone left with information on how to better take care of themselves, and they left feeling empowered.”

Through leadership and the dedicated associates of the Community Health Education team, the event proved to be fertile ground to plant seeds of awareness. Two post-event surveys indicated that the members were still on track to healthier living, are interested in living healthier lifestyles and are continuing to grow.



AmeriHealth Caritas Louisiana
Community Health Educator team

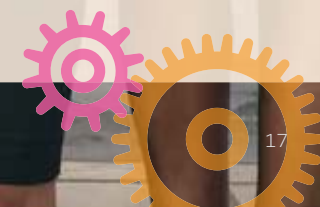
600

The number of unique households touched in 2013 by the outreach of the community health educators.

200

The number of high-risk pregnant members community health educators enrolled in the Bright Start program.

Community health educators, in collaboration with Quality Improvement, use reports to identify members who haven’t had relevant preventive health services or whom nurses haven’t been able to contact. Community health educators make home visits to connect with members and improve compliance.



Our Mission:

We help people get care, stay well and build healthy communities.

We have a special concern for those who are poor and chronically ill.

Our Values:

Advocacy, Care of the Poor, Compassion, Competence, Dignity,
Diversity, Hospitality, Stewardship



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