



**THE EVOLUTION OF WEB-BASED
MEMBER COMMUNICATIONS
AT UPMC HEALTH PLAN**

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About UPMC Health Plan

- **UPMC Insurance Services Division**
 - More than 1.3 million members
- **Integrated Population Health Management Products/Services offering:**
 - Group Health
 - UPMC Health Plan
 - UPMC *For Life*
 - UPMC *For Life Specialty Plan*
 - UPMC *For You*
 - UPMC *for Kids*
 - Behavioral Health Benefits
 - Work Partners (Total Health Management Solutions)
 - Workers' Compensation
 - Short-term Disability
 - Central Leave Management (FMLA)
 - Health Promotions/Wellness
 - LifeSolutions (EAP)
 - E-Benefits
- **Large, diverse network**
 - More than 80 hospitals
 - 7,600 providers
- **Servicing more than 6,300 employers**



The graphic features a group of diverse people in professional attire smiling. A dark red rounded rectangle on the left contains the text "We Make Health Care Work Better" in white. Below this, a smaller photo shows a man in a white lab coat with a woman. To the right, the UPMC Health Plan logo is displayed with the tagline "Where you belong." and a grid pattern.

We Make Health Care Work Better

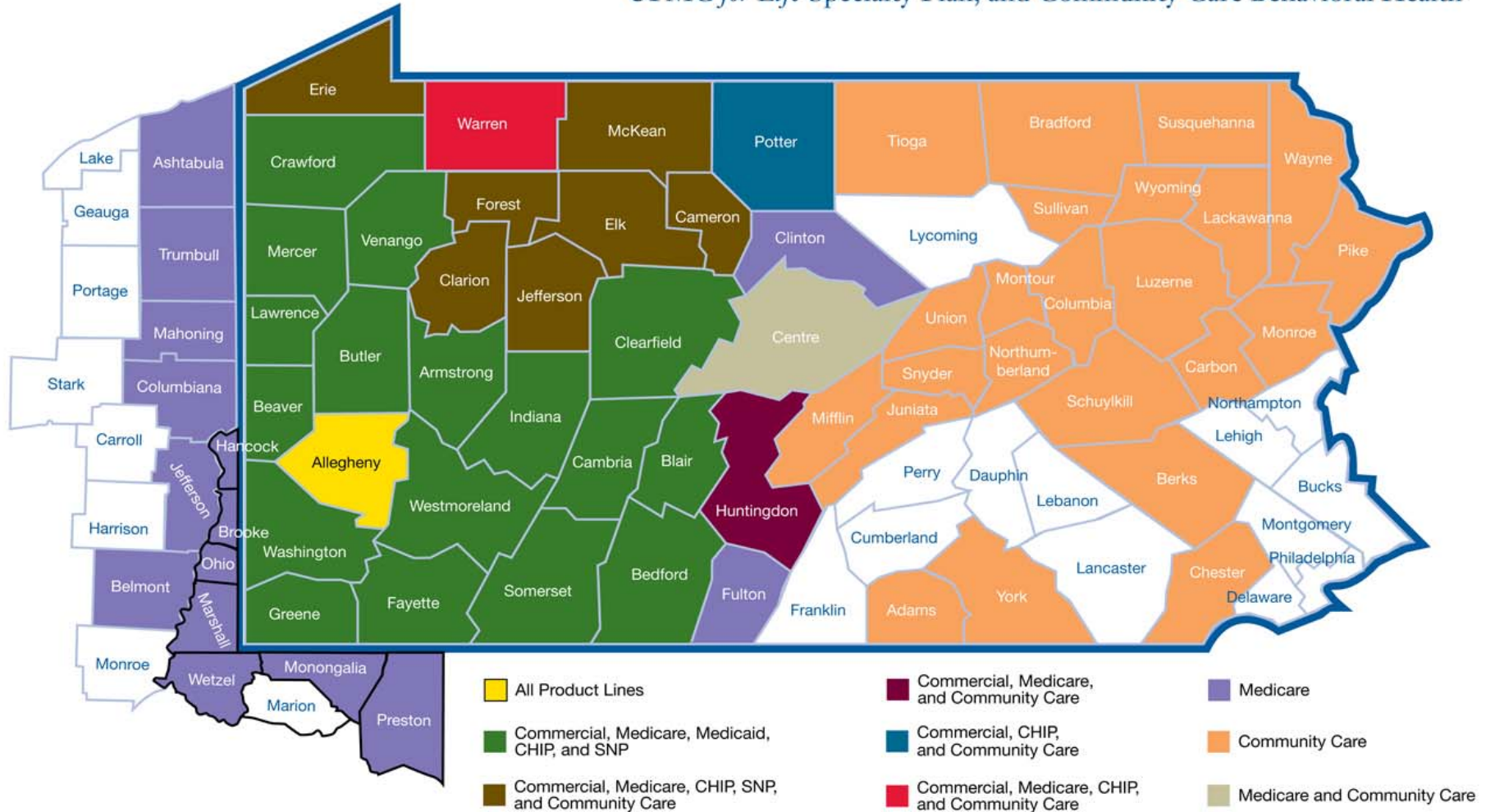
UPMC HEALTH PLAN
Where you belong.

UPMC HEALTH PLAN

Where you belong.

2008 Insurance Services Division Service Area

UPMC Health Plan, UPMC for Life, UPMC for You, UPMC for Kids, UPMC for Life Specialty Plan, and Community Care Behavioral Health



©2008 ALL PROD SVC AREA MAP 02/03/08 4:41:03

Innovation & Service Excellence Brings Results

Certified Call Center



#1 in Customer Service
Pennsylvania & Delaware



2008 Health Plan of the Year



"Excellence" Status
Top 10% Commercial Plans

Employer Account Managers



UPMC for You PA Medicaid



Medicare Concierge



5 stars in Medicare
US News & World Report

UPMC Health Plan Vision

We're committed to:

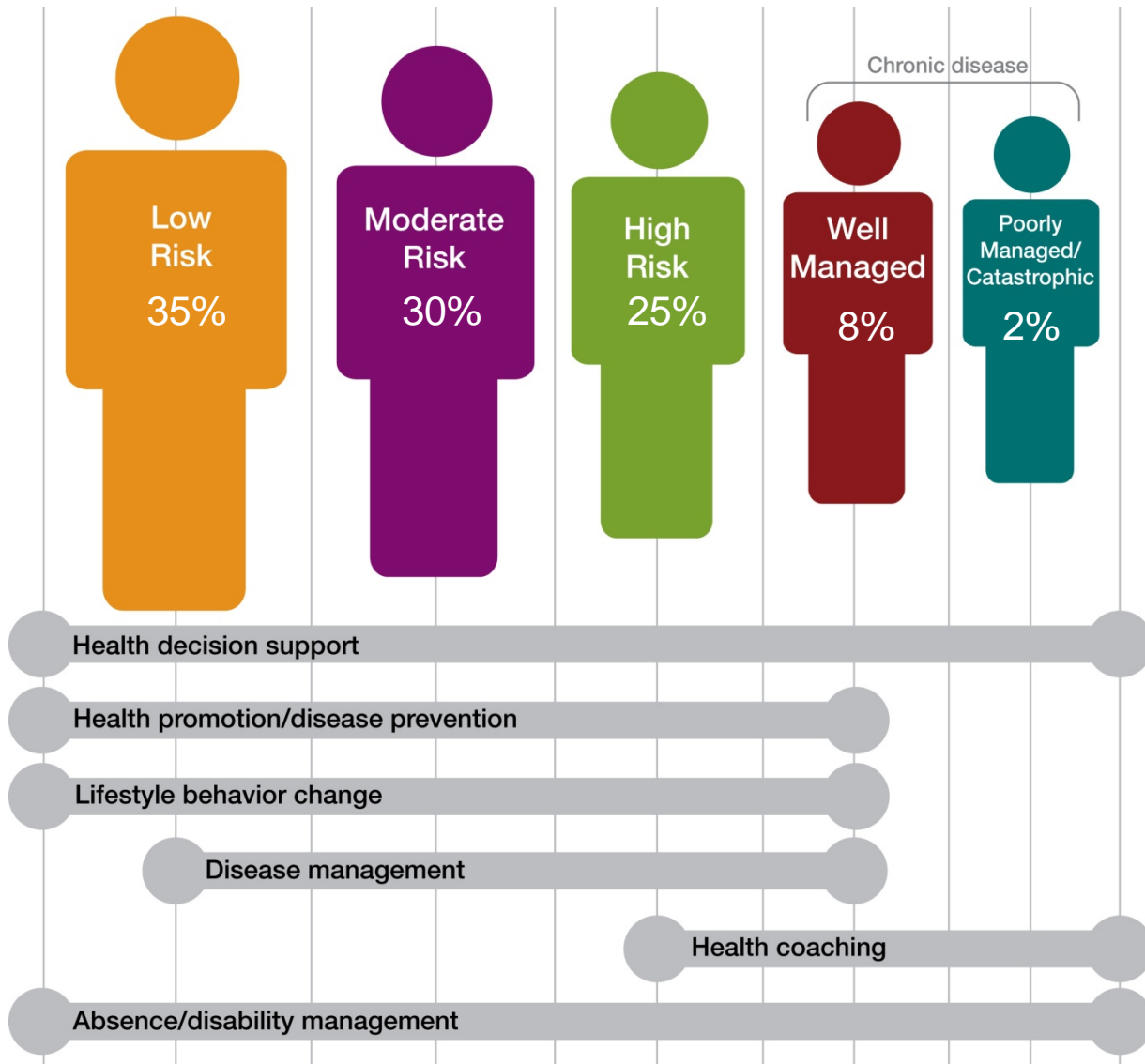
- Improving the health of our members
- Implementing cost-effective solutions
- Maintaining our innovative product portfolio
- Administering service excellence
- Leveraging our unique partnerships with UPMC, our members, community providers, and employer groups



UPMC Health Plan's Guiding Principles

- Supporting physicians is the cornerstone to providing better care.
- Care for patients is best facilitated looking at the entire delivery system.
- The Health Plan, physicians, hospitals, and patients each have unique responsibilities.
- Working partnerships will provide the best care and outcomes.

Population-Based Solutions



Clinical Strategies

- Member/Consumer Focused
- Provider Focused
- Purchaser Focused
(Employer/Government Programs)

Partners in Excellence Program

UPMC Health Plan initiative developed to better support our members and their personal physicians in achieving an optimal clinical experience. It consists of a comprehensive strategy of:

- Physician Partnerships
- Engaging our members to become more involved in their own care
- Emphasizing a holistic approach to care delivery
- Placing a focus on the patient – physician relationship

Partners in Excellence Program Goals

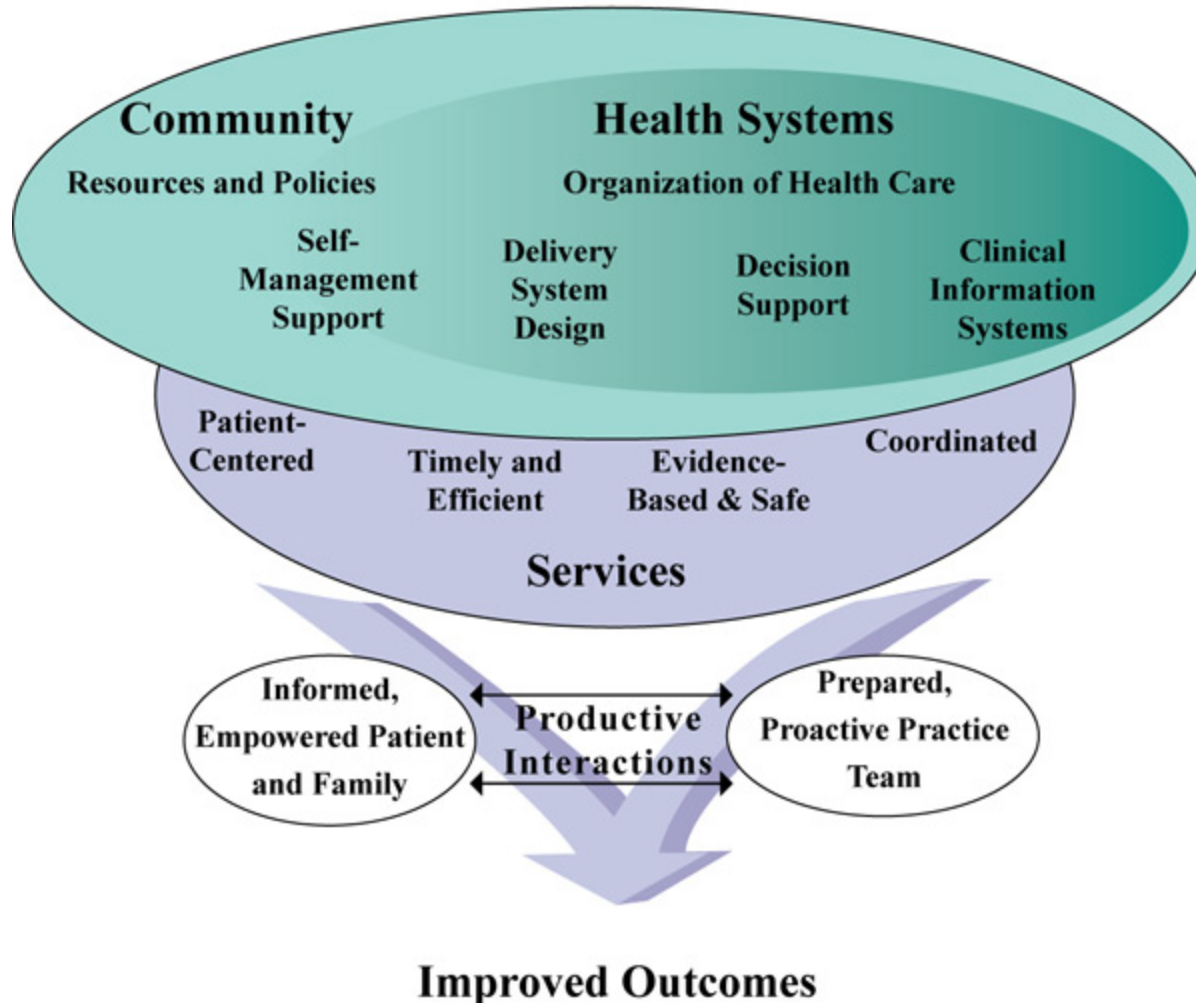
The Partners in Excellence Program is centered around the “Triple Aims” The specific goals are to :

- Improve patient **access** to care.
- Facilitate **care coordination**.
- Improve the **efficiency** and process of care.
 - Administrative
 - Clinical
- Improve the **quality** of care.
- Improve the **satisfaction** with care.
- Enhance the use of **electronic communication and technology**.

The Chronic Care Model

(Developed by the MacColl Institute)

The Care Model



Partners in Excellence Program

Self Management Support – Member/Patient

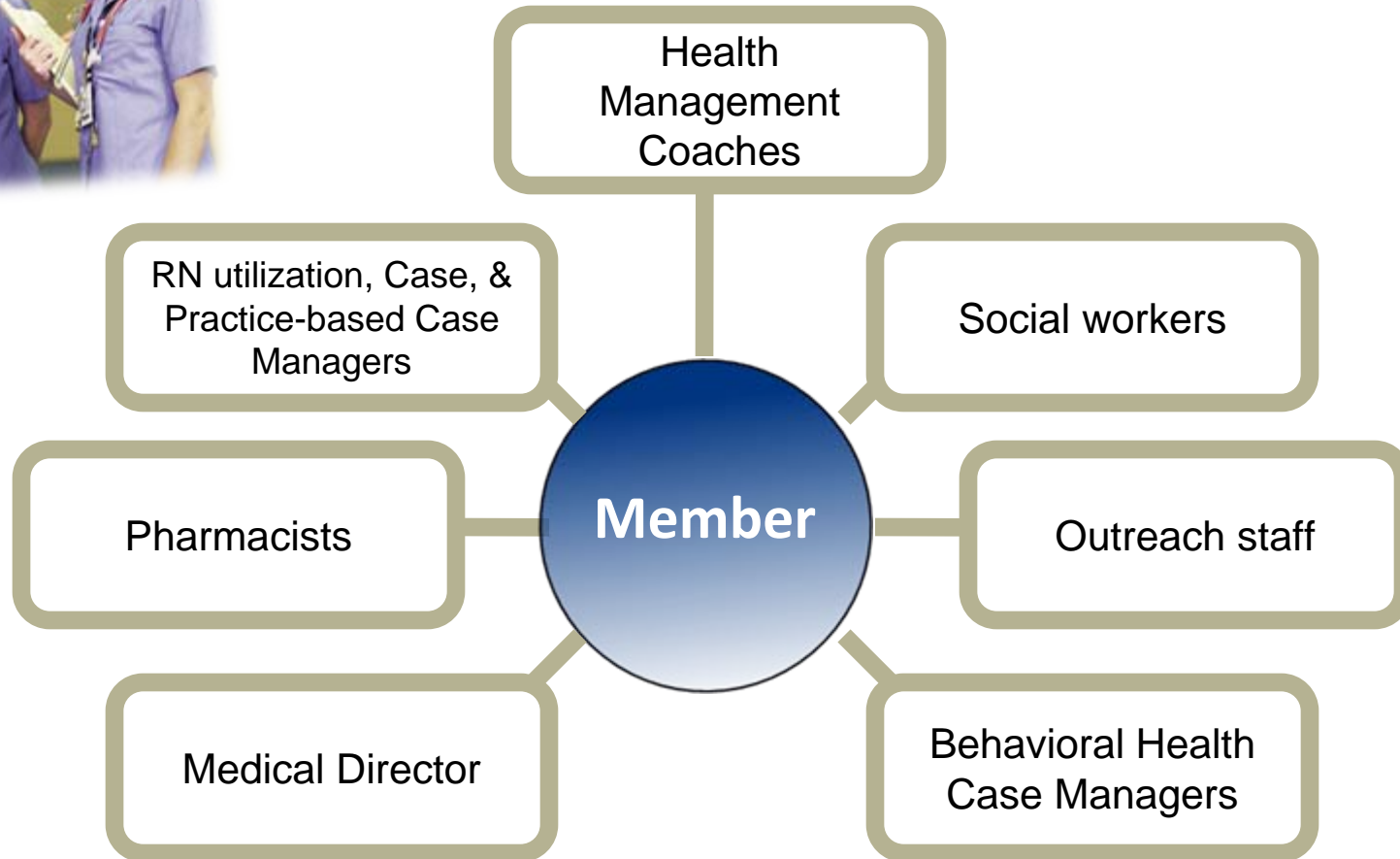
- Specialized support staff
 - Concierge/Member Advocate
 - Care Managers
 - Wellness Coaches
 - Clinical Pharmacists
 - Behavioral Health Care Managers
- On-line interactive educational tools
 - Health risk assessments
 - WebMD educational programs and support tools
 - Emmi disease management and pre-surgical condition modules.
 - Personal Health Record

Condition Management Programs

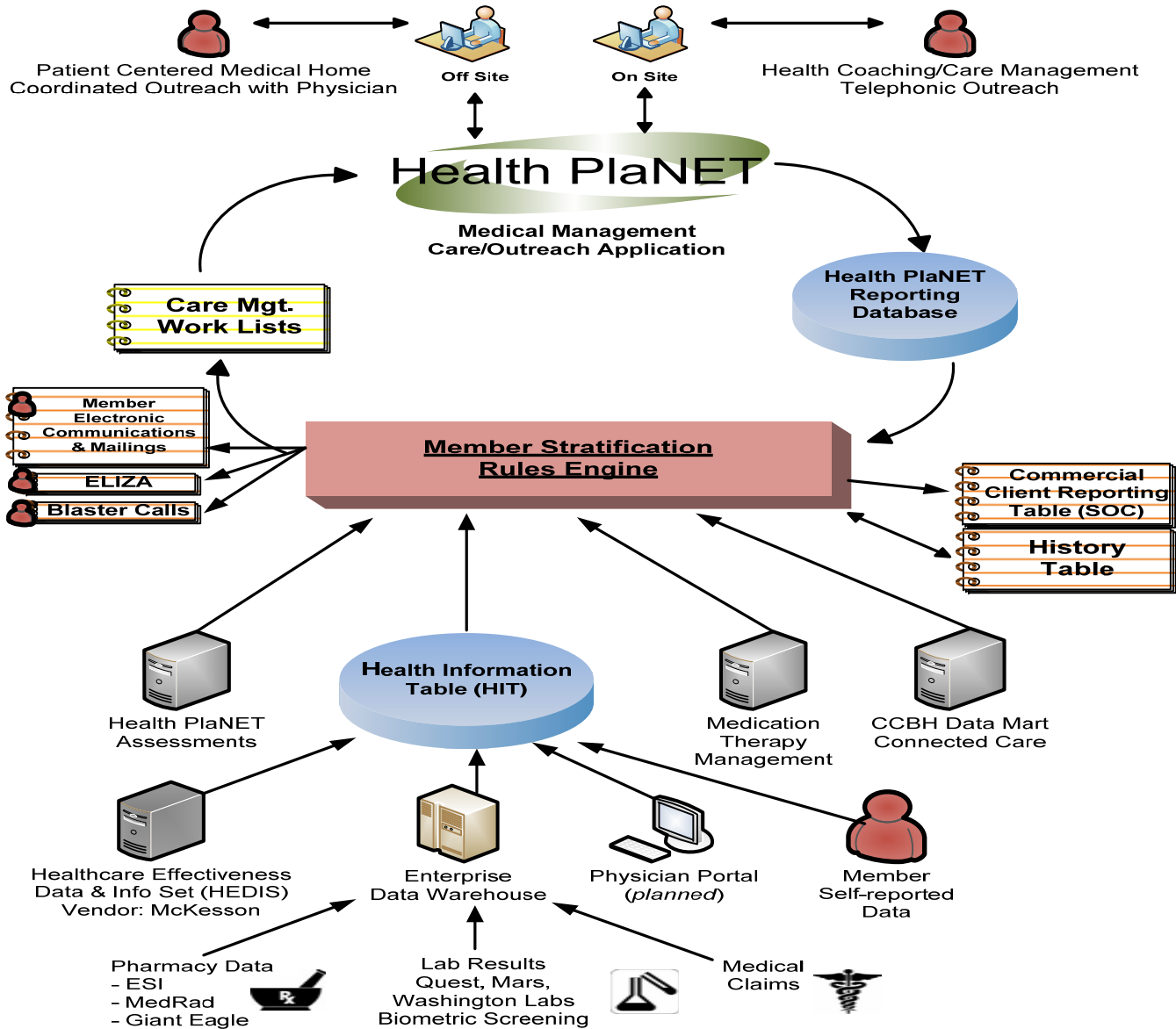
- Heart Disease Program
 - Coronary Artery Disease
 - Congestive Heart Failure
 - Hypertension
 - Hyperlipidemia
- Diabetes Mellitus Program
- Respiratory Health
 - Asthma
 - COPD
- Depression
- Complex Case Management including Cerebrovascular

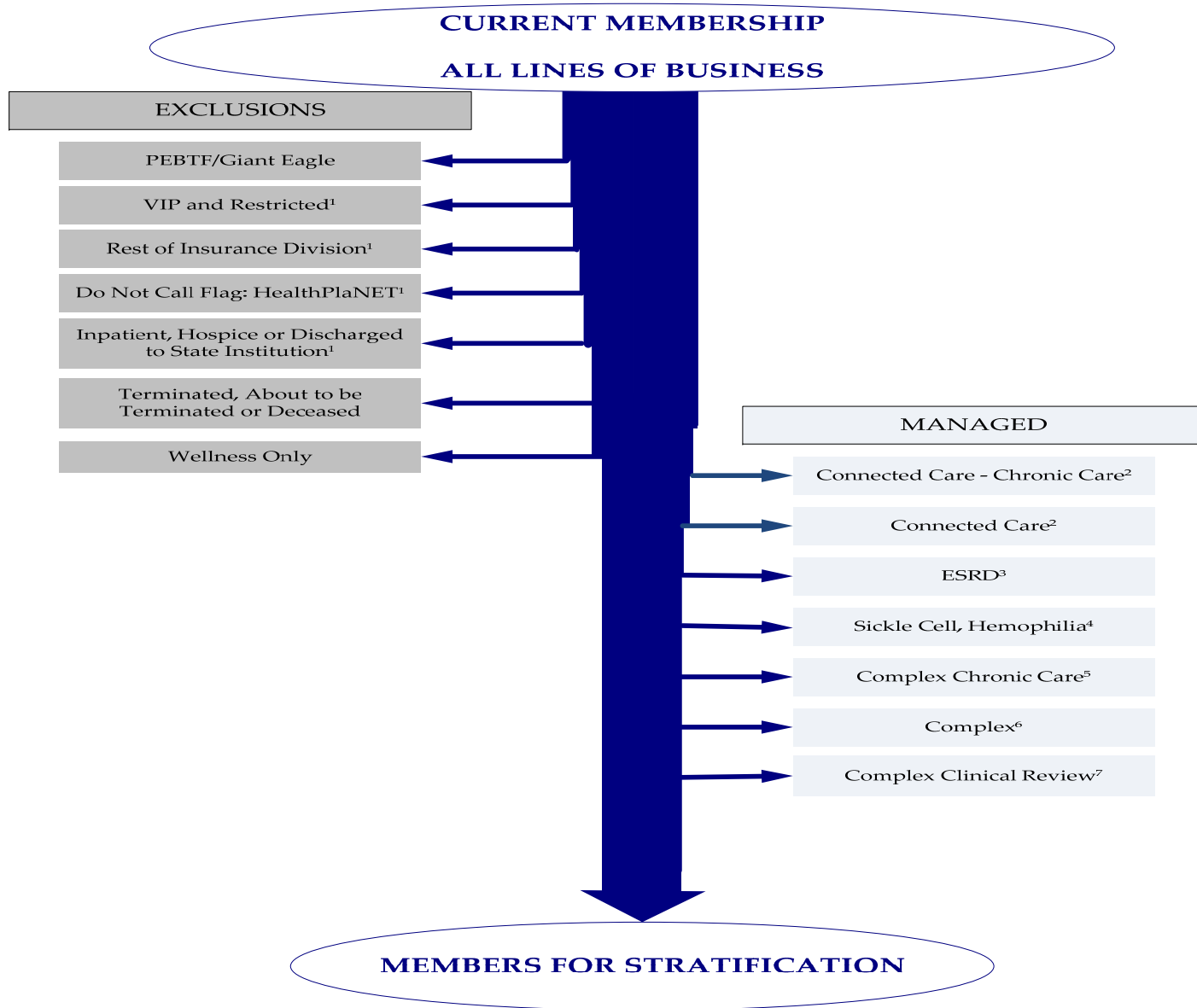


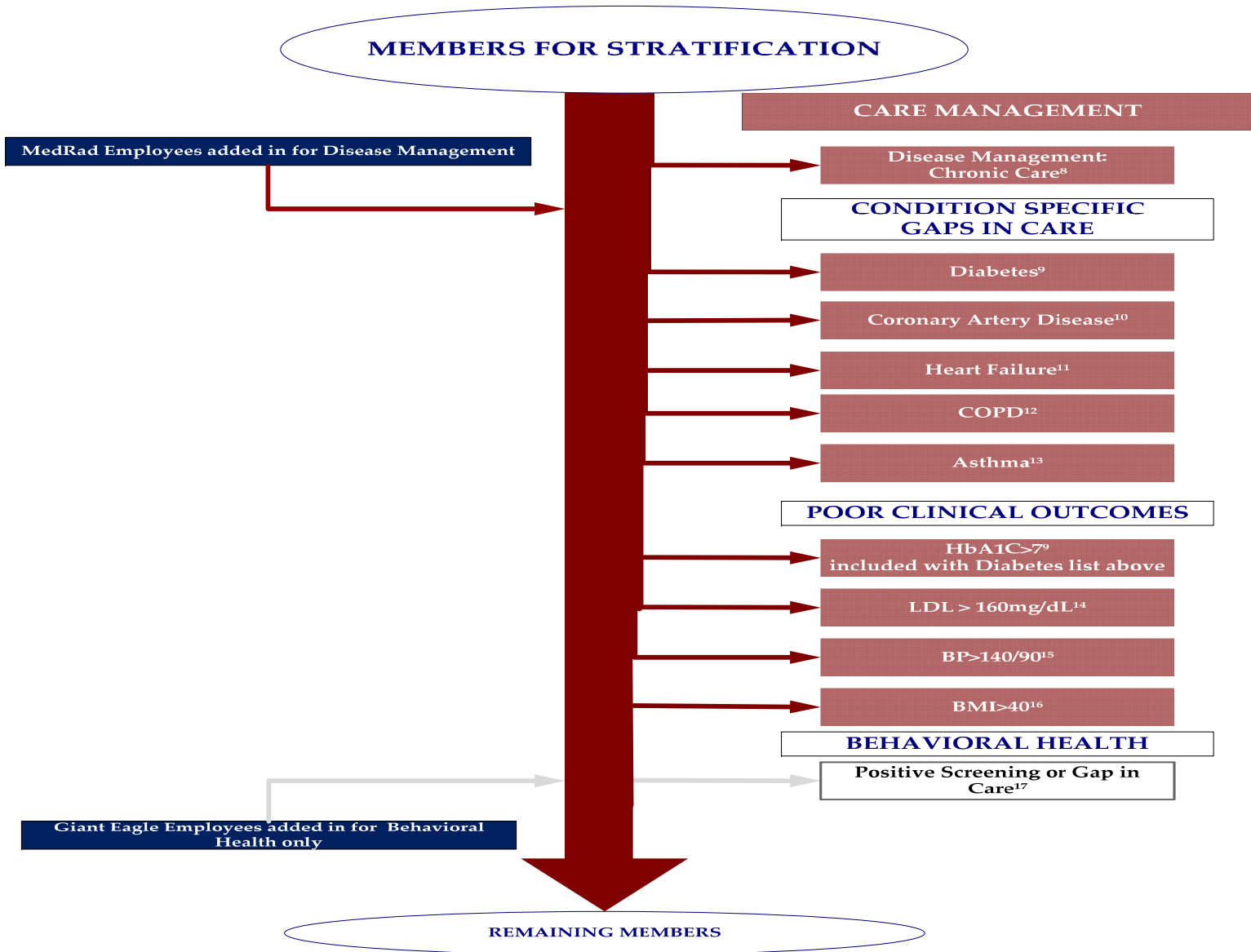
Integrated Care Team

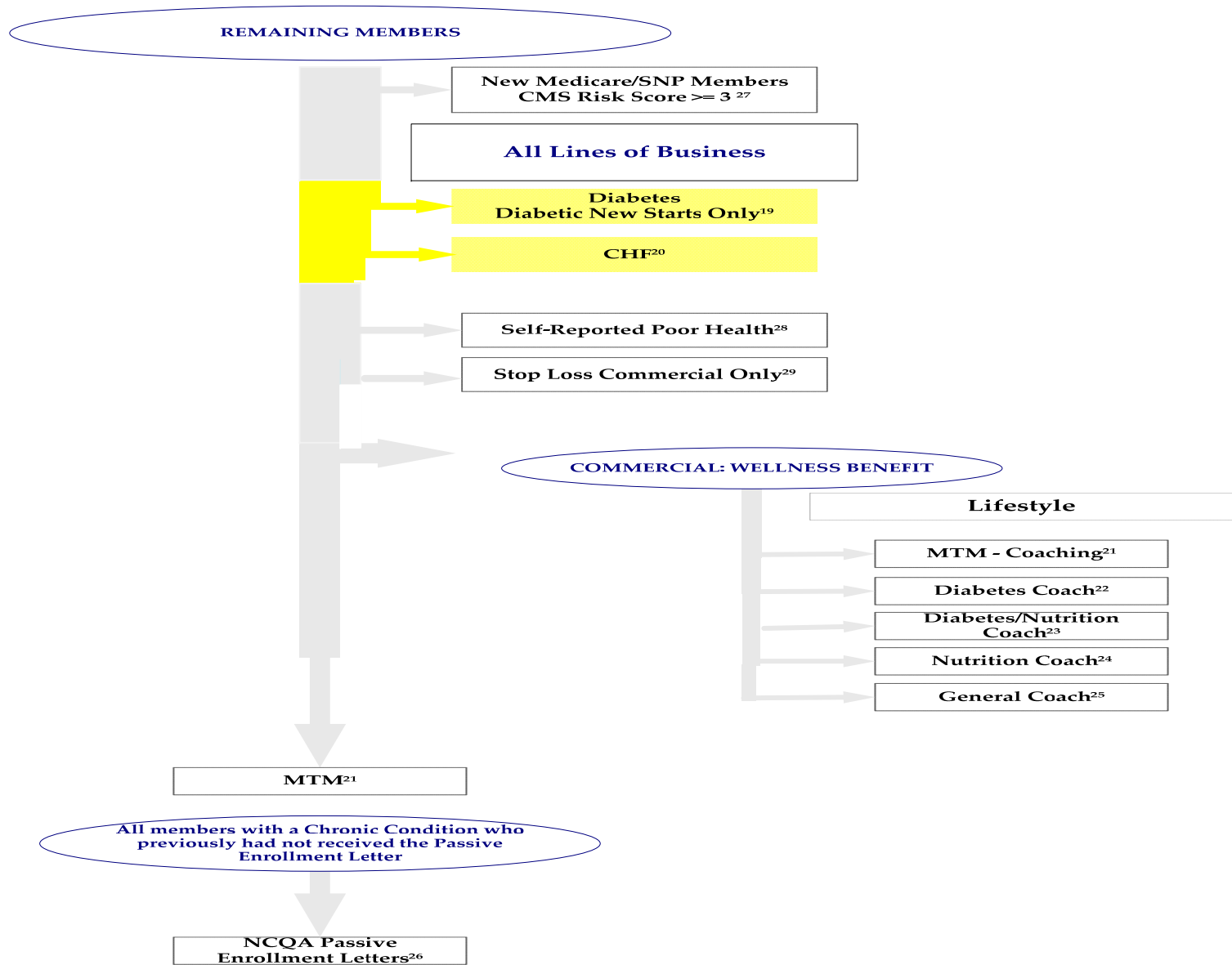


STRATIFICATION Data Flow

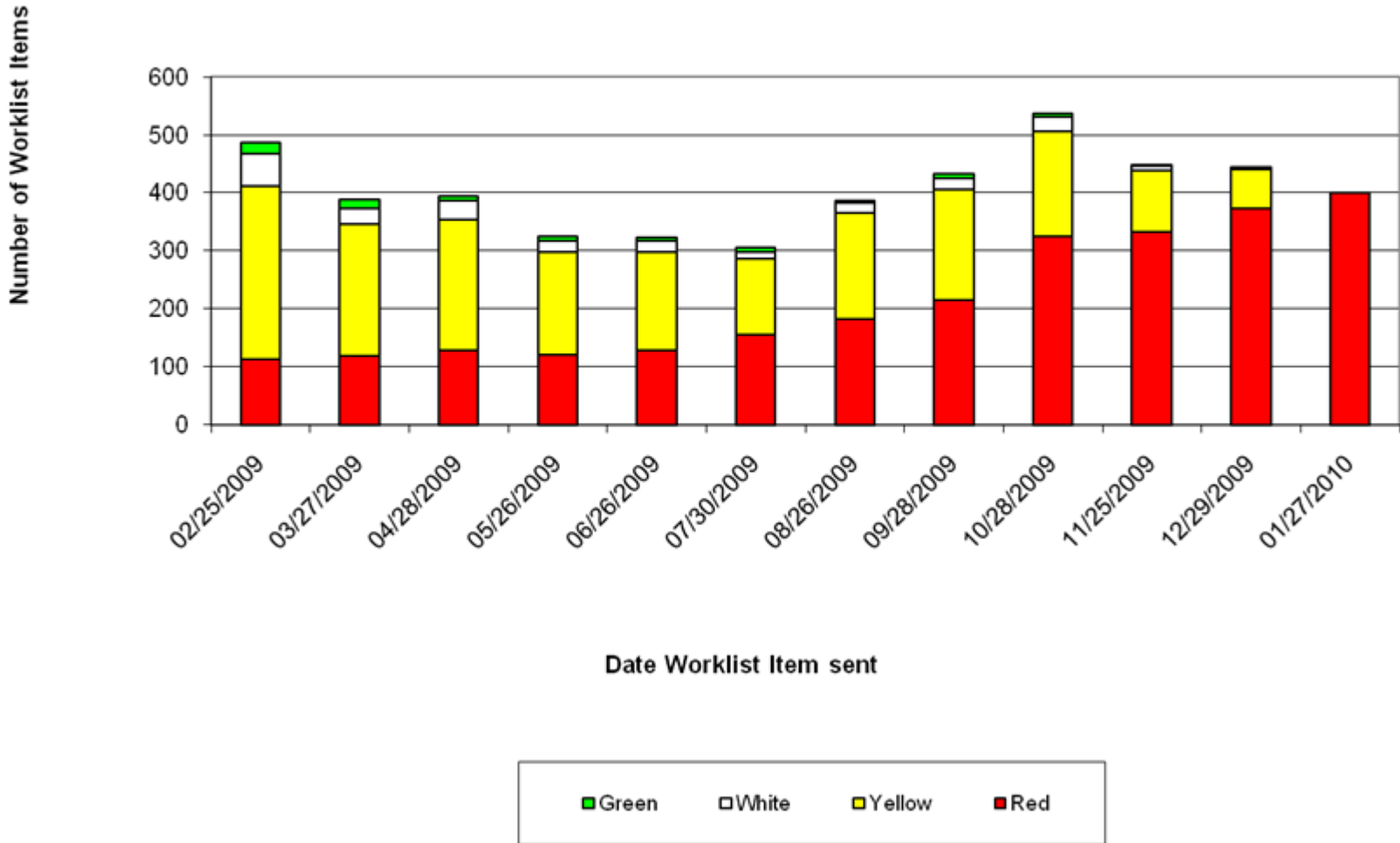




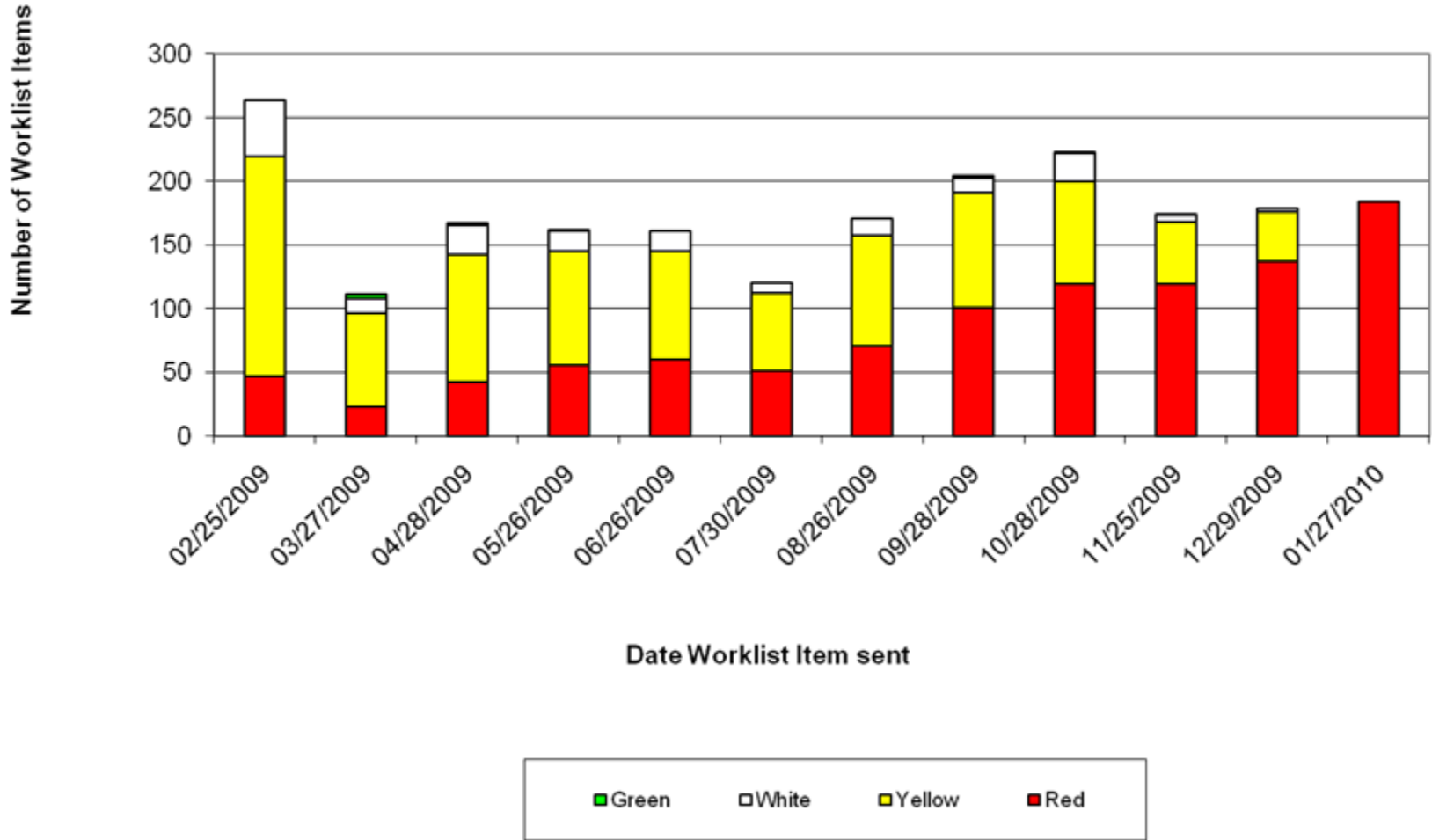




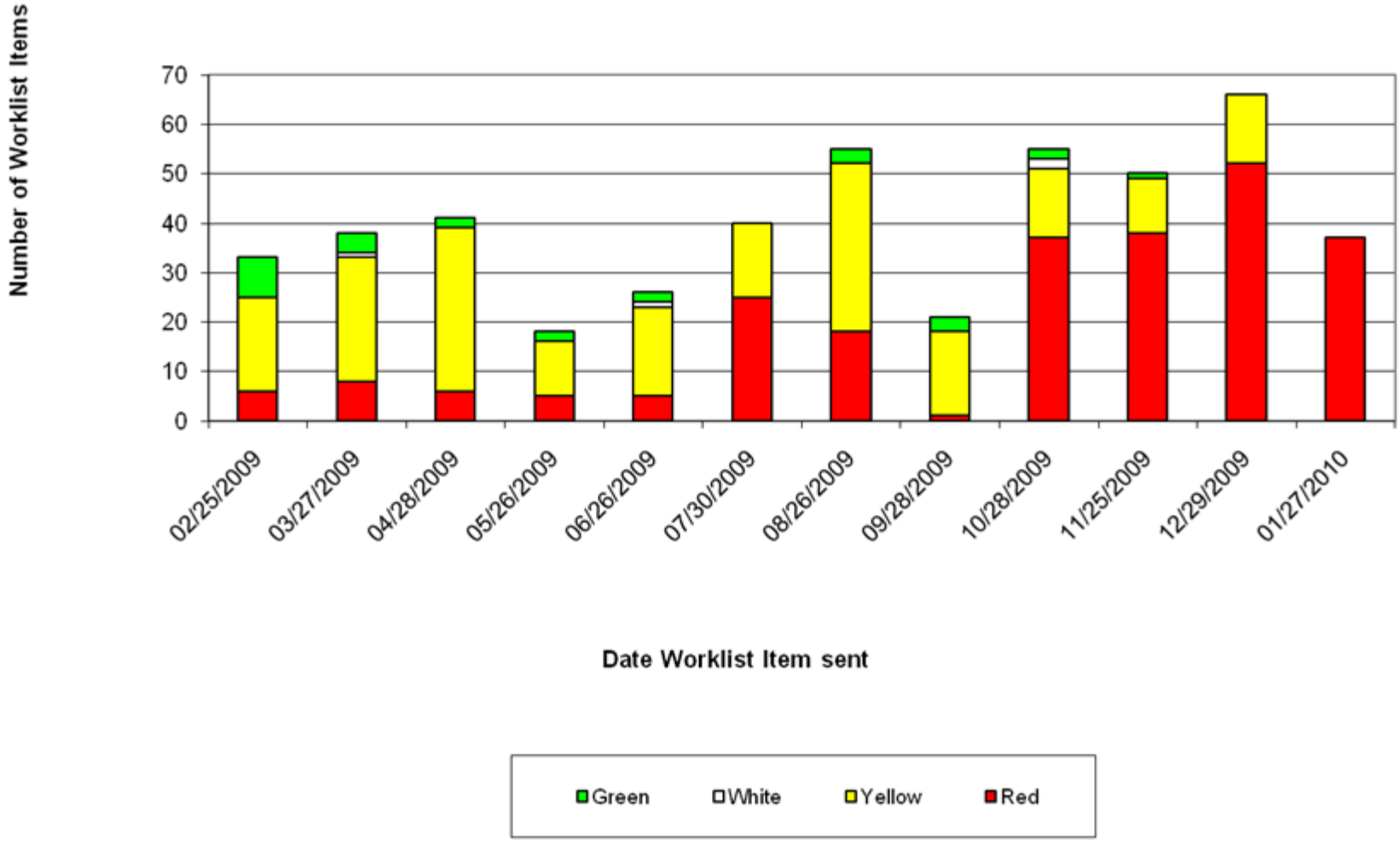
All Disease Management Worklist Items



Referral to Diabetes

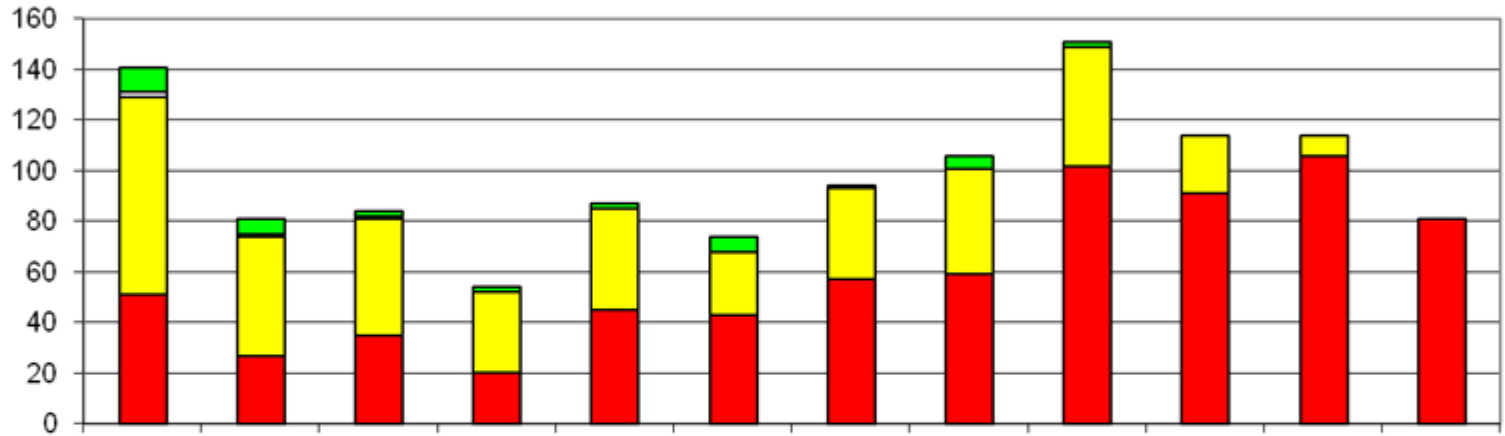


Referral to Hyperlipidemia



Referral to Hypertension

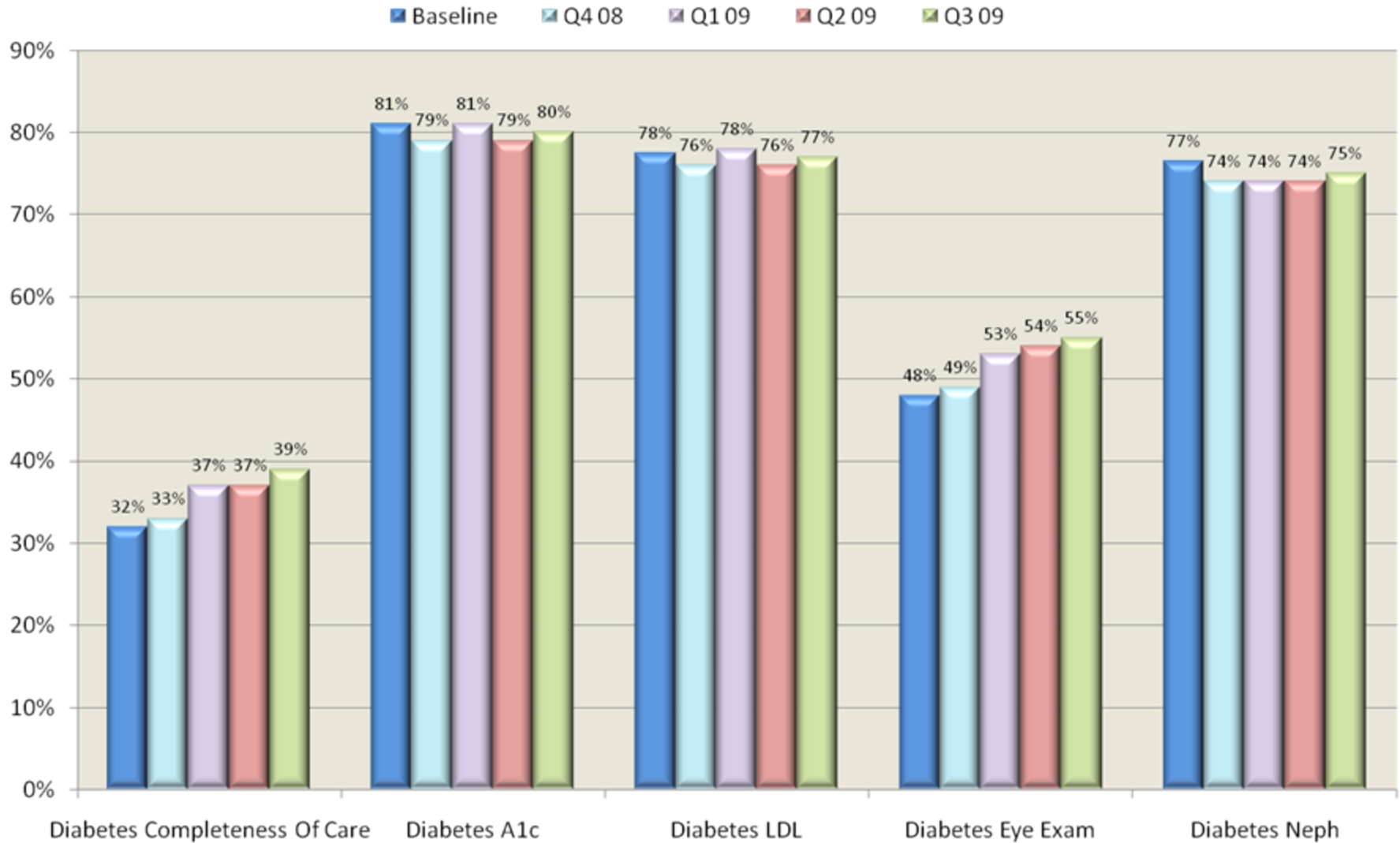
Number of Worklist Items



Date Worklist Item sent



Diabetes Completeness of Care



Integrated Approach for Engaging Members

2008 – Support Silos

Staff supporting members by phone

Poor visibility into online engagement of those members



On-line tools supporting members

Members “pull” from the website only



2009 – Integrated

Support staff can “push” on-line tools –OR– members can “pull” those tools from the portal

Care Managers can track member engagement across channels



Online Coaching Myths

1. Members don't have / won't share email addresses

- Health Plan/DM clients range from 64% to 90+% email capture rates

2. Seniors are not online / not receptive

Age Group	Start Rate variance from Average	Completion Rate variance from Average
18-34	-3%	-21%
35-49	-9%	3%
50-64	6%	5%
65-79	9%	8%

3. Members prefer to speak to a live person

How you would like to receive ongoing education, alerts, and reminders related to your health care (check all that apply)	Phone calls from a nurse coach	Computer based Multimedia programs like Emmi
UPMC - CHRONIC (69 survey responses)	54%	77%
UPMC - PRESURGICAL (50 survey responses)	42%	78%
CLIENT B - DIABETES (698 survey responses)	24%	81%

Engaging Members with Online Coaching

“The Emmi programs were educational, informational, and pretty darn perfect really! I was a bit worried regarding the length of a few of them, but once they started and I was “engrossed” with the information time just flew by! I’m just super thankful that my nurse coach recommended them to me!”

“The Emmi program helped me to understand how to manage my diabetes and it explained why I need to do what I do. I liked the easy to understand format and I appreciated being able to go back and review material if I didn’t understand it the first time.”

Would you consider using Emmi programs again?	Yes	Uncertain	No
	84%	12%	4%
n = 119	100	14	5

Would you recommend Emmi programs to others?	Yes	Uncertain	No
	89%	8%	3%
n=119	106	9	4



Questions & Answers