Improving Health Outcomes for Medicare Beneficiaries: The Medicare, Medicaid and SCHIP Benefits Improvement and Protection Act of 2000 (BIPA) Demonstration Projects

Disease Management Colloquium
June 29, 2004

Customer-Centric Health Intelligence & Solutions

Company Overview

Nation's leading provider of customer-centric health intelligence and solutions

- Complete spectrum of fully integrated health and productivity management solutions
- Broad service offering of 50+ most prevalent chronic conditions, specialty pharma, lifestyle/wellness programs
- Full NCQA accreditation for disease management

Actively managing over 550,000 participants nationally

Contracts with 80+ Fortune 500 employers, health plans and government agencies

CMS Demonstration Projects
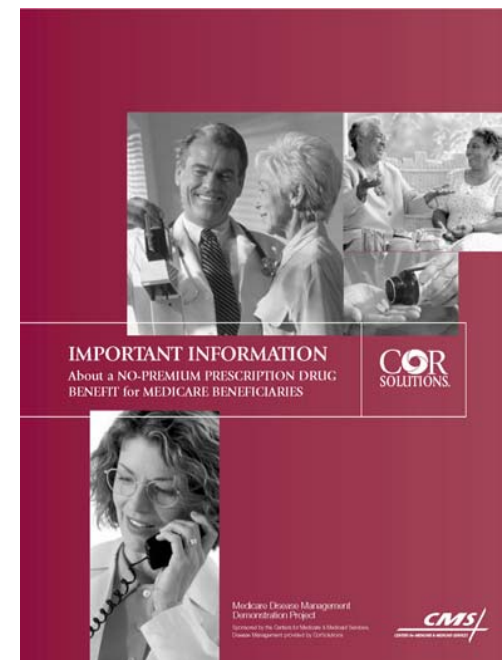
Coordinated Care Demonstration (Houston, TX)

- Controlled randomized study (1750 participants) to test how coordinated care benefits such as disease management can improve outcomes and quality of life for Medicare FFS beneficiaries
- Eligible population includes beneficiaries with high acuity heart failure, CAD or Diabetes covered by Medicare Part A and B
- Impact to Date
  - Hospital admission rates 44% below Houston Medicare benchmark rate
  - 81% of program participants report being on a Vasodilator
  - 78% on a Beta Blocker
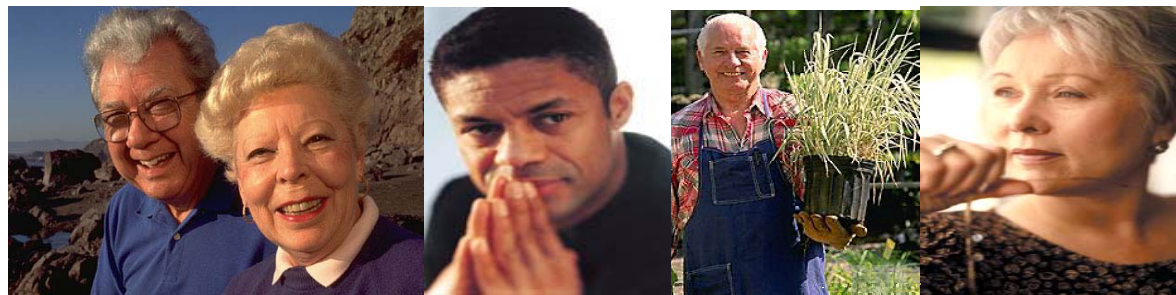
CMS Demonstration Projects

BIPA Disease Management Demonstration (Louisiana)

- Controlled randomized study (7,500 participants) to determine if a disease management program for high acuity beneficiaries combined with a drug benefit can deliver clinical outcomes and financial savings to Medicare FFS
- Eligible population includes beneficiaries with high acuity heart failure, CAD or diabetes covered by Medicare Part A and B
- Scheduled to conclude in 2007

IMPORTANT INFORMATION
About a NO-PREMIUM PRESCRIPTION DRUG
BENEFIT for MEDICARE BENEFICIARIES

COR
SOLUTIONS.

Medicare Disease Management
Demonstration Project

CMS

Challenges in Louisiana

13.7% of LA population enrolled in Medicare

- Beneficiaries with HF, diabetes and CAD account for disproportionate share of Medicare expenditures
- Low treatment plan and medication compliance
- Amount of administrative management time involved in coordinating care
- High healthcare costs that strain the system

Supporting Medicare Populations

Program interventions must reinforce common geriatric issues

- Medication compliance and poly pharmacy
- Co-morbid management
- General safety advice including fall, injury prevention

Telephonic support/education tailored older audience and designated caregivers

- Social service coordination
- 24/7 access including accommodations for hearing impaired

Program materials developed in print, audio and Internet formats

Critical Success Factors for CMS Demonstration Projects

Engaging healthcare providers in the program
- Recruitment
- Ongoing patient management

Building local relationships
- Understanding local cultures (insiders vs. outsiders)
- Physicians AND community resources

Breaking barriers with beneficiaries

Legitimacy is Critical

Government warns of
Medicare discount card fraud

Well in advance of the program's May start date, people are going door-to-door in some parts of the country offering fraudulent "Medicare approved" discount drug cards, according to the Centers for Medicare and Medicaid Services. A government insurance specialist said beneficiaries should not give out personal information and that the enrollment process for the discount drug program has not yet begun.

The New York Times (2/17/04)

Building Your Referral Base

Cast a wider net
- Collaboration with hospitals and networks

Overcome physician reluctance
- Perceived interference in practice patterns
- Fear of administrative burden given patient volume
- Negative experience with previous research projects

Persistence Pays Off

Reinforce quality improvement
- Builds beneficiary and provider confident

Consistently refer to programs and services as CMS does
- Helps overcome skepticism, confusion, forgetfulness

Provide new tools that simplify participation
- Harness technology to deliver care and support physicians