



What Women Want: Microtargeting Healthcare Incentives to Alpha Moms

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Why Moms Matter?



- **What do women really want? Men have scratched their heads for centuries over what appears to women to be either a stupid or patronizing question," Baird writes. "Pollsters neglected to actually ask them for most of the past century. They do want a better economy, their sons and daughters brought home from war, better health care, a good educational system.**
- **And to see more mothers making decisions that affect their lives.**

Is Health an Individual Responsibility or Social Good?

BOTH.

The Matryoshka Doll Effect



Mom's Diet linked to Baby's Allergies

Mom's Diet Can Alter Genes to Raise Babies' Asthma Risk



Mom's Unhealthy Diet May Have Long-Term Impact on Baby

MONDAY, June 30 (HealthDay News) -- Eating an unhealthy diet during pregnancy may raise your child's lifetime risk of obesity and elevated cholesterol and blood sugar levels, British researchers report.

[washingtonpost.com](http://www.washingtonpost.com)

Healthcare Decisions are Women's Work



"Women are the major health care decision makers in this country. They make 70 to 90 percent of the decisions for their health, their parents' health, their in-laws' health and their children's health. By truly respecting women and giving them information they need to make those decisions, we can have a major positive impact on communities.

– Dr. Nancy Milliken

**University of California San Francisco
Director, UCSG National Center of
Excellence in Women's Health**



Working Definition of Alpha Mom



How to tell if you're an 'Alpha Mom'

Constance Van Flandern, a mother of two in Eugene, Ore., coined the name "Alpha Mom" while she was branding an online network for parents looking for tips to raise their children. The term has caught on, and now "Alpha Moms" like Van Flandern are a highly-desirable marketing group.

- ▶ "She's an informed, confident modern mom..."
- ▶ "...Alpha' seemed to be very cheeky..."
- ▶ "You don't have to have a lot of money..."
- ▶ "...then you're an Alpha Mom."

By Bruce Horowitz and Alex Newman, USA TODAY
Photo by Kevin P. Casey for USA TODAY



■ Controls the Family Health Economy

◇ Benefits Enrollment

◇ Manages Primary Care

◇ Nutrition and Activity

Incentives in What Economy?

Insurance Companies



GOV
Employer

Health System
Provider

Sickcare Economy

Insurance Companies

Wall
Street



Health Economy

Work

Food

Main
Street



Activity

School

Family
Community

What Women Want in the Doctor's Office



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

STRONG MEDICINE FOR AMERICA



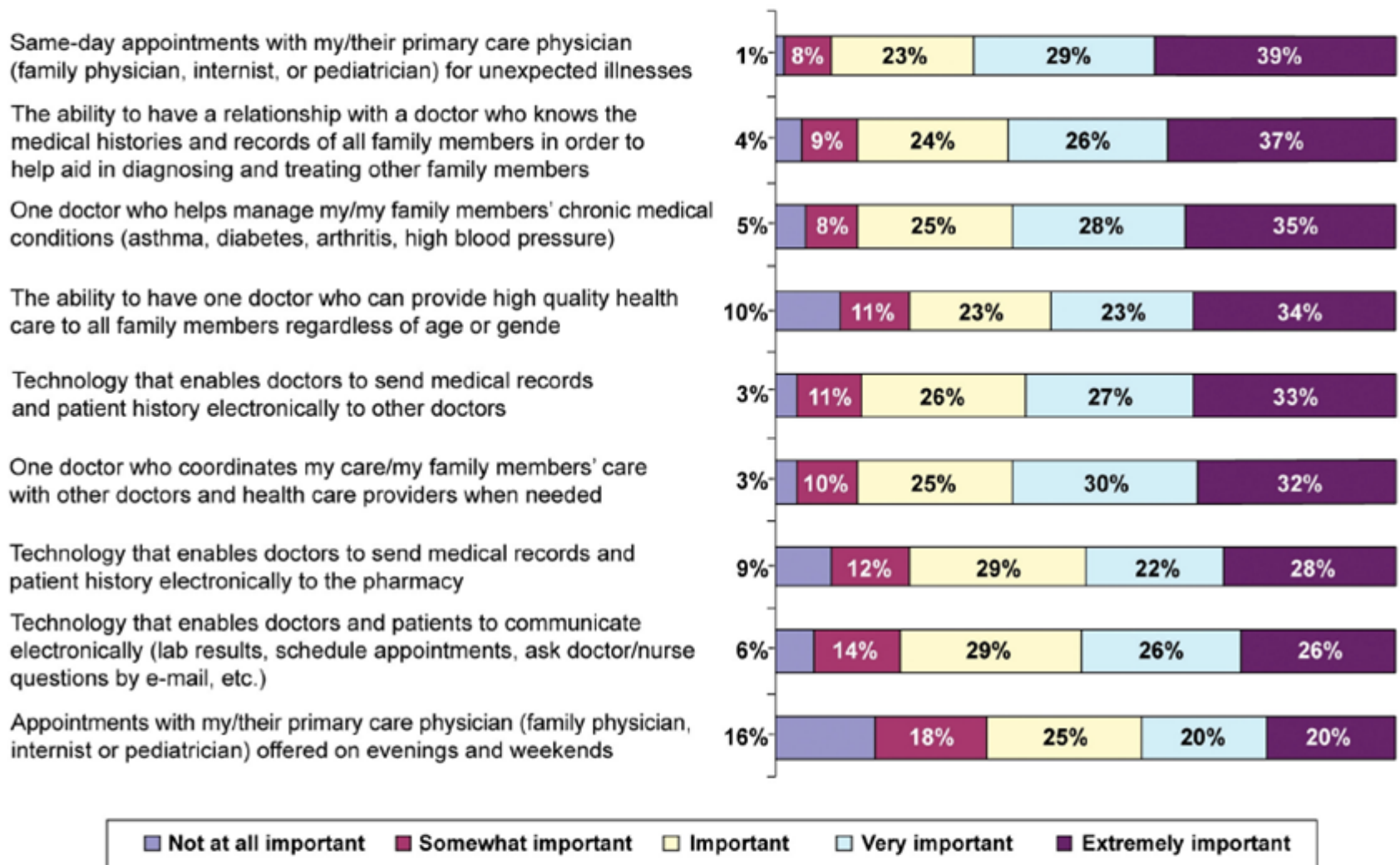
MARKET RESEARCH

Harris Heritage. Interactive Power.

Fixing Health Care: What Women Want

*Conducted by Harris Interactive® on behalf of the American Academy of Family Physicians
March 20-24, 2008*

Fixing Health Care: What Women Want



Question: How important are each of the following for you and/or your family members? Base: Responsible for health care decisions.

HIV Health Economy: Pay for Prevention

Prevention Failure: The Ballooning Entitlement Burden of U.S. Global AIDS Treatment Spending and What to Do About It : 2B to 16B a Year for Pharma



- ❑ In a recent survey, girls who had completed secondary education had a lower risk of HIV infection
- ❑ Evidence from Zimbabwe shows that 15 to 18-year-old girls who are enrolled in school are five times less likely to have HIV than those who have dropped out.

Project Overview:

This study focuses on the incentives to stay HIV negative. Using a panel study of men and women across Malawi, we offer a sub-sample of 1,200 individuals monetary incentives to stay HIV negative for one year. The amount of the incentive is randomly allocated between zero and approximately four months wage. Data is collected throughout the year by self-administered surveys to record sexual diaries of respondents to record reported behavioral changes in response to the monetary incentives.

This project will run from August 2006 to August 2008.

Men are paid to know their HIV status

MSR has launched a groundbreaking project which offers unemployed men a cash incentive to have HIV tests in a move to help halt the rampage of the disease. The project has already received a healthy financial injection of R300,000 from a Dutch donor.

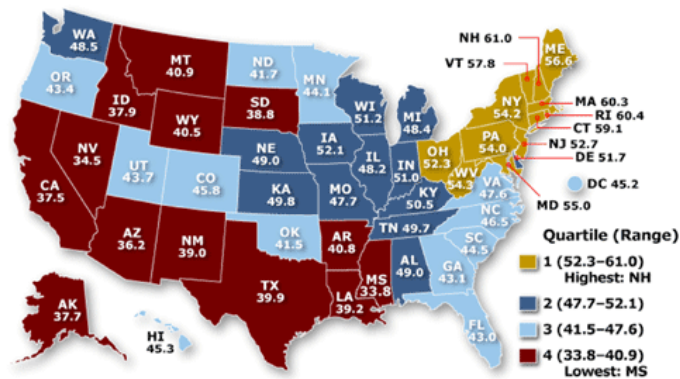
The programme is a radical departure from the norm as it focuses on stopping the transmission of the virus. Members are paid R75 to take an HIV test. Should the results be negative, they are encouraged to maintain their status through education and testing twice a year. HIV+ members are directed to qualified caregivers for counselling, medication, education, etc.

Depending on future funding, it is expected that this proactive HIV/AIDS testing and education campaign will initially reach between 30 and 300 unemployed men each month.



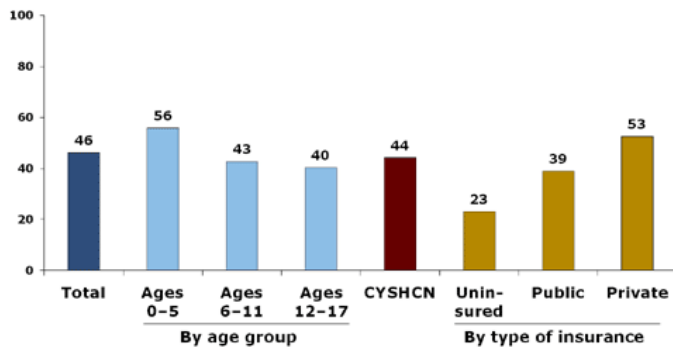
The Medicaid Lens

Percentage Whose Care Met the Definition of a Medical Home: Children and Adolescents Ages 0-17 by State, 2003



Data: National Survey of Children's Health (Child and Adolescent Health Measurement Initiative 2005).
Source: McCarthy and Leatherman, Performance Snapshots, 2006. www.cmwf.org/snapshots

Percentage Whose Care Met the Definition of a Medical Home: Children and Adolescents Ages 0-17 by Age Group, Special Needs, and Type of Insurance, 2003

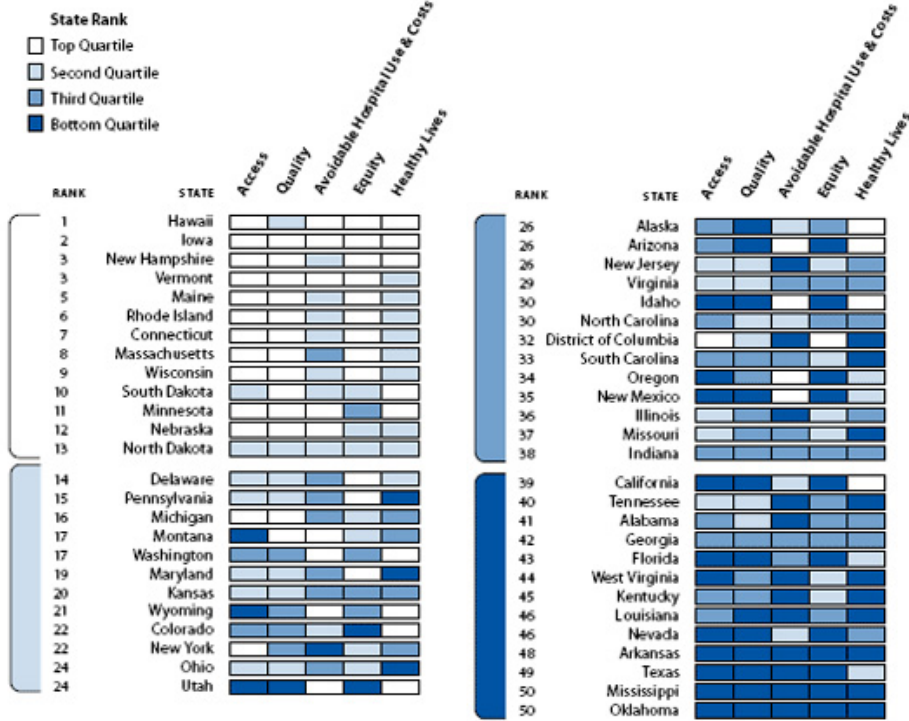


Data: National Survey of Children's Health (Child and Adolescent Health Measurement Initiative 2005). CYSHCN = children and youth with special health care needs.
Source: McCarthy and Leatherman, Performance Snapshots, 2006. www.cmwf.org/snapshots

Are we paying for prevention?

State Scorecard Summary of Health System Performance Across Dimensions

SOURCE: Commonwealth Fund State Scorecard on Health System Performance, 2007



Medicaid Incentives....Health & Education & ..

Isn't the Purpose to Disrupt Generational Poverty?

- Not a Hotbed of Innovation
- Office Number 9-5
- Form Letters
- Mid Evil Department Centric Workflow
 - ◇ Housing
 - ◇ Food Stamps
 - ◇ Education
 - ◇ CHILD CARE !



Delaware Medicaid program uses text messaging to reach patients

Healthcare IT News

By Molly Merrill, Associate Editor | 06/30/08

NEWARK, DE - Delaware Physicians Care, Inc. , a Medicaid program, is using cell phone text messaging to remind members of appointments, let them know if they have missed an appointment and inform them when they should be scheduling tests or additional appointments.

DPCI conducted a pilot program using text messaging to remind members who have diabetes of the need to schedule regular blood tests.

- E Government
 - ◇ All Transactions online
- Medicaid Baby = 529
- All Recipients Have Medical Home
- INFRASTRUCTURE

Medicare Driven Sickcare Economy

1965: President Lyndon Johnson signs H.R. 6675 on July 30 creating Medicare, a health plan to protect seniors. Former president Harry Truman, seated next to him, signs up as the first enrollee.

1972: Medicare is expanded to include disabled people younger than 65 and people suffering from chronic kidney failure.

1977: The Health Care Financing Administration (HCFA) is created to administer Medicare and its sister program, Medicaid, which covers the poor.

1982-1983: Medicare law is amended to slow rapidly rising costs by establishing fixed prices for hundreds of hospital procedures.

1988: Catastrophic Coverage Act adds a drug benefit to Medicare. The act is repealed one year later after protests by seniors about the high cost.

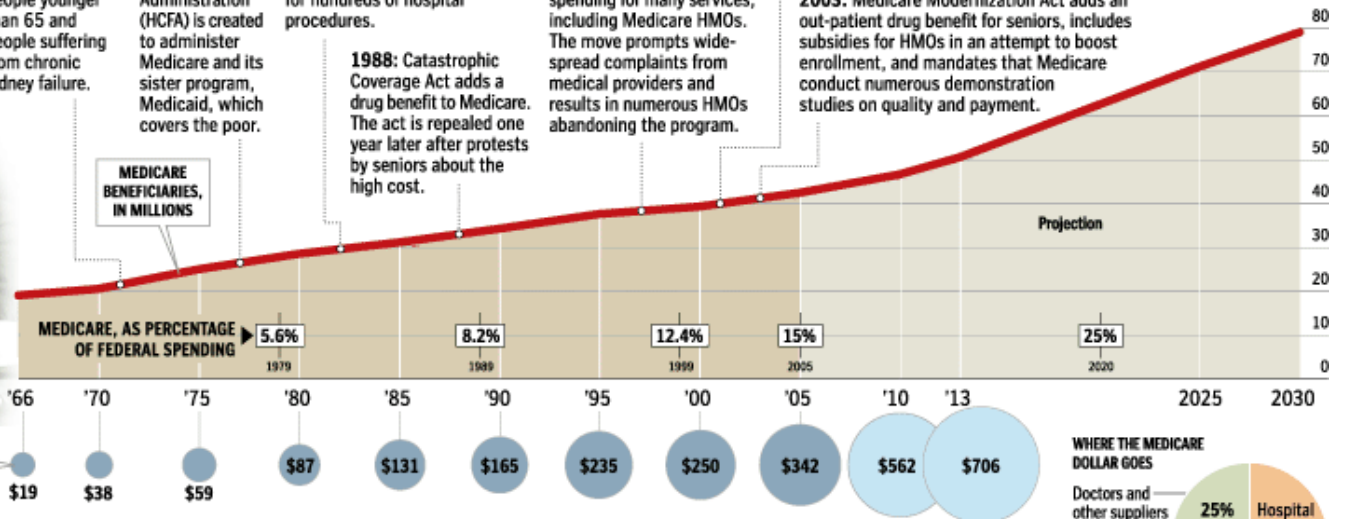
1997: With costs continuing to rise, Congress passes the Balanced Budget Act to cut spending for many services, including Medicare HMOs. The move prompts widespread complaints from medical providers and results in numerous HMOs abandoning the program.

2001: HCFA is renamed the Centers for Medicare and Medicaid Services, or CMS.

2003: Medicare Modernization Act adds an out-patient drug benefit for seniors, includes subsidies for HMOs in an attempt to boost enrollment, and mandates that Medicare conduct numerous demonstration studies on quality and payment.



ASSOCIATED PRESS

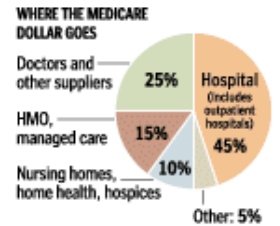


■ Doctors, hospitals and other providers of services to Medicare patients submit their bills to the government separately. They are reimbursed based upon payment formulas developed by Congress and Medicare. Patients are responsible for annual premiums and deductibles.

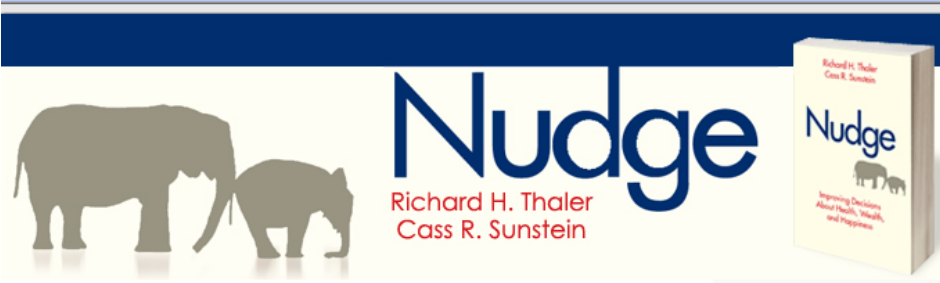
■ Medicare beneficiaries are getting older: In 1980, about 8% of beneficiaries were 85 or older. Now, more than 11% are older than 85.

■ While Medicare spending has increased sharply, the number of federal workers running the program has remained relatively flat. In 1970, there were about 4,000 employees at the agency running Medicare. In 2003, there were about 4,500.

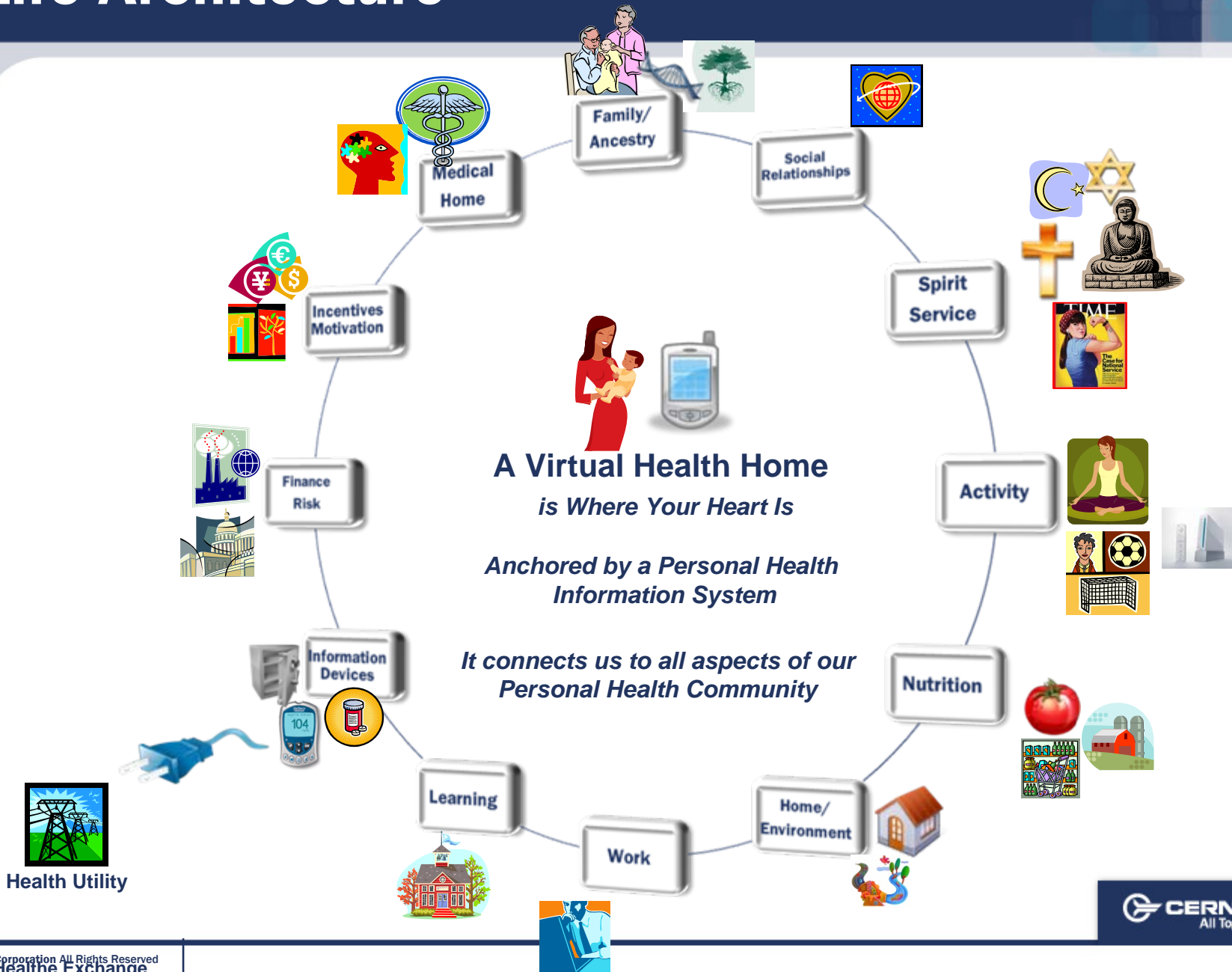
■ The number of workers supporting Medicare is expected to shrink as baby boomers join Medicare. There were four workers per beneficiary in the year 2000; in 2030, each beneficiary will be supported by 2.4 workers, unless current trends change.



Infrastructure & Choice Architecture



Life Architecture



Incentive Recommendations