ADDRESSING SOCIAL DETERMINANTS OF HEALTH THROUGH TARGETED OUTREACH

Medicare Advantage & Dual Beneficiaries Experience

09/15/2017

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Dual Eligibles, Population Figures

- The current literature references about **9.97 million** dual eligibles; **~7.4 million** with full Medicaid, and **~2.5 million** with partial Medicaid
- These figures are based on Medicare beneficiaries who were also **enrolled** in full or partial Medicaid in 2011
- When one updates these figures using current Medicare enrollment and factors in **Potential Duals** i.e., those who are not dual enrolled but would qualify for dual enrollment if they applied, there are about **16.5 million** or **29%** of the 2016 total Medicare Population of 56.8 million

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Source: KFF.org, US Census, CMS, and Change Healthcare analysis, 2017 Medicare Trustees Report

Dual Eligibles, A Few Facts

- Low Income, generally <= 135% of FPL along with limited assets
- 40% of duals are under 65 and disabled
- 61% are female
- Duals account for close to 1/3rd of Medicare spending (and 21% of enrollment)
- 44% require assistance with 1+ ADLs
- 50% rate themselves in "fair" or "poor" health
- 55% have 3 or more chronic conditions
- 58% are cognitively or mentally impaired

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Source: Kaiser Foundation Issue Brief:' Medicare's Role for Dual Eligible Beneficiaries', 8138-02, 2012-04-04

Duals & Potential Duals are the Face of the Social Determinants of Health

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Traditional Low Income Outreach

- Assistance with Dual Enrollment
  - Rebate of beneficiaries Part B premium - ~$109month
  - Potentially improved copayments & deductibles
  - Health plan receives a higher payment to cover their additional costs of care
- Assistance with Enrollment in Part D Extra Help
  - Lower prescription costs
    - Maximum cost of $3.30 Generic, $8.25 Brand Name
  - No “donut” hole coverage gap

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Targeting Social Determinants: Non-Traditional Outreach – Community Link

- Community Link programs address a wide variety of possible barriers to care. Examples:

Health and wellness	Financial assistance	Everyday life	Professional and public services
Food/nutrition	Telephone payment	Transportation	Legal aid
Health management	Utility bill reduction	Internet service providers	Tax & accounting services
Co-pay assistance	Housing assistance	Workshops & learning sessions	Financial advice & counseling
Chronic disease management	Emergency assistance	Home goods	Education & employment

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Targeting Social Determinants – Community Link 2017 Utilization

- Screened 176K MA beneficiaries so far in 2017, assisted 95% with enrollment in 1 or more programs
- Top 5 Programs by assisted count in 2017:

Category	Program
Counseling/Intervention & Treatment	Arthritis Tools
Chronic Disease Management	Discount Diabetes Supplies
Prescription Assistance	NPSN Rx Discount Card
Patient Assistance Program	Xubex Patient Assistance Program
DIY/Workshops/Learning	Online Computer Classes

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Assisting MA Beneficiaries with Community Program Enrollment Directly Targets Their Barriers to Accessing Care

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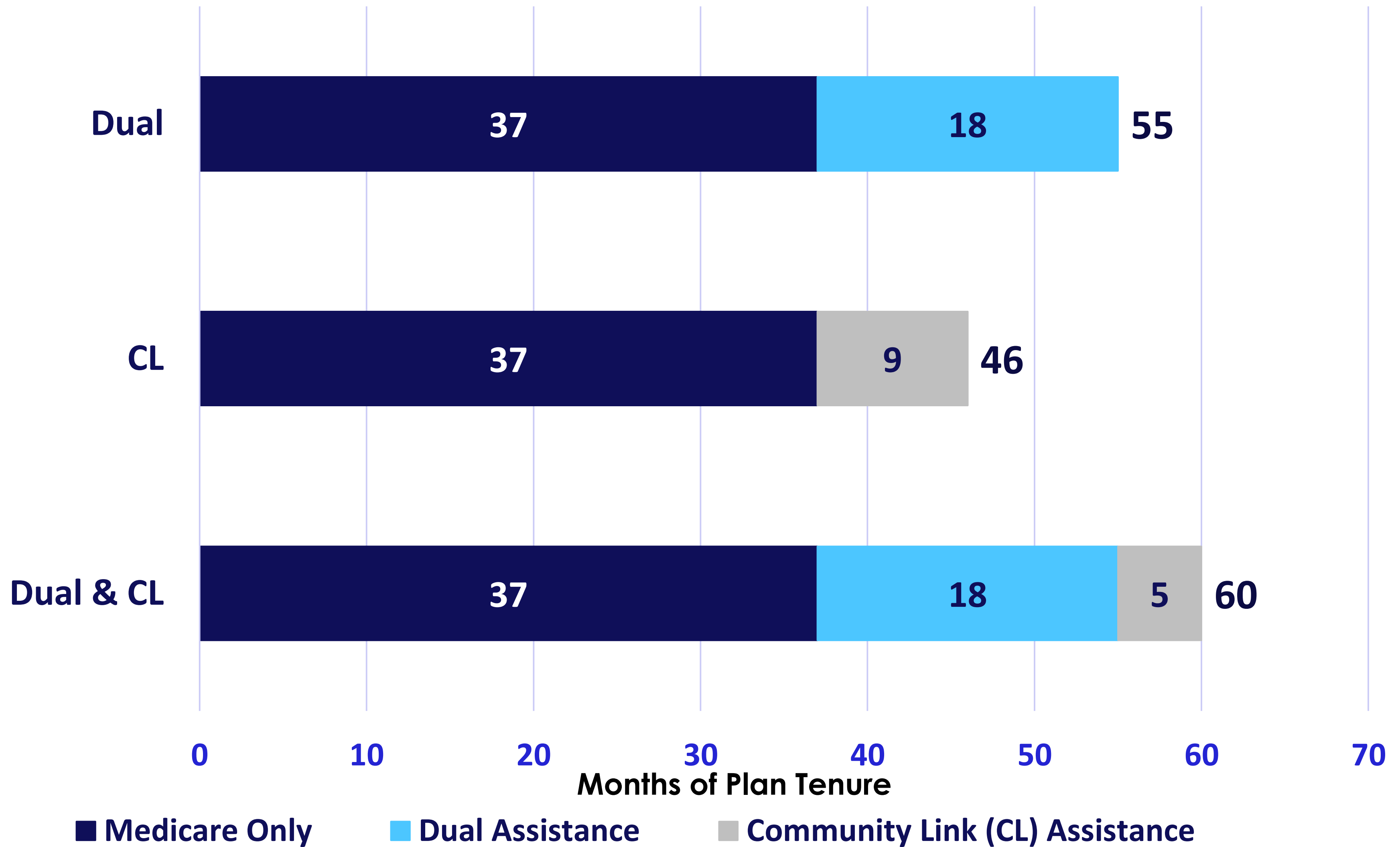
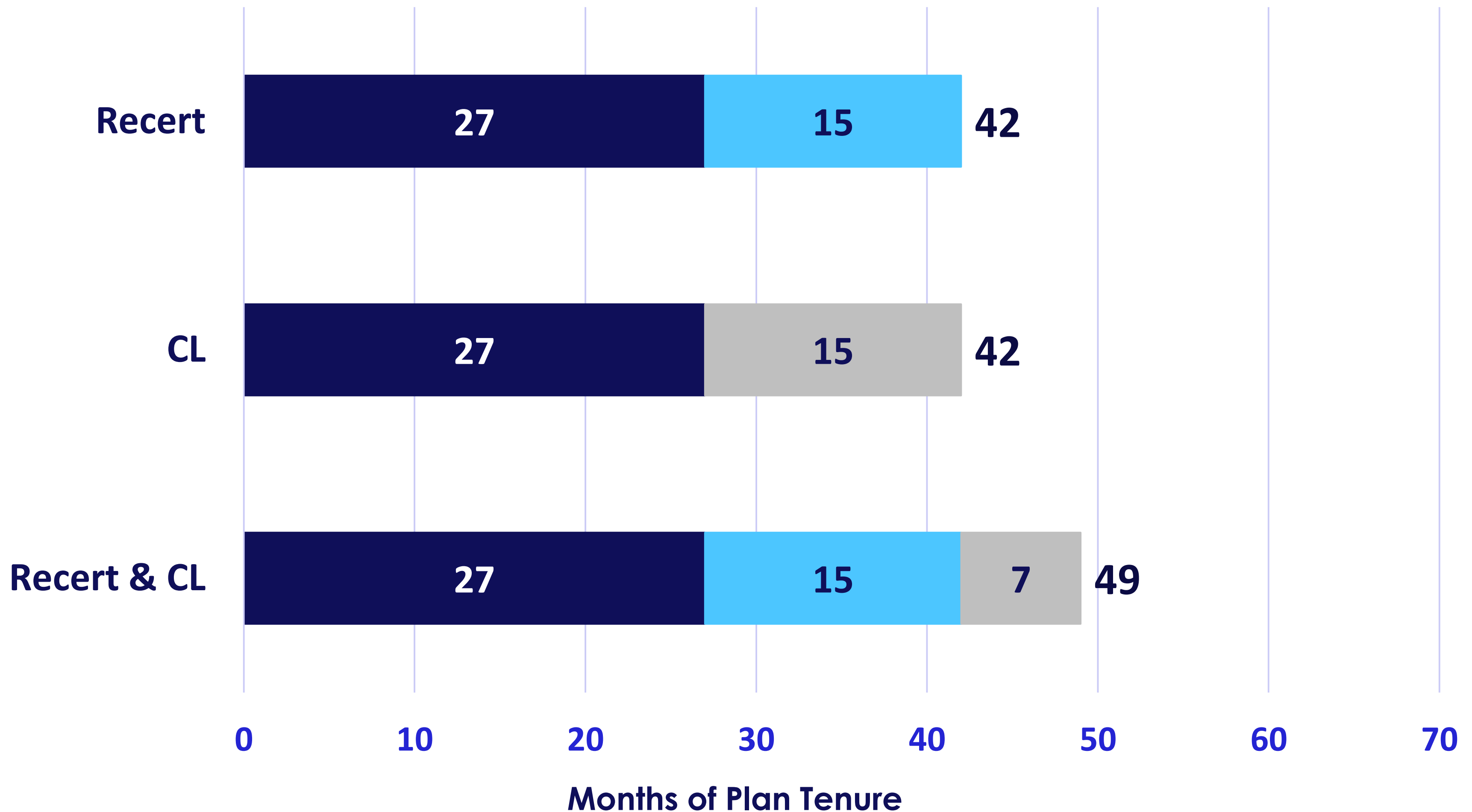
Externality: Member Tenure with Health Plan



Externality: Member Tenure with Health Plan



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Next Phase of Analysis: PAM

- **P**atient **A**ctivation **M**easure (PAM)*
- Survey that assesses an individual's knowledge, skill, and confidence for managing their health and healthcare.
- Score aggregated into 4 categories. Higher categories have been shown to indicate better control of chronic conditions with better health levels and lower cost of care.
- Change Healthcare will be conducting a longitudinal study using PAM across most major outreach programs.

*Hibbard, Judith H., et al. "Development of the Patient Activation Measure (PAM): Conceptualizing and measuring activation in patients and consumers." *Health services research* 39.4p1 (2004): 1005-1026.

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