Provider Bulletin

CENTRAL CALIFORNIA ALLIANCE FOR HEALTH

2012: The View Ahead

Faced with a $9.2B State budget deficit in the coming year, Governor Brown has proposed a FY 12/13 budget plan that includes far reaching policy initiatives. A centerpiece of the initiatives is improved efficiency of publicly funded health care. Local Medi-Cal health plans, including Central California Alliance for Health (the Alliance), will play a big role. Many support services for low-income elderly and disabled Medi-Cal recipients would be moved under the Alliance umbrella, and eventually local "dual eligibles" with both Medicare and Medi-Cal coverage would receive all services through the Alliance.

These steps would improve care coordination, quality and outcomes for the most medically needy residents of our region, as well as better manage their medical costs. The Governor's budget proposal will be much debated in the weeks to come, but our locally governed, non-profit Medi-Cal health plan could play an increasingly important role in our State's health care and economic recovery.

Local providers are the Alliance's most important partners in building health care solutions in our region. In that spirit, the Alliance's board recently resolved to subsidize State cuts to local Medi-Cal provider payments as long as is practical. In addition, the Alliance's board has fully funded the Plan's primary and specialty care physician incentive programs for CY 2011, at over $11M. The Alliance's incentive payments reward efficient primary care and specialists' referral acceptance. Looking ahead, in 2012 the Alliance's Care Based Incentive (CBI) program fully replaces our legacy primary care incentive program and will reward accountable care and patient centered medical homes.

Clearly, health care is evolving rapidly at the local, State and Federal levels. In partnership with you, our Alliance provider, we intend to achieve affordable, quality health care of which we can all be proud. Thank you for your service to Alliance members and for your support for local health care reform in 2012 and beyond.

Alan McKay
Executive Director

Care Transition Program

As you are aware, patients discharged from the hospital face a number of challenges. They are still clinically fragile, they must navigate the health care system to schedule and attend follow-up appointments and they are often started on new medications with potential side effects. These obstacles often result in poor clinical outcomes and a readmission to the hospital. Alliance members may have additional barriers due to financial, social and language issues. Several programs have shown that outcomes in this critical, post-discharge period can be improved. These include Care Transitions Interventions, Better Outcomes of Senior Transitions (BOOST) and Reengineering Discharge (Project RED).

The Alliance is in the process of implementing a Care Transition Program to apply these demonstrated principles and practices to assist members, physicians and hospitals to achieve better clinical outcomes and satisfaction with post hospital discharge care.

The Alliance's program will identify at-risk members through our inpatient concurrent review. Based on diagnoses that resulted in readmissions, this will include members admitted with Congestive Heart Failure (CHF), Chronic Obstructive Pulmonary Disease (COPD), Acute Myocardial Infarction (AMI), pneumonia and a new diagnosis of cancer or diabetes. In addition, members who are new to the Alliance or who have been admitted in the last 6 months are likely to require assistance during the post discharge period.

The Care Transition team consists of nurse Case Managers and Care Coordinators who have extensive knowledge of health care delivery. They will review inpatient and discharge information from the hospital and make follow-up calls to the members. With this information they will create a care plan which focuses on:

- Needed follow-up appointments are made and attended;
- Necessary diagnostic tests occur and results are available for the physician;
- Medications are taken appropriately; and
- Other critical services such as home health or durable medical equipment (DME) are provided in a timely manner.

The Alliance's goal is to facilitate the care provided by physicians and other providers, not to supplant it. The success of this program relies on the Care Transition team and Alliance providers working in a collaborative manner to meet our members' needs. As soon as we know that a member qualifies for the Care Transition Program, we will send a notification letter to the member's linked Primary Care Physician (PCP) practice. This is to alert the practice that we may need assistance in scheduling follow up appointments or facilitating additional services such as home health, diagnostic services or medications. The Case Manager or Care Coordinator may be calling the office to provide additional information or ask for assistance in providing follow up care.

The Care Transition Program will focus on the first 30 days post-hospital discharge. During this coming year, we plan to expand our programs to handle the more complex members who require support for a longer period. To fully understand how we can work with providers in a more effective and efficient way, in the next several months we will conduct a survey of providers to learn about the care management and health education services that they currently offer. Please take this opportunity to help us understand how we can work together to improve outcomes for our members while making the delivery of health care more satisfying for patients and providers.

Improvements to Paper Referral Process

The Alliance is instituting changes to help improve the quality and completeness of our referral information. These changes will help us manage your requests, assist specialists in rendering services and improve both member and provider experience.

Due to this upgrade, in March 2012 PCPs began to receive correspondence from the Alliance informing them when their Referral Consultation Request (RCR, commonly referred to as RAF) is incomplete. The correspondence requests that PCPs provide additional information necessary to process the referral.

Each RCR must contain the following 7 items:

- Member Information: Member Identification (ID) number, name, date of birth, address and phone number;
- Requesting Provider Information: Provider name, National Provider Identifier (NPI) number, address, phone and fax numbers, and signature;
- Servicing Provider Information: Provider name, NPI if known, address, phone and fax numbers;
- Diagnosis Code(s);
- Consultation only or Consultation with Follow-Up Visits (and number of visits requested if applicable); and
- Date range.

If you receive a request for additional information on your submitted RCR, please respond promptly.

The Alliance strongly encourages the use of your Alliance web account for submission of RCRs. By using the online portal, PCPs are prompted to enter all required information which ensures they always submit complete RCRs. Additionally, referrals made via the web reduce paper, and are processed and immediately viewable by the specialist. If you do not have a web account, please contact the Alliance Provider Services Web and EDI Specialist at (831) 430-5518 or visit the Alliance website at:
http://www.ccah-alliance.org/webaccount.html.

New Alliance Staff

Health Services

Kathy Neal, RN, BSN, MEd, CPHM
Chief Health Services Officer
(831) 430-5800
kneal@ccah-alliance.org

Please join us in welcoming Kathy Neal to the Alliance as the Chief Health Services Officer (CHSO). As the CHSO, Kathy is responsible for providing executive leadership and strategic guidance to the Health Services Department, to include Utilization Management, Care Management and Quality Improvement. Kathy has extensive senior hospital and health plan operations experience, most recently from her work providing senior strategic health plan leadership in the Central Valley with Kaiser Permanente for the last 10 years.

Provider Services

Reez Aikawa
Contracts Administrative Assistant
(831) 430-5541
raikawa@ccah-alliance.org

Please join us in welcoming Reez Aikawa to the Alliance as the Contracts Administrative Assistant. Reez joins the Alliance with a wealth of experience in administrative roles, most recently as the Administrative Assistant & Legal Secretary to the General and Group Counsels at Granite Construction Incorporated.

Jessica Rohrer
Provider Services Project Specialist
(831) 430-5571
jrohrer@ccah-alliance.org

Please join us in welcoming Jessica Rohrer to the Alliance as the Provider Services Project Specialist. Jessica's experience includes project management, reporting and communications, including volunteer work for non-profit organizations. Jessica holds a Bachelor's Degree in Public Policy from Michigan State University.

Claims Corner

Meet the Claims Provider Outreach Team

The Alliance would like to introduce you to our "first responders" when you call the Claims Department. Misty Torrez, Claims Manager for Provider Support and her team of Adjudicators and Outreach Coordinator answer your call within 20 seconds, direct your questions to the appropriate staff, help solve problems and get you on your way.

In addition, the Claims Provider Outreach Team can provide "linkage" to a specific Adjudicator to establish a consistent relationship with members of your billing staff and provide in office training designed to address your billing issues. Excellent customer service is what you deserve and what we strive to provide. You can reach us Monday - Friday from 9 a.m. - 4 p.m. at (800) 700-3874 ext. 5503.

New Address for Santa Cruz County Children's Medical Services

Please note that Santa Cruz County Children's Medical Services (SCCCMS) and Vital Statistics recently moved. SCCCMS includes the Child Health and Disability Prevention Program (CHDP), California Children's Services (CCS), and Childhood Lead Poisoning Prevention Program (CLPPP).

New Office Address:
1430 Freedom Blvd., Suite 101
Watsonville, CA 95076

New Mailing Address:
P.O. Box 962
Santa Cruz, CA 95061

New Phone Numbers:
CHDP: (831) 763-8100
CCS: (831) 763-8000
CLPPP: (831) 763-8432
CHDP, CCS and CLPPP Fax: (831) 763-8410
Vital Statistics: (831) 763-8430
Vital Statistics Fax: (831) 763-8431

Centers for Medicare and Medicaid Services Reject Co-Pay Proposal

After reviewing the information submitted by the State in a December 2011 letter, the Centers for Medicare and Medicaid Services (CMS) declined the State's request to implement member co-pays in the Medi-Cal program. Per CMS, the State's request is inconsistent with the Social Security Act, which prohibits states from requiring co-pays from medical insurance programs that aid low-income residents.

Update: Low Income Health Programs

The Alliance continues its support of Santa Cruz, Monterey and Merced counties' implementation of Low Income Health Programs (LIHPs). LIHPs are county based programs providing benefits to uninsured citizen adults ages 19 - 64 whose income is at or below 133% of the Federal Poverty Level (FPL).

The counties are able to obtain Federal matching funds to operate LIHPs. The counties will continue to operate their existing Medically Indigent Adult (MIA) programs in addition to LIHP. Each county will initially allow eligibility for adults at or below 100% of the FPL and will enroll approximately 2,000 members. LIHP benefits include both medical and mental health services.

Santa Cruz County's LIHP, MediCruz Advantage, was launched on January 1, 2012 with over 600 members enrolled in the first month of operation. MediCruz Advantage members will receive primary care services from the County Clinics, Santa Cruz Women's Health Center or Salud Para la Gente, as well as access to specialty, ancillary and hospital services through Alliance network providers. MediCruz "classic" will continue to be operated directly by the County to provide episodic care to low income Santa Cruz County residents who are ineligible for the LIHP.

Monterey County's LIHP, ViaCare Monterey, is scheduled to launch on March 15th, 2012 depending on final regulatory approvals. ViaCare members will receive their primary care from the Monterey County Clinics and Mee Memorial primary care clinics. ViaCare members will also receive specialty, ancillary and hospital services from Alliance network providers. The MIA program will continue to be operated directly by the County to provide episodic care to low income Monterey County residents who are ineligible for the LIHP.

Merced County's LIHP is scheduled to launch on April 1, 2012 and will enroll 1,500 - 2,000 Merced County residents. More details on the Merced County LIHP network are to come. The Merced County Medical Assistance Program (MAP) will

continue to be operated directly by the County to provide episodic care to low income Merced County residents who are ineligible for the LIHP.

Discontinued: "Teen Tune-Up" Incentive for Adolescent Well-Care Visits

With the implementation of the many Alliance Member Rewards programs, the Teen Tune-up member incentive has been discontinued. However, members' ages 12-21 years will continue to receive reminder letters during their birthday month to see their doctor for an annual exam. Providers will also continue to receive monthly lists, via the Provider Portal, of linked members in this age group who are due for their annual exam.

New Alliance Providers

Please join us in welcoming the following new physicians to the Alliance's provider network.

Monterey County
Pavandeep Bagga, MD (Anesthesiology)
MaryKay Brewster, MD (OB/GYN)
Patrick Feehan, DO (Radiology)
Herbert Keyser, MD (OB/GYN)
Sean McRoberts, MD (Emergency Medicine)
Bob Peng, MD (OB/GYN)
Nellis A. Smith (Cardiology)
Gerald Wahl, MD (Neurology)
Erik Washburn, MD (Anesthesiology)

Primary Care Physicians
Shaida Behnam, MD (Family Practice)
Michael Lloyd, MD (Family Medicine)
Oguchi Nkwocha, MD (Family Medicine)
Alicia Paris-Pombo, MD (Family Medicine)
Jeanette Perry, MD (Family Medicine)
Daniel Son, MD (Family Medicine)
Jason Wasche, DO (Family Medicine)

Merced County
Adrian Fedele, MD (General Surgery)
Kalyan Kosuri, MD (Internal Medicine-Pulmonary Disease)
Jennifer McEvoy, MD (General Surgery)
Kenichi Timothy Miyata, MD (General Surgery)

Primary Care Physicians
Patti Hamernik, MD (Pediatrics)
Kim Hartwig, MD (Family Medicine)
Felicia Jodhka, MD (Family Medicine)

Santa Cruz County
John Grady MD (Emergency Medicine)
Amy Herold, MD (OB/GYN)
Reginald Wilson, MD (Pathology)
Zaheer Zaidi, MD (Anesthesiology)

Out-of-Service Area Specialists
Matthew Coates, MD (Surgery)
Narges Pazouki, MD (Neurology)
David Telander, MD (Ophthalmology)

Cultural Crossroads

Tips and Resources to Help You Communicate Better with Alliance Members

New Telephone Interpreter Vendor for the Alliance

Effective <u>April 1, 2012</u>, **Pacific Interpreters will begin providing foreign language telephone interpreter services for Limited English Proficient (LEP) Alliance members.** This service will replace Language Line, the Alliance's telephone interpreter service that you may have used in the past.

The Alliance contracted with Pacific Interpreters due to their renowned customer service and expertise in quality medical interpretation. Pacific Interpreters has over 180 languages available 24 hours per day, 365 days per year by medically qualified interpreters.

Pacific Interpreters' average connection time to an interpreter is 30 seconds. In addition, the organization is trusted by some of the premier medical institutions in the country, including Johns Hopkins, Mayo Clinic, and Kaiser Permanente, just to name a few.

Please remember that this service is to be used only for Alliance patients when accessing Alliance-covered services. Using Pacific Interpreters is quick and easy: You will dial a toll-free number and give the Alliance's access code, caller's first name, provider's last name or company name, and the city from which you are calling. You will then be asked for the language needed and the operator will connect you to the appropriate interpreter.

All contracted providers will receive a welcome packet from Pacific Interpreters later this month, which includes Quick Reference Guides and other helpful tools. If you have any questions about this change, please contact Lynn Meier, Senior Health Educator, at lmeier@ccah-alliance.org or (831) 430-5570. You may also contact your Provider Services Representative, or call the Provider Services Department at (831) 430-5504.

Free Telephones for Patients Who Need Them

The California Telephone Access Program (CTAP) offers free phones to people who need them. **Patients may ask you to sign a form stating that he or she has a need for a specialized phone.** These phones can help if you have a patient who:

- Is deaf or have partial hearing loss
- Is blind or have low vision
- Stutters or has other speech issues
- Can't get to the phone quickly enough

The California Phones program cannot pay for patient's phone service. Recipients must have their own phone line in place. Individuals do not have to be a certain age to get one of these special phones. They do not need to be an Alliance member or make a certain income. For more information about CTAP, go online to www.californiaphones.org.

Health Programs Update

Care Based Incentives (CBI) and Member Rewards

In the last Provider Bulletin, Alan McKay, Executive Director, described changes to the Alliance's CBI program for 2012. This article is a summary of how the Alliance is incentivizing members to seek preventive care, see their doctor regularly, manage chronic illness, and live a healthier lifestyle. These member incentives, titled **"Member Rewards,"** are designed to support provider CBIs. (Members in the county LIHP programs are not eligible for Member Rewards.)

Direct Rewards

Healthy Moms and Healthy Babies
Early Prenatal Care: Members who see their doctor during the first 12 weeks of pregnancy can get a $25 gift card. They can also get a gift card if they are pregnant when they become an Alliance member and see their doctor for a prenatal visit within 42 days of becoming a member.

Postpartum Care: Members who get a postpartum exam between 21 and 56 days after the birth of their baby can get a $25 gift card. (Members who have a two-week C-section visit, must schedule a second postpartum visit in order to be eligible for this reward.)

Healthy Weight for Life Program
This program is for children and teens ages 2-18 years who have a Body Mass Index (BMI) in the 85th percentile or higher. Members who decrease their BMI percentile by 3 percentile points over a 6-month period can get a $25 gift card. They will also be entered into a raffle for a new mountain bike, helmet, and lock. Members must be referred by their doctor in order to be eligible for the program.

Live Better with Diabetes Program
Alliance members ages 21 and over can win a $50 gift card if they get all four of these tests and exams in 2012: HgA1c, LDL,

retinopathy screening, and appropriate medical attention for nephropathy.

Raffle Rewards

Kept Appointments
Members who have had a visit with a PCP or specialist, and who have not had any missed appointments over a 6-month period will be entered into a raffle for a $50 gift card.

"What To Do When Your Child Gets Sick" Book and Quiz
Parents or guardians of new members ages 0-8 years will receive the "What To Do When Your Child Gets Sick" book in the mail. If they complete the accompanying quiz and send it in, they will be entered into a raffle for a $50 gift card.

Access to Care Quiz
New members will receive a quiz with their Member Handbook/Evidence of Coverage. The quiz covers topics such as selecting a PCP, dealing with referrals, and how to contact the Alliance for questions. Members who complete the quiz and send it in will be entered into a raffle for a $50 gift card.

Healthy Breathing for Life Program
Alliance members ages 3-56 with asthma who complete an Asthma Action Plan (AAP) with their doctor can be entered into a raffle to win a $50 gift card.

The Healthy Weight for Life, Healthy Breathing for Life, and *Live Better with Diabetes* incentives are part of three new Alliance programs focusing on improving health outcomes for members with obesity and chronic disease.

For more information about these programs, please call our Health Education Line at 1-800-700-3874, ext. 5580. Providers can access and download forms for the Member Rewards programs on the Provider Website at http://www.ccah-alliance.org/formlibrary.html.

Upcoming Meetings

Physician Advisory Group
June 7, 2012
12:00-1:30 p.m.

In Santa Cruz County:
First Floor Meeting Room
Central California Alliance for Health
1600 Green Hills Road, Ste. 101
Scotts Valley, CA
(831) 430-5500

In Monterey County:
First Floor Meeting Room
Central California Alliance for Health
339 Pajaro Street, Ste. E
Salinas, CA
(831) 755-6000

In Merced County:
Suite B Meeting Room
Central California Alliance for Health
530 West 16th Street, Ste. B
Merced, CA
(209) 381-5300

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