

December 18, 2014



FOUNDATION FOR
HEALTHY COMMUNITIES

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Foundation Forum explores health insurance enrollment

and how to use health care services

More than 100 people listened to a panel discussion on how to assist people to understand the connections among health system components (e.g., providers, services available, service locations, etc.) in order for everyone to receive greater value. Innovative strategies to strengthen these linkages were described by Ellen Cimon, Director of Patient Access at LRGHealthcare in Laconia ; Rebecca Williams, RN, Care Coordinator for Population Health at St. Joseph Hospital in Nashua; Denise Martel, RN, MSN, Clinical Education Director at the Concord Regional VNA and Kris McCracken, President/CEO of the Manchester Community Health Center. Foundation Board Chair, Scott McKinnon (President & CEO, Memorial Hospital, North Conway) moderated the panel discussion.

Examples of innovation included Ms. Cimon explaining how the LRGH Access Team includes financial assistance staff and patient care coordinators who jointly plan community outreach strategies. St. Joseph's Hospital has practice-based clinical care managers who follow-up on all patients discharged to a nursing facility and in Manchester there are community health workers following specific population groups at higher risk of specific chronic diseases or that have social-cultural needs challenges to understanding health care. The Concord Regional Visiting Nurse Association has a pharmacist to assist with medication reconciliation in the patient's home. These examples all illustrate efforts to improve and enhance health care system delivery performance in different communities within the state.

The morning started with keynote speaker David Radley, PhD, MPH, from Institute for Healthcare Improvement, describing how New Hampshire ranks on health metrics related to access, quality, outcomes and population health from the 2014 Commonwealth Fund report [Aiming Higher-Results from a Scorecard on State Health System Performance](#).



Dr. David Radley

Our state's scorecard is good in comparison to the 49 other states and NH was among a few states that showed improvements in the past 5 years. For example, we rank very high on children ages 19-35 months who received all their recommended immunization and better than the national median on 30-day hospital re-admissions among Medicare enrollees, and NH ranks 14 from the top in terms of the percent of people with insurance and 17 from the top in terms of adults who went without health care because of cost. But Dr. Radley went deeper in his analysis of our state's data and described "Two New Hampshires" in his presentation noting that one in four NH residents lives below 200% of the Federal Poverty Level. He described how the state's overall population was in the top quartile for 24 of the 33 health performance indicators but among the state's low income population only 11 of the 33 were in the top quartile and some indicators have worsened such as low income children with a medical home.



Forum participants met in small groups to discuss the presentations and identify key messages that people need to access health insurance coverage and to effectively use health care services for their well-being.

Key messages to be communicated:

- Applaud the person for obtaining health insurance and importance of their new insurance card.
- Explain to the person the importance of a primary care provider and “medical home”.
- Identify 1-2 primary care provider sites in the community.
- Describe how to call for a primary care appointment as a new patient with a provider.
- Provide a list of terms with definitions that explain using insurance in the health care setting (e.g., copay, deductible, preferred provider, etc.)
- Provide key phone numbers for health insurance questions.
- Describe the free preventive care services that available under the Patient Affordable Care Act.
- Describe importance of trying to contact their primary care provider before seeking non-emergent care from an Emergency Department.

Who provides key messages?

- A health insurance navigator or assister and health care coordinator or patient navigator must BOTH deliver the key messages.
- Case managers or case workers, health insurance agents, patient registration staff or office receptionists, managed care staff, health and human service outreach workers and information and referral call centers must know the key messages.



Coordination of access & care panelists included (L-R), Ellen Cimon, Director of Patient Access, LRGHealthcare, Rebecca Williams, RN, Care Coordinator for Population Health, St. Joseph Hospital, Denise Martel, RN, MSN, Clinical Education Director, Concord Regional VNA and Kris McCracken, President/CEO, Manchester Community Health Ctr.

When are key messages provided?

- Prior to and during the process of health insurance enrollment.
- When a person call to inquire about registering with a primary care provider.
- At the first primary care visit and the second visit.
- At urgent care visits and emergency department visits.
- At outpatient diagnostic visits (e.g. lab, radiology, etc.)
- At any hospital discharge
- At every health care encounter!

How do we provide key messages?

- Face-to-face whenever possible
- By telephone whether the caller is seeking information or when calling a new enrollee or patient.
- With simple printed materials in plain English or the person's primary language
- On websites of health care providers and health insurance organizations
- E-mail and social media sites

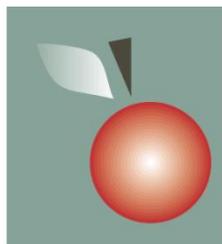
Where do provide key messages?

- All health care service sites (medical practices, Health centers, ER, out-patients services, etc)
- Schools, libraries, food pantries, churches, etc.



Health insurance organizations were represented by, from left, Richard LaFleur, MD, Chief Medical Officer, Anthem BC/BS, William Brewster, MD, Chief Medical Officer, Harvard Pilgrim Healthcare, Kevin Lewis, CEO, Maine Community Health Options, Jan Cook, MD, Chief Medical Officer, Minuteman Health, Roxanne Tahmosh, RN, Director of Care Management, Well Sense, and Scott Westover, Executive Director, NH Healthy Families.

All six major health insurance organizations serving residents in NH provided brief remarks on each of their organization’s efforts to support members and improve health system performance. Health insurance representatives included: Anthem BC/BS – Richard LaFleur, MD, Chief Medical Officer; Harvard Pilgrim Healthcare – William Brewster, MD, Chief Medical Officer; Maine Community Health Options – Kevin Lewis, CEO; Minuteman Health – Jan Cook, MD, Chief Medical Officer; NH Healthy Families – Scott Westover, Executive Director; and Well Sense – Roxanne Tahmosh, RN, Director of Care Management. There was a consensus that stronger communication between health care providers and health insurers with consistent messages can help to improve system performance.



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*“Improving health and health care in communities through partnerships
that engage individuals and organizations”*