

# Giving our best to your best

Member Journeys:  
State of Delaware



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# Aetna One® Advisor's “extras” move beyond condition management to population health engagement



**Custom welcome letter** with Platinum ID card sent to all employees before go-live with digital resources/call-to-action to update contact information

**Proactive Service Engagements turned on gradually over the first 4 weeks** (phone, email, direct mail and text) with full library running by end of Q1; prioritized by cost and impact to high, medium and low risk members

**Higher level of engagement** with extended care community including pharmacist, BH specialist, well-being specialist and dietician

**Member-friendly call tree (IVR)** reduces the frustration and quickly connects the member with an advocate

# Advocacy - Building connections with a human touch

## Member-focused support

- Integrated service & delivery team
- Proactive opportunities to help and support your members
- Referrals and navigation to State of DE's Point Solutions

## A personalized experience

- Locates and directs to high-quality, cost-effective providers
- Communicates clinical alerts, gaps in care across medical and pharmacy
- Estimates costs of procedures and medications
- Connects members with local resources
- Educates on how to maximize the full suite of benefits

## Better health outcomes

- Proactive pre-certification outreach
- One dedicated nurse for your members and their family
- Collaborative approach with physicians



## IMMEDIATE ACCESS

### Weekdays:

8am – 6pm local time

### Weekends and holidays:

24-hour nurse line for clinical questions

# Creating a simple and personalized guided experience for your members

## Advocacy and integrated care



### CORE TEAM:

Pre-certification

Well-being advocate

Provider/client advocate

### EXTENDED SUPPORT:

Behavioral health

Dietician

Medical director

Pharmacist

Proactive service engagement team

Health advisor

Utilization management

### ADDITIONAL RESOURCES:

National Medical Excellence

Institutes of Quality

Institutes of Excellence

### THIRD-PARTY VENDORS:

ComPsych

Solera Diabetes Prevention

Surgery Plus

YMCA Diabetes Prevention

The Hartford

Hinge Health



# Identifying priorities and creating meaningful interactions



## OUTREACH by a skilled team

**Our member dashboard allows care team members to see relevant clinical information and opportunities, making the most of every interaction.**

- Identifies clinical programs and status
- Highlights interactions and outreach
- Provides a consolidated view of clinical impact

# Proactive Service Engagement (PSE) Overview

- A1A delivers both service and clinical Proactive Service Engagements in an effort to educate and save member's money.
- PSE are focused and designed around the following categories: Benefit Optimization, Care Management, ER Avoidance, Gaps in Care, and Member Experience.



## Service PSE's Examples

Addressing topics such as unnecessary ER, lab & radiology site of care, Rx adherence, dental care, low back pain, and asthma



## Clinical PSE's Examples

Focused on treating low back pain, gaps in care for Diabetes, and breast cancer

PSE Categories	Defined	PSE Examples
<b>Benefit Optimization</b>	Locating providers for services in area that are in network or alternatives to higher cost settings. Educating on member benefits, educational and community resources.	Precertification, Network Optimization, <i>Site of Service</i>
<b>Care Management</b>	Support members on their care path by ensuring they have their providers, medications, support and resources available to them on their care journey	Care Management Follow Up, Breast Cancer, <i>Behavioral Health</i> , RX Adherence, Low Back Pain, Hip/Knee Pain
<b>ER Avoidance</b>	Provide member examples of alternative sites of care or connecting them back with their primary care provider	Visit Avoidance, Preventable, Injury
<b>Gaps in Care</b>	Ensure members are keeping up with key tests and monitoring of their conditions.	<i>Diabetes, Asthma, Cardiovascular</i>
<b>Member Experience</b>	Supporting members with reminders and additional support as they try to maintain their health	<i>Maternity, Pediatrics Immunization, Back to School, Autism</i>



# Aetna One<sup>®</sup> Advisor in action



## Susan\*

45-year-old female employee named Susan who began having problems with chronic fatigue and headaches. She has also triggered for the Breast Cancer PSE.

She is a single mother with 2 children aged 9 and 12. She is also the primary care-giver for her mother who has Alzheimer's disease.

**The MA gives Susan a few options and offers to schedule an appointment.** The MA learns that Susan is experiencing chronic fatigue and headaches and brings in a CM for triage.

**An MA outreaches to Susan** to see what questions she may have and to set up an appointment for her for a breast biopsy.

**Susan is concerned about being out of work,** so the CM asks the MA send Susan information about EAP and the Hartford to understand her benefits. She also engages the Social Worker to identify beneficial programs to help with transportation and other bills, such as utilities.

**Susan needs a breast biopsy** and receives a call from the care manager following the procedure. Susan's results are positive.

**The CM works closely with Susan to help identify questions** and prepare her for the oncology consultation. The CM also reaches out to the oncologist to introduce them.

**The CM identifies A1A resources to support Susan throughout treatment.** She collaborates with a Behavioral Health Specialist for locating cancer groups.

**The CM recommends Susan to meet with a social worker.** The social worker confirms in-home care for Susan's mother as well as babysitting options for her kids while she undergoes treatment. She also arranges transportation to and from treatment for Susan.

**Weight loss is a concern with chemotherapy,** and Susan agrees to speak with the dietician who provides education; including recipes that she and her kids can make together.

**The CM collaborates with the Pharmacy Advocate for thorough medication review;** including supportive medications that may be helpful with potential chemotherapy side effects. The CM discusses these supportive measures with her oncologist prior to beginning treatment.



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# Advocacy Performance

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# Highlights of Advocacy Performance



**Aetna One Advisor**

## Key Metrics

**14.7%** unique members identified for A1A outreach, (A1A BOB 18.5%)

**6%** unique members engaged, up from 3.6% (8% A1A BOB)

**61% HCC** engaged (BOB 65%)

## 2022 A1A Cost Avoidance Savings

**\$7.6M Savings**  
\$69.49PEPM

**\$8.36 PEPM Savings**  
From A1A Care Management

## Collaborations and Referrals

**73%**

of engaged members receiving at least one clinical referral or collaboration with top referrals to pharmacy advocates, employee assistance, Behavioral Health, A1A Medical Directors along with Solera, Hinge and Surgery Plus

**3,784**

Service collaborations with most frequent to Providers, Plan Sponsor Liaison, Facilities, BH Care Manager and Well being advocates

## Member Satisfaction

**96.7%**

member satisfaction based on telephonically post call (2500+ responses), in line with A1A BOB (96.6%)

**72**

Net Promoter Score

## A1A Value of Integration

A1A engaged 744 of 1595 members needing review of clinical care gaps through collaboration with Transform Diabetes

Transform Oncology identified 347 members with new or active cancer for A1A outreach; 120 (35% engaged)

91 Referrals from A1A to Aetna's Behavioral Health Care management team and 17 members referred to Able To

27 collaborations and referrals to Surgery Plus

## Utilization Outcomes

**11.5**

Avoidable inpatient admissions per 1000 for chronic conditions, below A1A BOB (12.8)

**1.8%**

PCP visits per 1000 increased but PCP to ER ratio remains below the 8-13 target range at 6.4 and ER visits up 8.7%

## Clinical Outcomes

**77.9%**

Members with diabetes and well controlled A1c <8.0, remains on par with A1A BOB (78%)

**49%**

Members with heart disease using a recommended ACE or ARB medication, above A1A BOB (45%)

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# Video

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