

# Optima Health Integrated Care Model

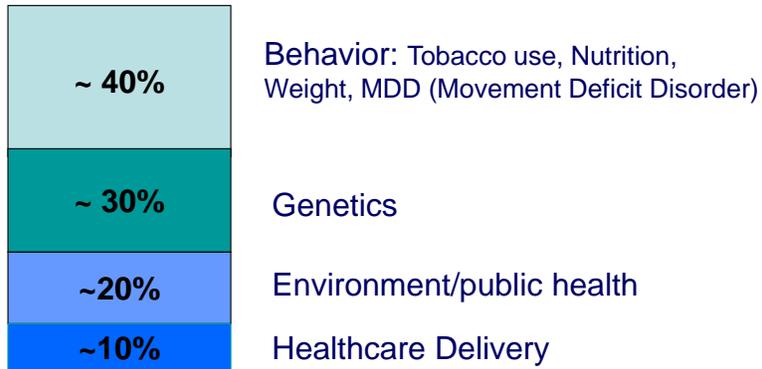
*We Improve Health Every Day*

October 6, 2010

## Overview for Today

- **Introductions**
- **Review of Optima's Clinical Care Services & Patient Centered Model**
  - The Role of Outreach & Early Identification
  - Optima's Clinical Care Services Model -- The Integration of Medical & Behavioral Services
- **Measures of Success**
- **Health Care Reform Initiatives**

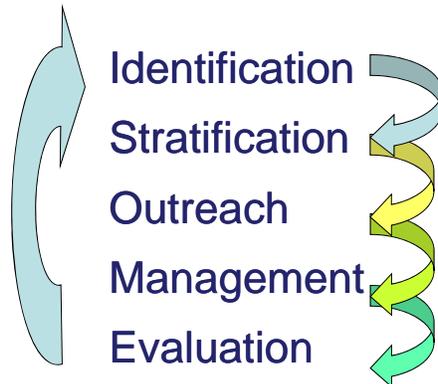
## Total Health: How Long, How Well We Live



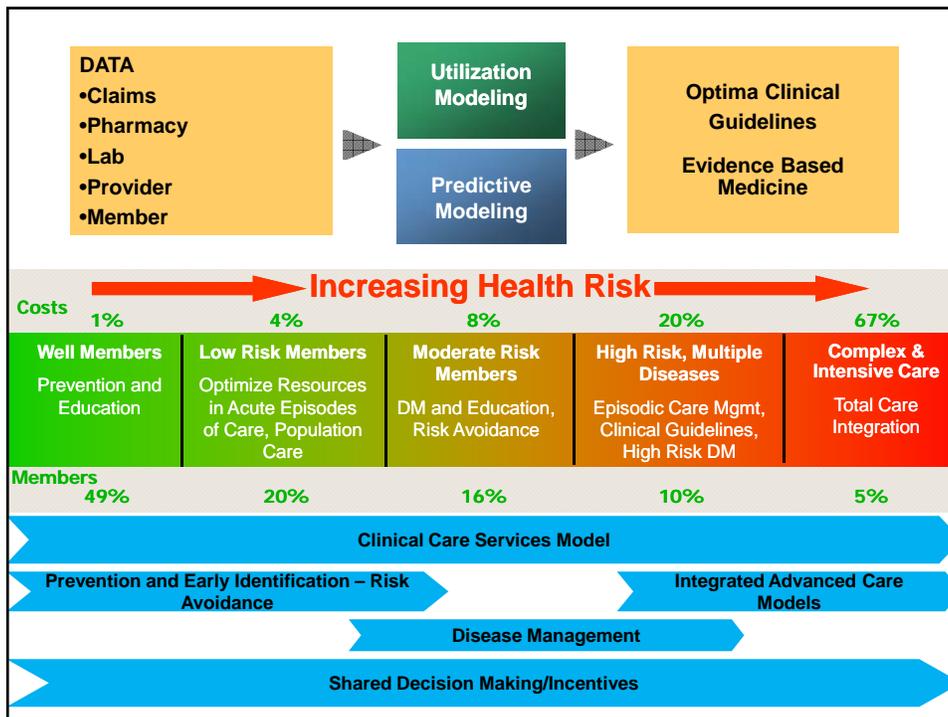
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\*\*Proprietary\*\*

US Dept of Health and Human Services, Public Health Service. Healthy People 2010: National Health Promotion And Disease Prevention Objectives

## Clinical Care Services Process



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**OptimaHealth**

## Interdisciplinary Team

- Consists of medical care management, behavioral health management, disease management, pharmacy management, quality improvement, community health, and clinical & business intelligence
- **Goals**
  - Reduce fragmentation & duplication within the health care system
  - Make a difference, one person at a time

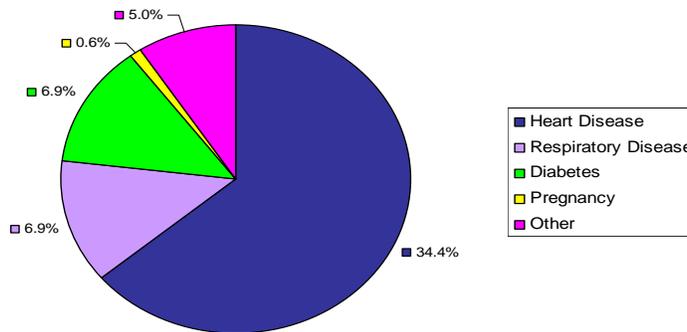
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## Alternative Delivery Model

- Patient service coordinators (PSCs) manage chronic care members with multiple disease conditions & provide coordination of services
  - Strong customer service background - trained as coach
  - Patient Centric – efficient productivity model & measurements
  - Assess “readiness for change” in members to target disease management activities
  - Integrate prevention & screening of the community, teaching members how to improve personal healthcare

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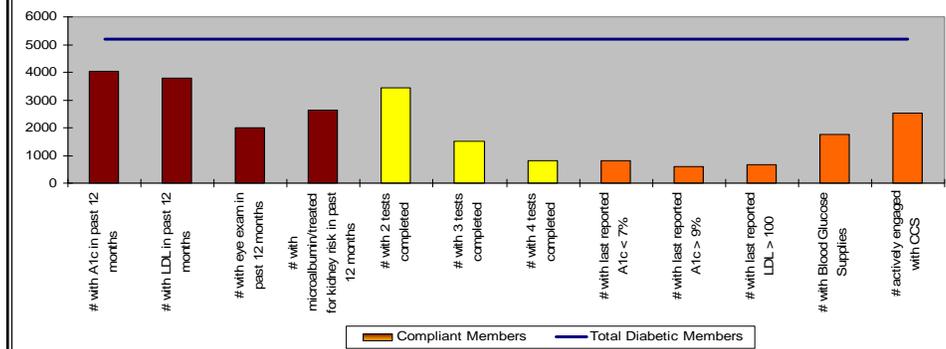
Health Risk Factors/Presence of Chronic Illness Identified



Category	Risk Factor	Number of Members	% of Members
Heart Disease	Acute Cardiac Event	271	0.4%
Heart Disease	Hyperlipidemia/HLD	12190	16.1%
Heart Disease	Hypertension/HTN	13573	17.9%
Respiratory Disease	Asthma	4305	5.7%
Respiratory Disease	COPD	944	1.2%
Diabetes	Diabetes	5195	6.9%
Pregnancy	Pregnancy	448	0.6%
Other	Drug Use Recorded	52	0.1%
Other	Tobacco Use Recorded	368	0.5%
Other	BMI > 25 and < 30 Recorded	1272	1.7%
Other	BMI > 30 Recorded	1910	2.5%
Other	Depression Screening Positive	143	0.2%

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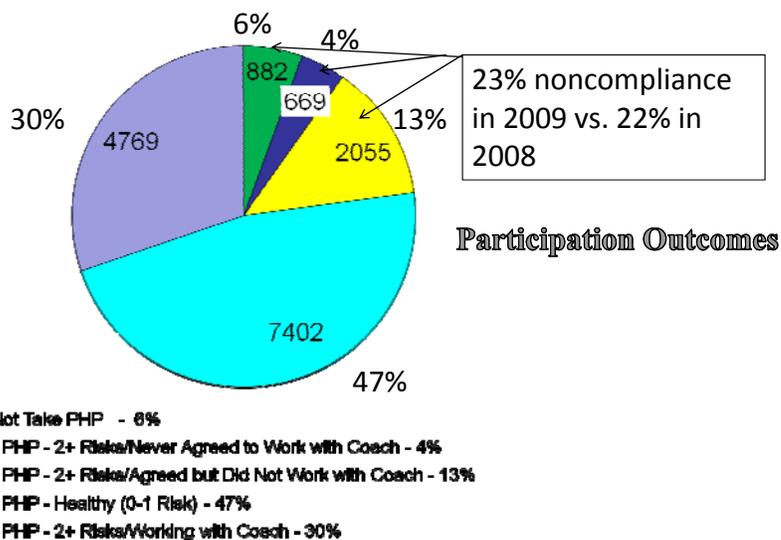
## Sample from Clinical EGR - Diabetes

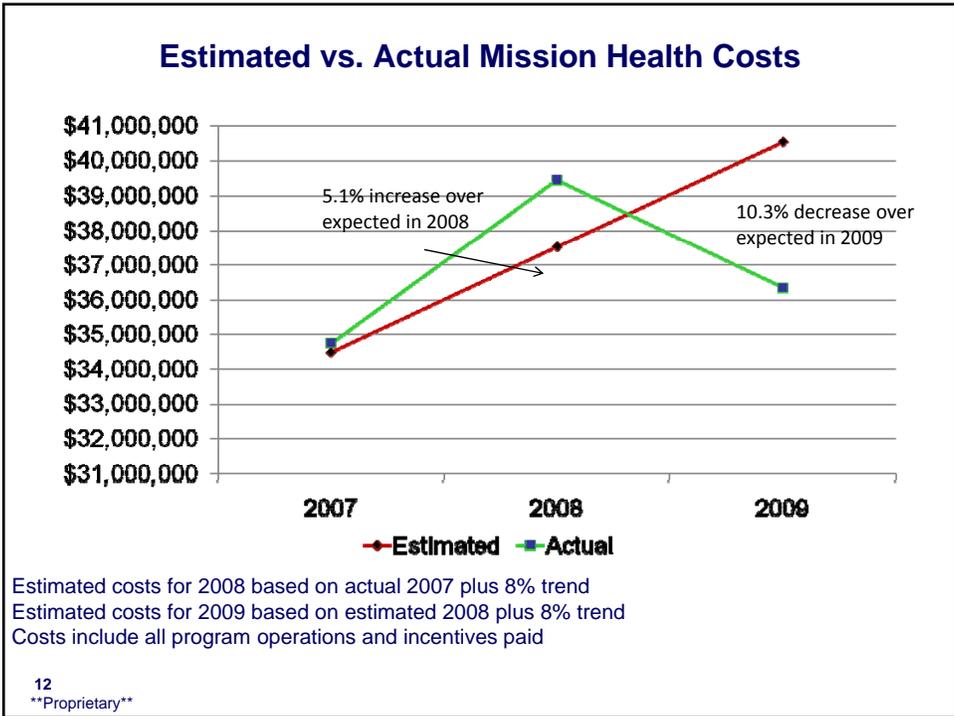
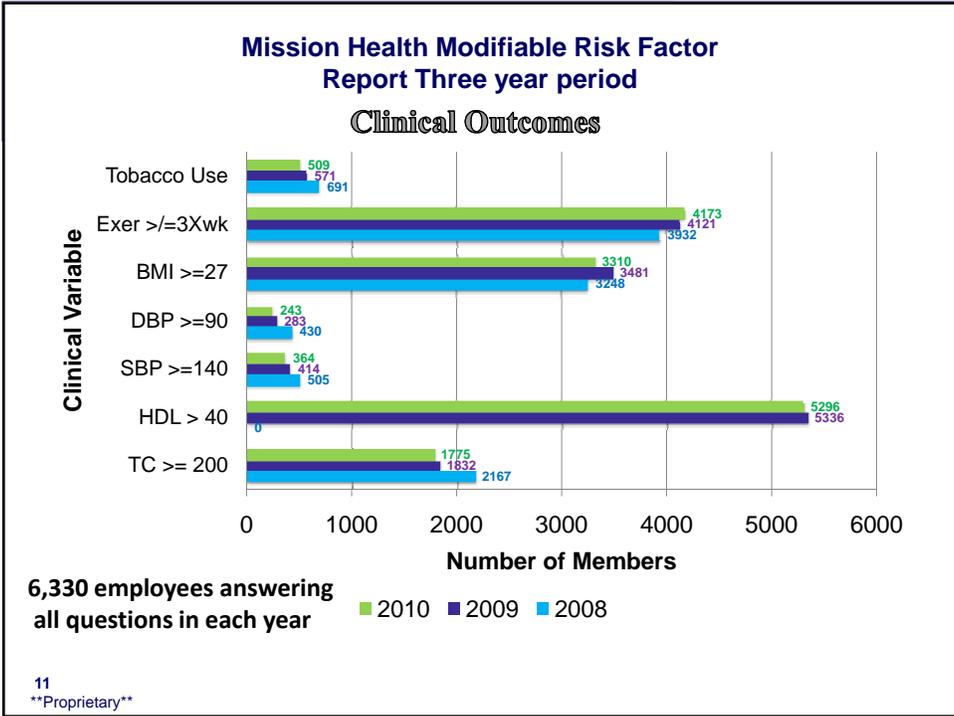


Compliant Measures	Number of Members	% Diabetics
# with A1c in past 12 months	4039	77.7%
# with LDL in past 12 months	3794	73.0%
# with eye exam in past 12 months	1998	38.5%
# with microalbumin/treated for kidney risk in past 12 months	2623	50.5%
# with 2 tests completed	3453	66.5%
# with 3 tests completed	1496	28.8%
# with 4 tests completed	806	15.5%
# with last reported A1c < 7%	820	15.8%
# with last reported A1c > 9%	589	11.3%
# with last reported LDL > 100	654	12.6%
# with Blood Glucose Supplies	1751	33.7%
# actively engaged with CCS	2526	48.6%
# Members with ER Visit in past 12 months	21	0.4%
# Members with IP Admissions in past 12 months	61	1.2%

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## 2010 PHP Screening Results Employees Covered by Medical Plan





## Sentara / Optima Initiatives

*To Transform Health Care*



- **Accountable Care Organizations**
- **Patient-centered Medical Homes**
- **Chronic Care**
- **End of Life**
- **Knowledge Management**



Optima   
Health

