



BlueCross BlueShield
of Kansas City

Johnson County Government

2006 Annual Report for Disease Management

May 2007

 healthy companion™

What is Healthy Companion?

- Disease Management is a system of coordinated healthcare interventions and communications targeted at individuals with chronic conditions where self-care efforts are significant.
- Our **Healthy Companion** program focuses on the following conditions:
 - Diabetes
 - Heart Failure (HF)
 - Respiratory Illness (Asthma/COPD)
- The goals of our Healthy Companion program are to:
 - Improve health and quality of life for individuals who suffer from these chronic conditions
 - Improve self-management capability for members with these conditions and ensure compliance with recommended standards of care
 - i.e. regular physical exams, glucose monitoring, foot exams, lab testing, proper use of a peak flow meter for asthma, medication compliance, etc.

The Big Picture

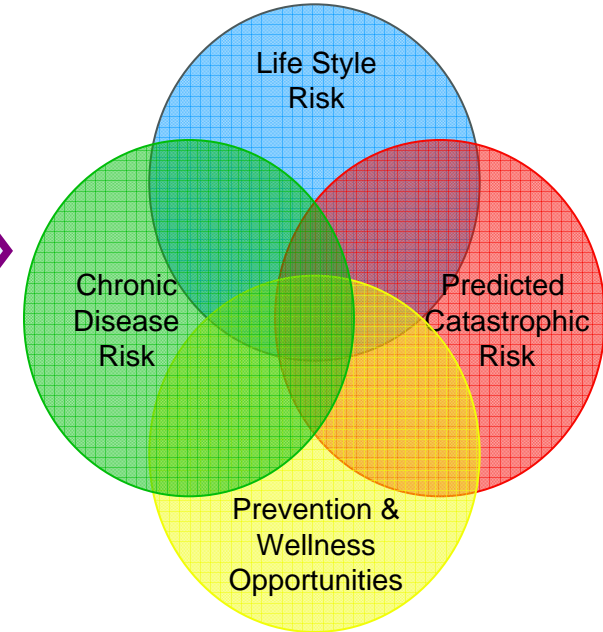
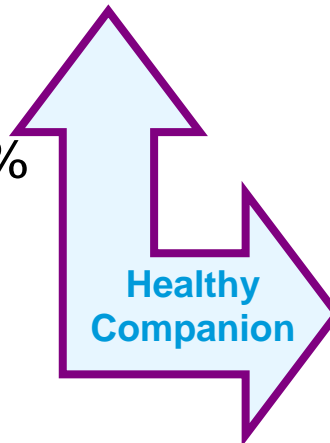


■ Why

- 5% of the population = 50% of cost

■ How

- Coach members to keep chronic conditions from becoming acute illness
- Provide resources that support a healthy lifestyle
- Empower members to make smart healthcare choices



Healthy Companion – Impact

- BCBSKC believes in the value of disease management to curb utilization and improve members' quality of life
- Through member education:
 - We can significantly slow the disease progression
 - Members will understand the importance of standards of care and work with their physician to meet these standards
 - Members become equipped with the necessary tools for effective self management of their condition
- Through coaching and encouragement:
 - Members will be able to address barriers affecting their ability to achieve optimal health
 - Members will benefit from one-on-one support as needed
- Through ongoing monitoring:
 - Members will receive necessary intervention to encourage compliance with standards and access to resources and care

Diabetes & Heart Failure Programs

- The Diabetes & Heart Failure programs help members achieve optimal health through:
 - Quarterly disease specific newsletters
 - Telephonic support & outreach
 - In-home monitoring for at risk HF members
 - Educational Materials
 - Physician Support
 - Provider Services Representatives (clinicians) work directly with physicians and their staff to target members and ensure compliance with care standards

Respiratory Program

- The chronic respiratory program helps members achieve optimal health through:
 - Telephonic support & outreach
 - In-home assessment for environmental triggers
 - Educational materials
 - Peak flow meters for asthma members
- This program provides up-front assessment and action plan that tapers off as the member becomes more able to care for their own respiratory condition

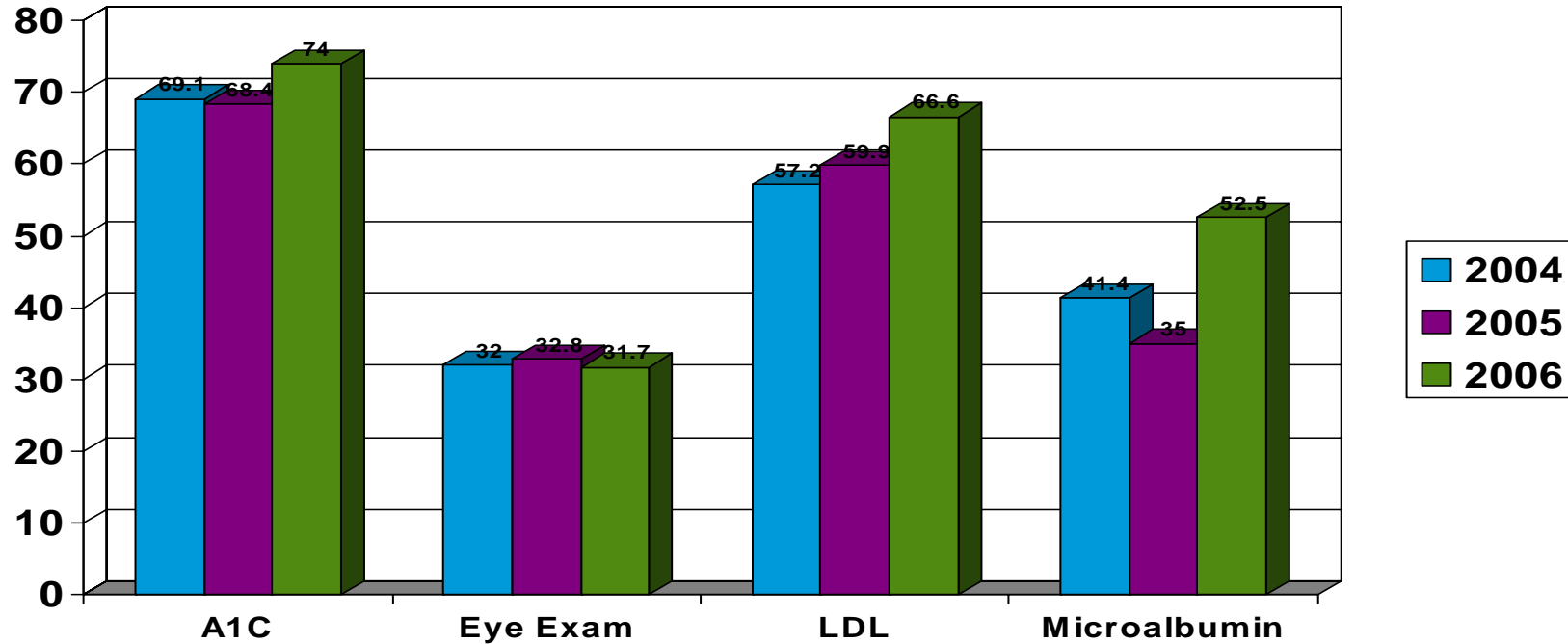
Johnson County

Disease Prevalence & Program Participation

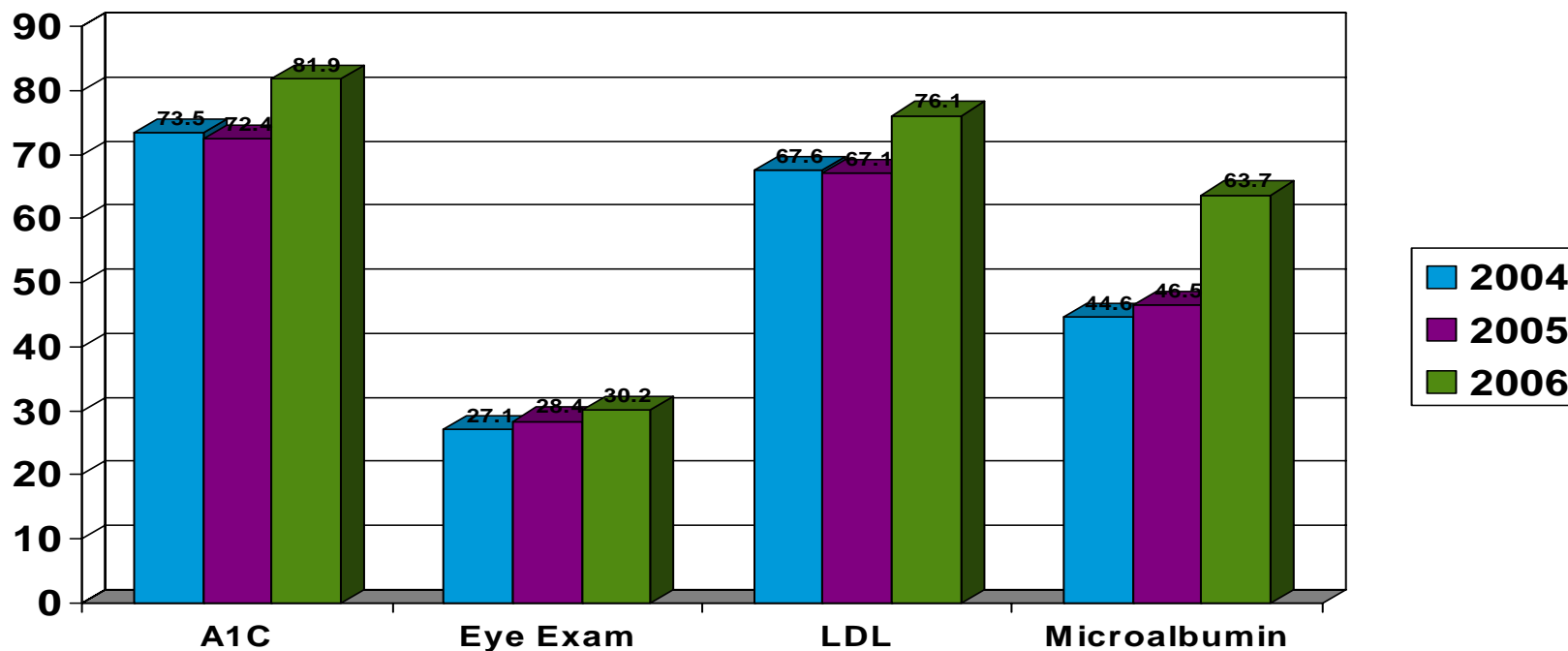
Johnson County - #11823000		
Total Population: 6,430		
	JoCo	Total BCBSKC
Asthma/COPD prevalence rate:	7.69%	4.60%
Asthma/COPD participation rate*:	86.23%	88.26%
Asthma/COPD opt-out rate*:	13.77%	11.74%
Diabetes prevalence rate:	5.29%	3.60%
HF prevalence rate:	0.46%	0.43%
Diabetes/HF participation rate:	95.80%	96.88%
Diabetes/HF opt-out rate	4.20%	3.12%
*Respiratory Program targets top 40% risk - participation is based on those eligible in the top 40%.		

BCBKSC ALL

Clinical Process Measures for Diabetes

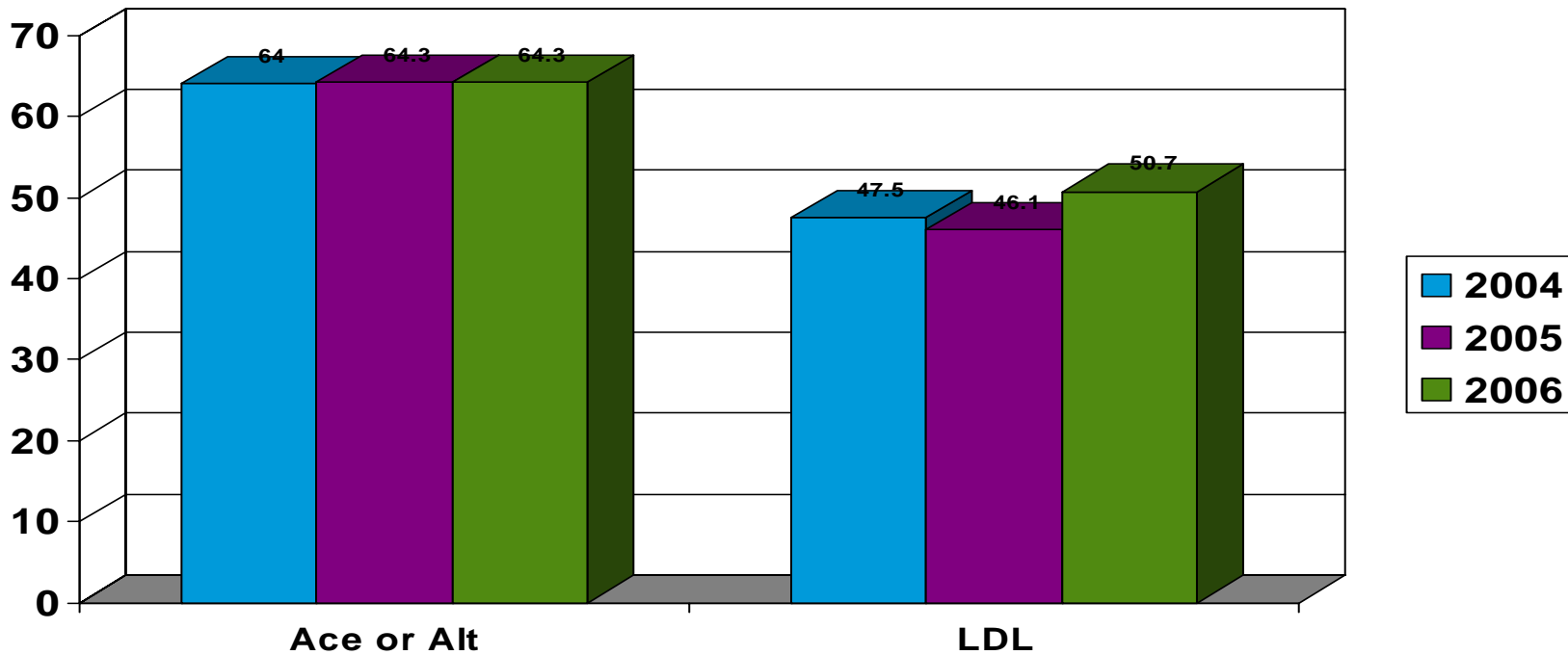


Johnson County Clinical Process Measures for Diabetes



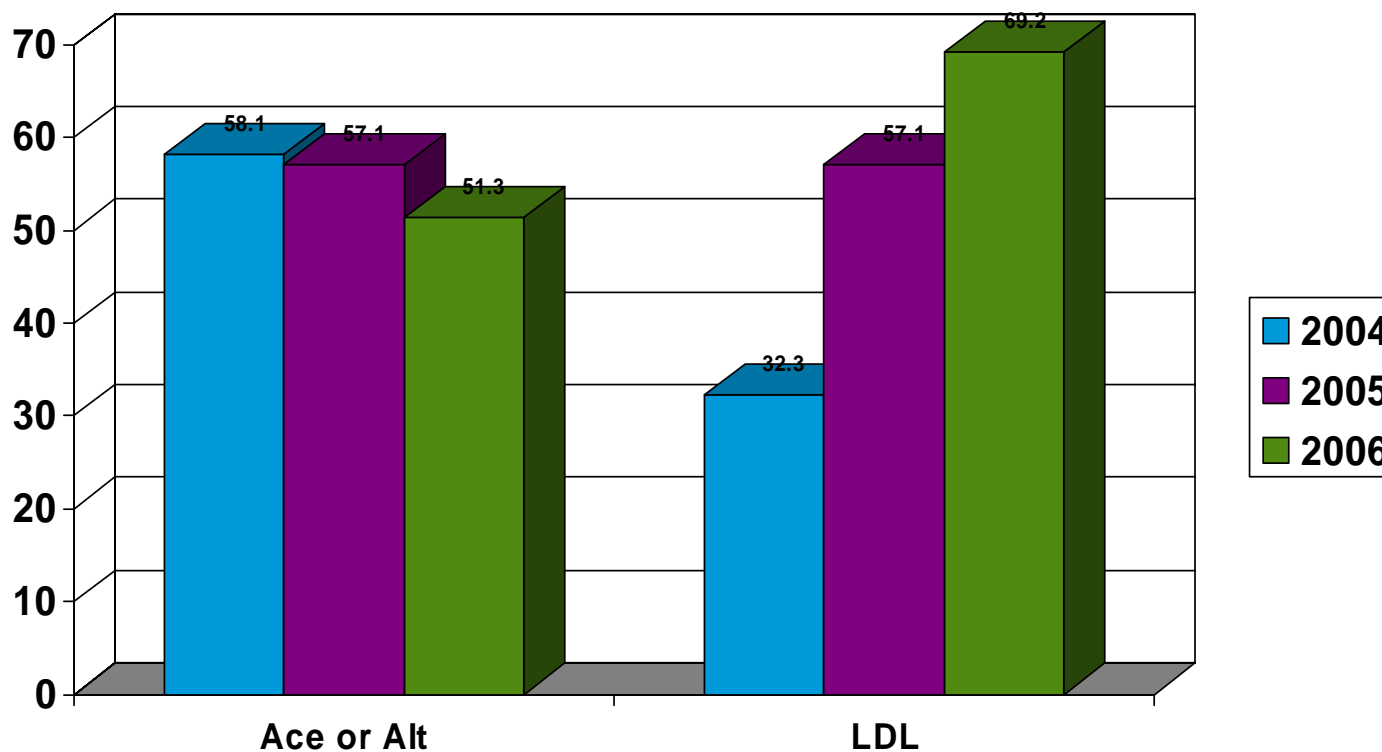
BCBKSC ALL

Clinical Process Measures for Heart Failure



Johnson County

Clinical Process Measures for Heart Failure

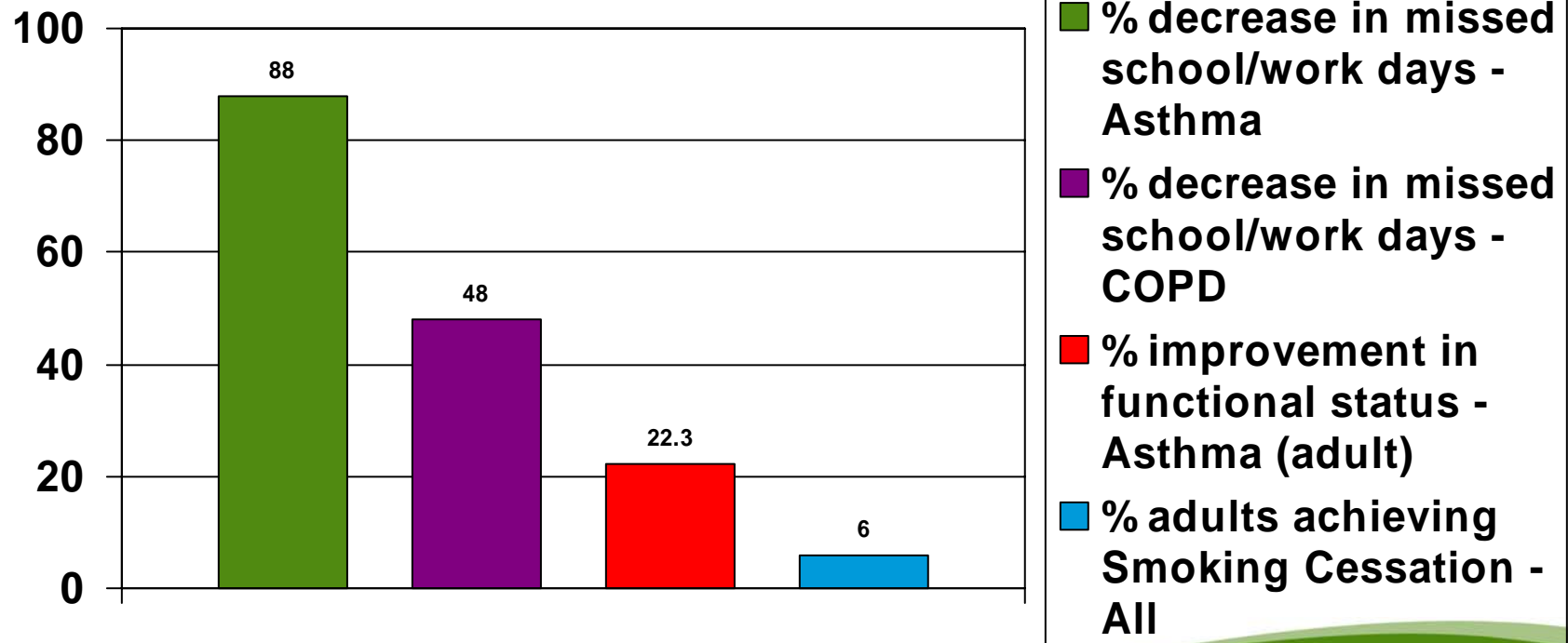


BCBSKC ALL

Outcomes for Respiratory Conditions

Respiratory Measures

Based on Member Assessments Collected 2000 - Q12007

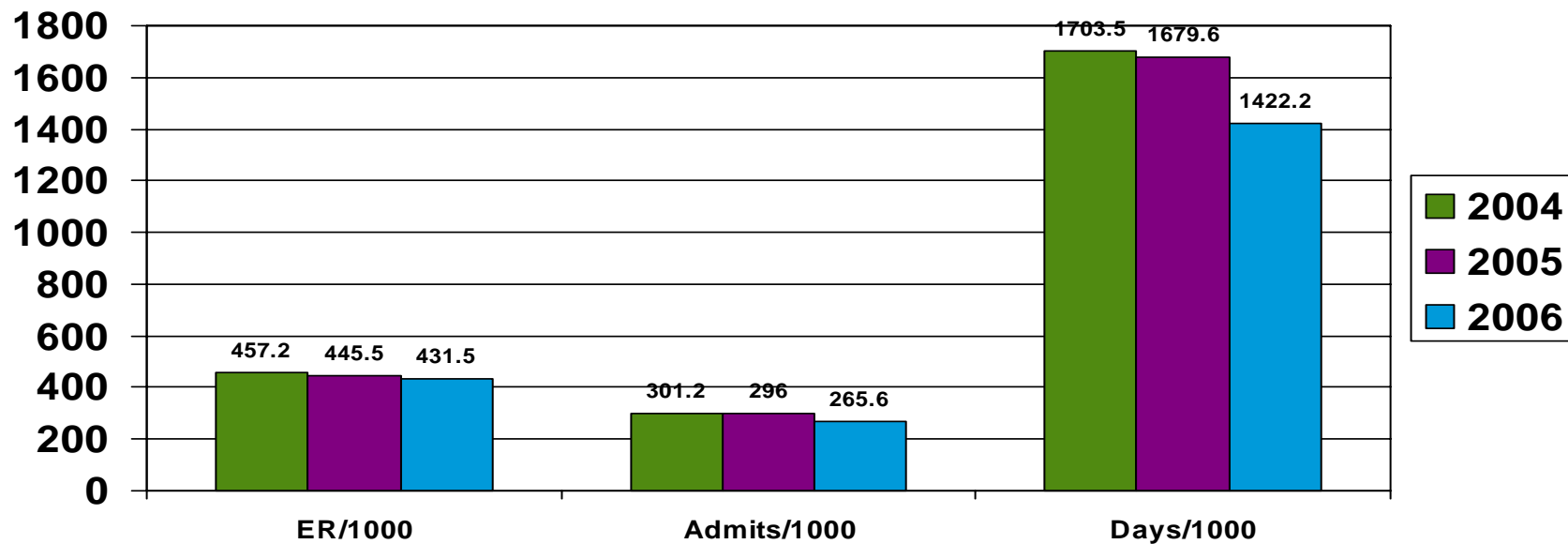


BCBSKC ALL

Diabetes & Heart Failure Utilization

Utilization Trends: All Products

Based on calendar years with 3 months claims runout.

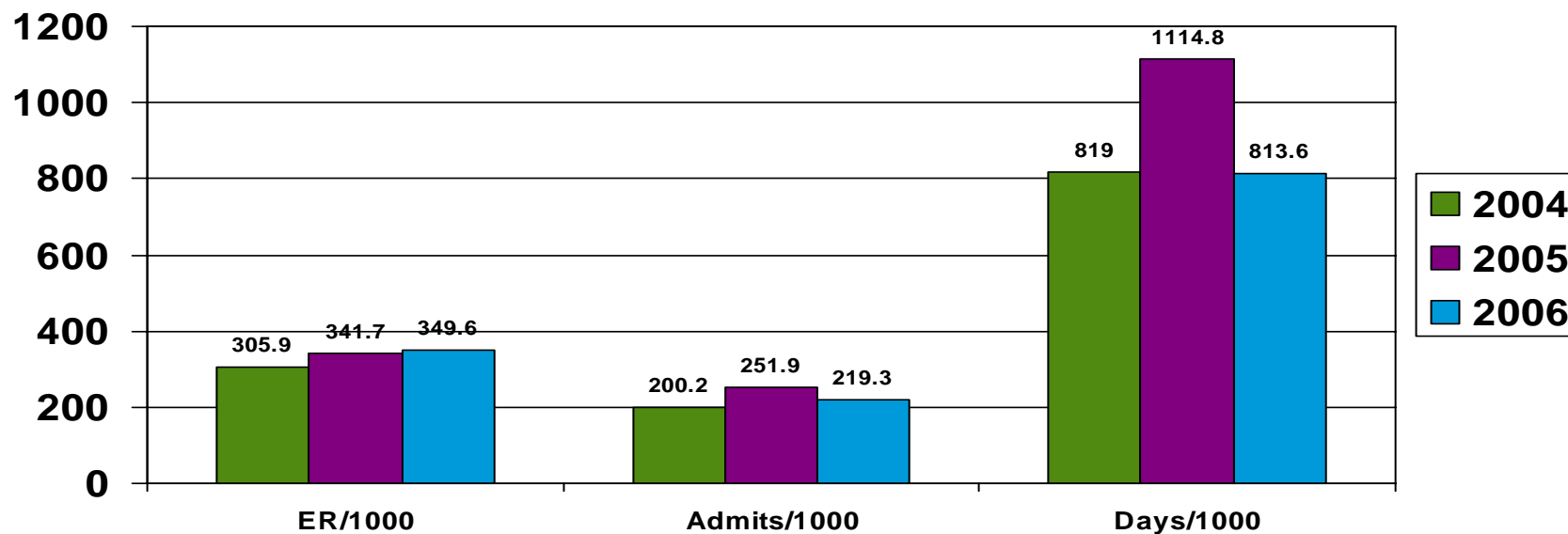


Johnson County

Diabetes & Heart Failure Utilization

Utilization Trends: All Products

Based on calendar years with 3 months claims runout.

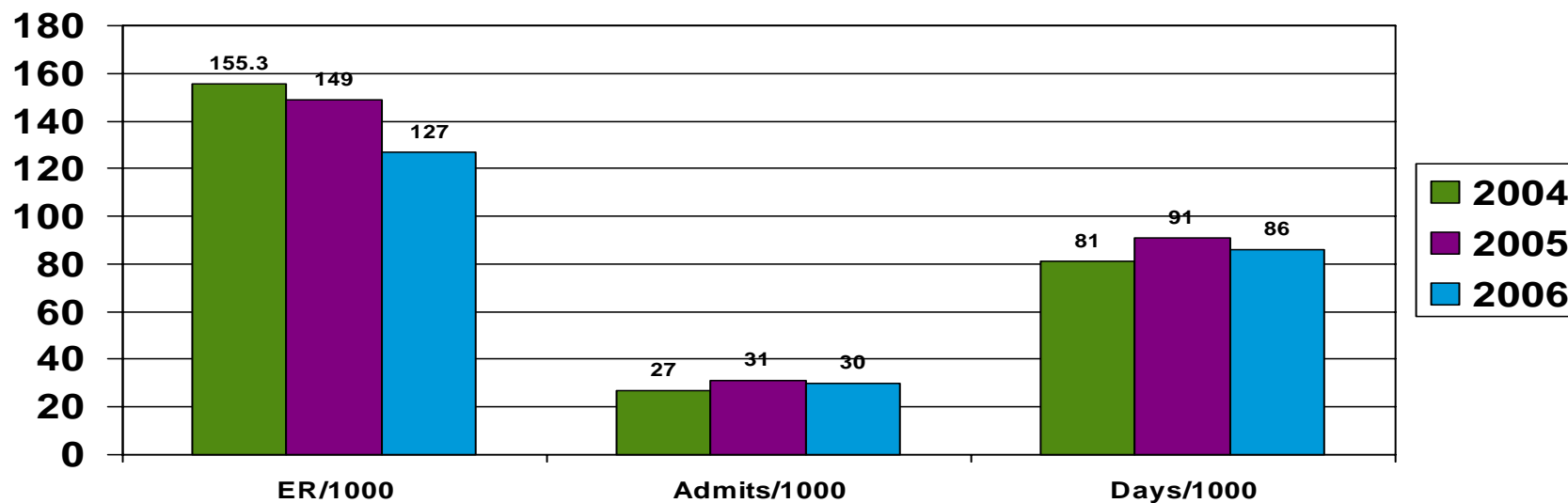


BCBSKC ALL

Utilization Related to Respiratory Conditions

Utilization Trends: All Products

Based on calendar years with 3 months claims runout.

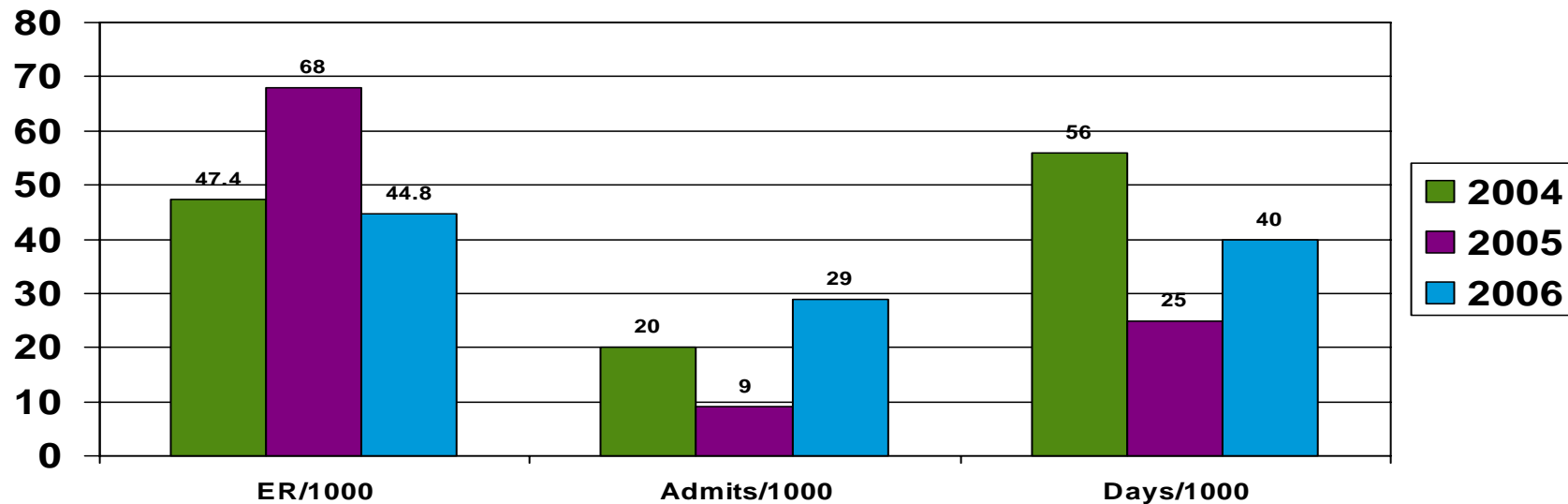


Johnson County

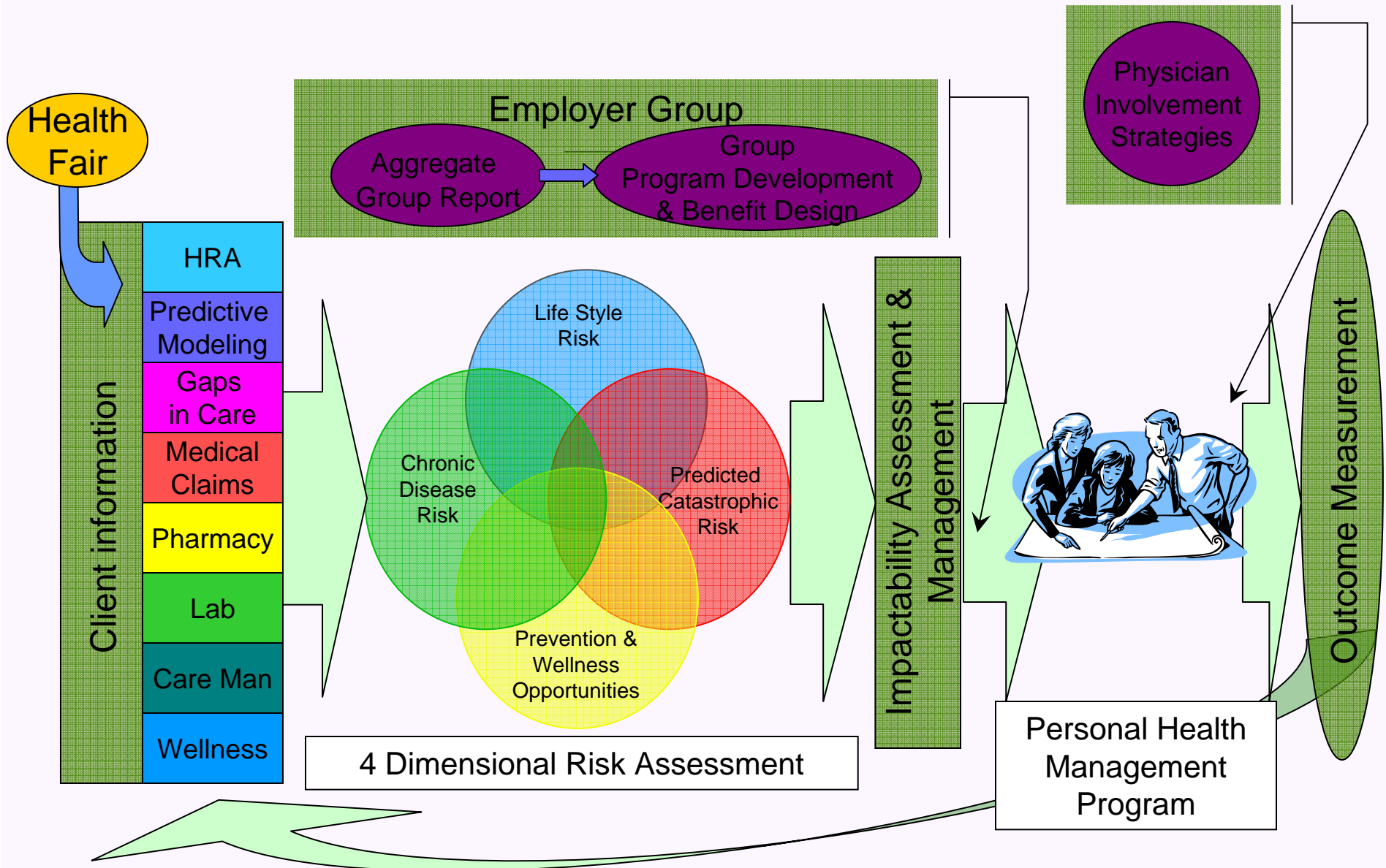
Utilization Related to Respiratory Conditions

Utilization Trends: All Products

Based on calendar years with 3 months claims runout.



Care Management at a Glance



CareConnection



healthy living™
Member Education

healthy companion™
One-on-One Assistance

a healthier you
Group Wellness Program

- Prevention Reminders
- Prevention Education
- Well Aware
- Wellness Education
- Standard of Care Reminders
- Pregnancy Education
- Medication Adherence
- Generic Prescription Education
- Immunization Programs

- Chronic Disease Management
 - Quarterly disease-specific communications
 - Medication Adherence
- Higher-Risk Counseling
- Case Management
 - On-site utilization nurses
- High Risk Pregnancy Intervention
- One-on-one communication with care manager via Care Advance
- New Directions Behavior Health

- On-site Health Screening
- On-site Wellness Programs
 - Weight Loss
 - Smoking Cessation
 - Stress Management
- Aggregate Reporting
- On-line Programs/Coaching
- Telephonic Health Risk Coaching
- Customized Prevention and Education Activities
- AHY Newsletter
- Behavioral Health
 - Behavioral changes to achieve goals

Predictive Modeling / Electronic Data Warehouse / Account Reporting

Online Health Resources – Web Site

Health Risk Appraisal

Healthy Companion...

Coming to a Member Near You

- If you have questions about this data or our Healthy Companion program, please contact your BCBSKC Marketing Representative.



Thank you!