CommUnity Impact Model

missouricare
A WellCare Company

Overview

Four distinct elements

- Web-based platform with automated tools
- Peer engagement for greater activation
- Data-informed community investing
- Rigorous academic evaluation

How It Works

Tracking Social Service Access & Use: WellCare links members and families to social services, tracks each time services are used plus consumer satisfaction

Community Engagement: Using the social service data, WellCare:

- Identifies when services are needed but not available and then mobilizes resources to (re)create the needed service;
- Forms community planning councils to expand innovative community-based programs or introduce new programs;
- Establishes CommUnity Contracts to assess impact and pilot new payment models with community partners.

Evaluation: These activities generate the data on which we evaluate the impact of social services in three ways:

- Improving health outcomes and increasing access to care
- Reducing avoidable costs by removing social barriers
- Evaluating system effectiveness leading to social innovation

National Key Data Points

Launch - 2017

Social Services Catalogued: 146,827

Social Service Referrals:

  56,600 people / 188,286 services

    1. 13.5% – Medication Assistance
    2. 13.0% – Food Pantry / Mission
    3. 11.7% – Medical Transportation
    4. 9.6% – Utility Assistance
    5. 8.2% – Financial Assistance

CommUnity Health Initiatives: 858

Network Gaps Filled: 4,290

    1. 16.8% – Medical Transportation
    2. 10.4% – Utility Assistance
    3. 8.4% – Free / Reduced Dental Care
    4. 7.9% – Financial Assistance
    5. 6.4% – Housing

2018 YTD

Social Services Catalogued: 258,085

Social Service Referrals:

  21,637 people / 71,082 services

    1. 15.6% – Food Pantry / Mission
    2. 12.8% – Medical Transportation
    3. 12.6% – Medication Assistance
    4. 12.0% – General Transportation
    5. 6.5% – Financial Assistance

CommUnity Health Initiatives: 190

Network Gaps Filled: 673

    1. 18.4% – Medical Transportation
    2. 7.9% – Food Pantry
    3. 7.7% – Financial Assistance3
    4. 7.3% – Utility Assistance
    5. 5.7% – Housing Assistance

Data as of 7/10/18

Missouri Key Data Points

Launch - 2017

Social Services Catalogued: 10,609

Social Service Referrals:
 1,787 people / 6,287 services
 1. 24.5% – Utility Assistance
 2. 19.0% – Food Pantry / Mission
 3. 10.3% – Rent Assistance
 4. 7.6% – Housing Assistance
 5. 5.4% – Financial Assistance

CommUnity Health Initiatives: 56

Network Gaps Filled: 146
 1. 18.5% – Utility Assistance
 2. 6.8% – Mental Health – Children
 3. 6.2% – Rent Assistance
 4. 6.2% – Financial Assistance
 5. 6.2% – Community–Based Prenatal Program

2018 YTD

Social Services Catalogued: 8,867

Social Service Referrals:
 1,110 people / 5,901 services
 1. 62.5% – Food Pantry
 2. 7.3% – Human Support Service
 3. 7.2% – Utility Assistance
 4. 3.7% – Education Assistance
 5. 3.6% – Rent Assistance

CommUnity Health Initiatives: 9

Network Gaps Filled: 13
 1. 23.1% – Food Pantry
 2. 15.4% – Employment Assistance
 3. 15.4% – Free/Reduced Equipment
 4. 15.4% – Thrift Store
 5. 7.7% – Condition Specific Support

Data as of 7/10/18

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Overview

Outcomes

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Improve Access & Outcomes

Members with a social barrier removed are:

- 1.67x more likely to have a better Adult Body Mass Index score
- 1.39x more likely to have a better medication assessment score
- 1.47x more likely to have a better Colorectal Cancer screen
- 3.79x more likely to schedule and go to their Annual PCP visit

Reduce Cost

Removing a social barrier led to an aggregated savings from reduced:

- Inpatient Spending (53%)
- Emergency Room Use (17%)
- Emergency Department Spending (26%)

CommUnity Innovation

The healthcare savings from removing social barriers is re-invested back into the community through 800+ investments designed to increase data sharing capabilities or sustain critical social services.

CommUnity Liaison Program

Team of peer-support coordinators hired through workforce innovation programs to find and catalogue community-based programs and services:

- Team represents many diverse cultures including individuals with disabilities, seniors, caregivers, students, veterans, military families and so on

- Less than $500 a year per person for any special accommodations

- More than 75% of CommUnity Liaisons transitioned to full-time employment

- First-hand experience in navigating social services and/or have "lived" experience

CommUnity Assistance Line:

- Launched in September 2014

- Respond to 4,739 calls per month in the first half of 2018

- Referred 14,221 people to 33,480 services in the first half of 2018

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