



Presentation to the Health Policy Oversight Committee

- Lauralie Rubel
- President, WellCare of Iowa
- November 3, 2015



WellCare of Iowa Leadership Team



Lauralie Rubel, State President

Dr. James Howatt, Medical Director

Julie Smith, Senior Director,
Government Affairs

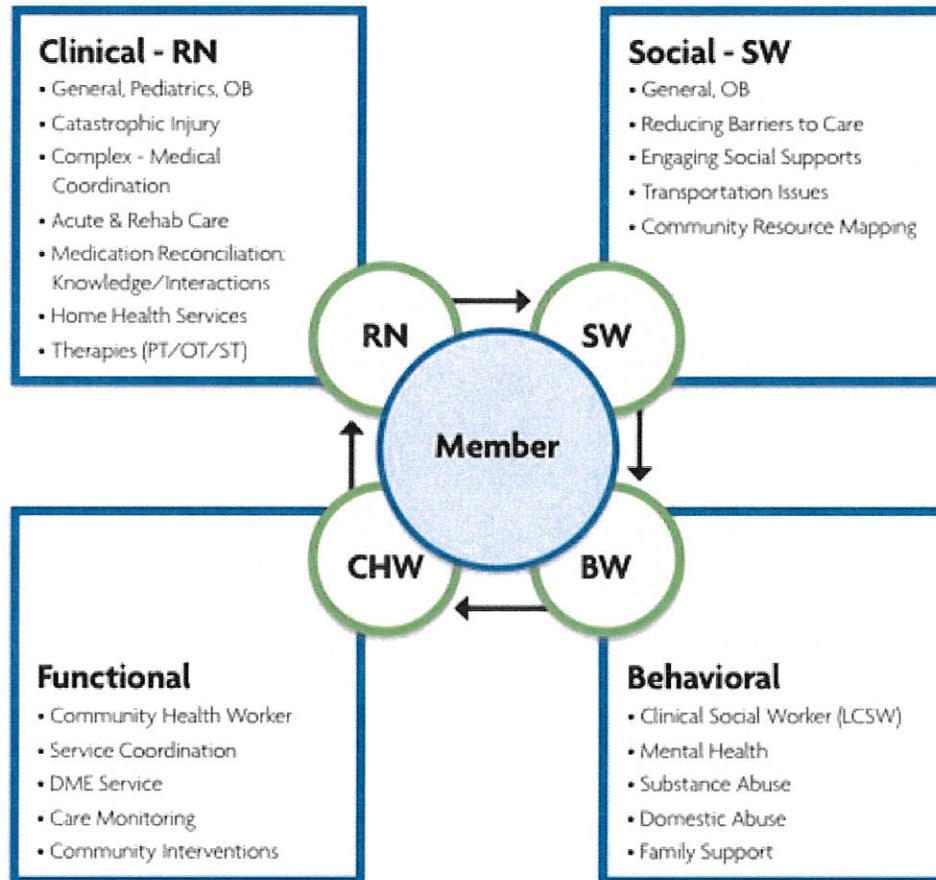
Tracy Smith, Senior Director, Provider
Relations

Laura Betten, Director, Quality
Improvement

Renee Schulte, Director, Clinical
Behavioral Health

By Jan. 1, 2016, more than **450 direct and indirect jobs** will be filled to coordinate care for WellCare members in Iowa.

WellCare's Integrated Care Model



Integrated Care Management and Coordination of Care can:

- Enhance quality of life for members and family caregivers
- Provide value to state customers and members
- Significantly decrease inpatient readmissions
- Reduce over-utilization across multiple segments
- Reduce non-emergency ground transportation costs
- Reduce inpatient bed days

CommUnity Commitment Advocacy and Community-Based Programs

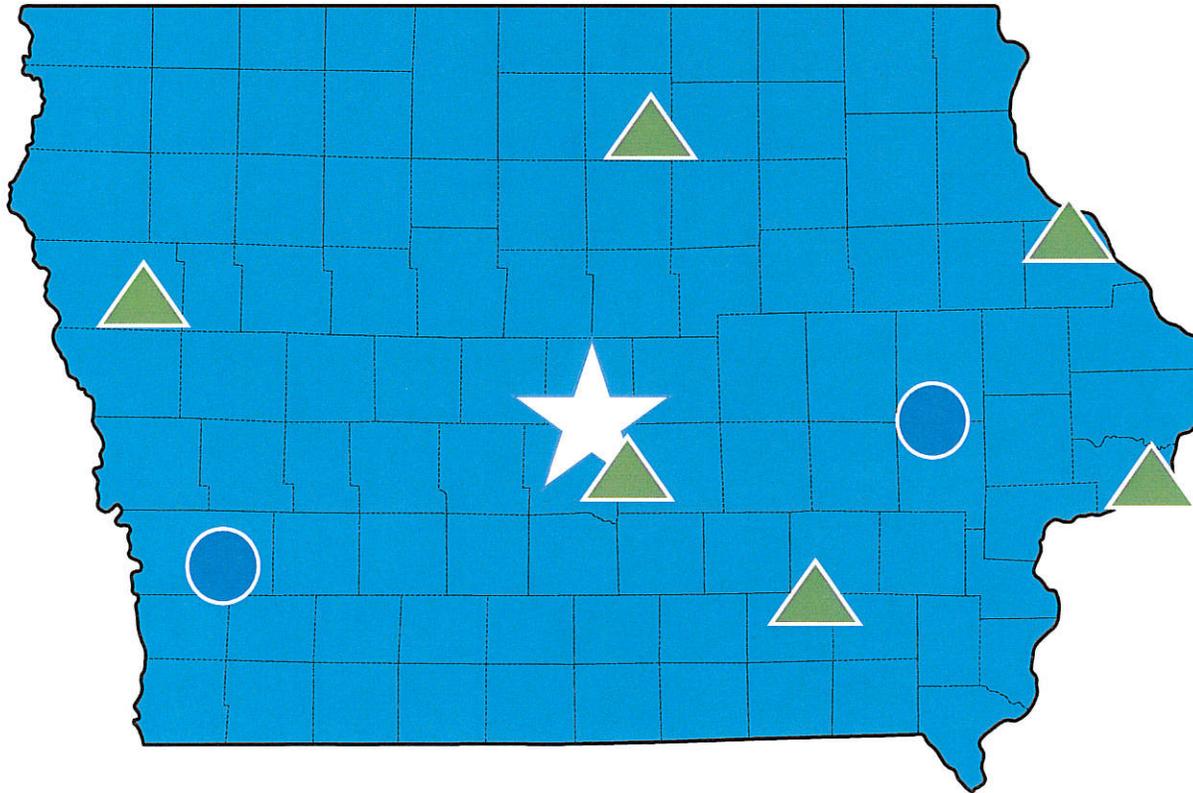


Much of what affects health occurs outside of the doctor's office. These efforts are specifically designed to connect our members to community resources and to help them navigate the local social support network to receive the care and services they need, including food banks or meal delivery; housing, legal and financial assistance; transportation; child care; and employment services.

- **CommUnity Activities:** Community-based health and wellness events leveraging existing programs
- **HealthConnections Councils:** Community planning councils focused on quantifying the breadth and scope of the available social safety net and identifying creative and innovative ways to sustain the network together with other community and civic leaders
- **Social Service Utilization Support:** Facilitating member connections to social services and bridging gaps in available community-based programs and services
- **CommUnity Health Investment Program:** Strategic philanthropic granting program to support community-based innovation and to pilot potential social service payment models



Iowa Footprint



Locations	
	Headquarters
	Welcome Rooms
	Regional Offices

- West Des Moines Headquarters – Ease of Access
- Two Regional Offices – Council Bluffs and Cedar Rapids, also include Welcome Rooms
- “Welcome Rooms” – Des Moines, Sioux City, Mason City, Dubuque, Davenport and Ottumwa

Statewide Stakeholder Engagement



WellCare's Welcome Rooms are neighborhood health care information and education centers that are open to the public and staffed by WellCare associates who can answer questions about Medicaid.

- **Welcome Rooms** to serve as outreach centers and walk-in member service hubs.
- **Members and families** can meet **face-to-face with** a member service **representative** at a local Welcome Room to get personalized attention to their needs.
- Offer access to **computers, internet access and activities** geared toward our members and the community we serve.
- **Host events** such as children's reading and literacy support classes, nutrition education classes, special needs resource navigation, and a variety of other activities and events for the community each month, becoming an important community resource.



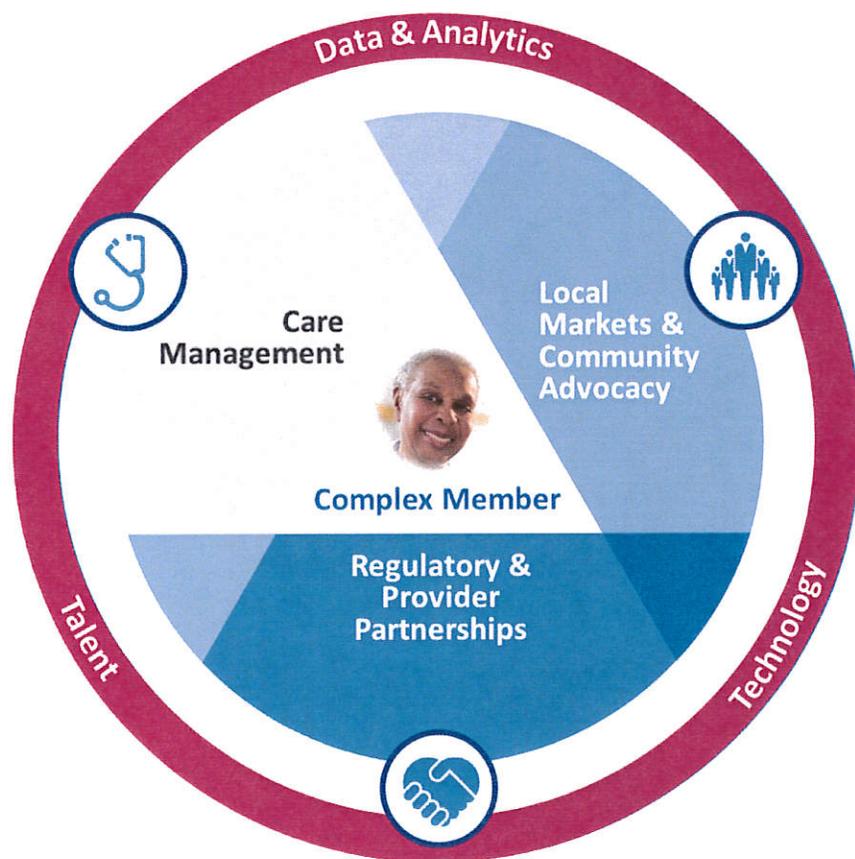
Commitment to Continual Improvement

- Disability Community Listening Tour
 - **Timing:** Planned for the end of November/beginning of December
 - **Purpose:** Interacting with disability stakeholders around the state
- Additional Provider Summits
- Quarterly individual plan meetings between plan leadership and key advocacy organizations



RAISING
the Bar

Partnership



**POSITIVE
HEALTH
OUTCOMES**

**COST
CONTROL**

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