



# *ITC's Outreach and Initiatives*

*Health Policy Oversight Committee*

*December 21, 2020*

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# Member Initiatives



Since July 2019, **4200+** members have been enrolled in ITC's SmartStart for Baby<sup>®</sup> - our program promoting education and communication between pregnant members and our case managers to ensure a healthy pregnancy and first year of life for their babies.

- ITC case managers reach out to all high- and medium-risk members
- Outreach weekly, twice a month or monthly depending on their needs



Our MemberConnections<sup>®</sup> community staff provide high touch interaction with our members, building strong relationships and trust. Hired from the communities they serve.

Since June, ITC has engaged **more than 150,000** member household through our texting program.

Notifications include:

- Reminders to schedule annual check up with their doctor
- Share resources such as 24/7 nurse line and urgent care (UC) centers in their area
- Encourage members to follow-up with their primary care provider for an annual preventive screening or follow up after an emergency room (ER) visit



# Member Initiatives



Starting in July, members offered 24/7 access to video appointments with a health care provider for general medicine (GM) and behavioral health (BH), including medical advice and referrals. *(Data from Jul – Nov 2020)*

- **1,249 GM appts | 585 appts for BH completed | 32% appts avoided ER or UC visits**
- **83% GM appts available within 30 minutes**
- **90% BH appts available within 5 business days**



ITC's My Health Pays<sup>®</sup> program encourages members to engage in healthy behaviors. Rewards can be used for approved expenses, including those attributing to social determinants of health (SDoH). Since July 2019, **140,000+** ITC members rewarded. Behaviors rewarded include:

- Annual Child Well Care Visit
- Adult Well Care Visit
- Flu Vaccine
- Notification of Pregnancy
- Controlling Blood Pressure
- Completing Health Risk Screening (HRS)



Since June 2020, to better address SDoH, ITC has begun outreach to members with unfavorable response to the HRS survey over past few months. ITC creates action plans for identified members to help them address their needs. To date, ITC outreached to **more than 1200** members and connected **400+** members to community resources and services.

# ITC In the Community

Connecting with communities in which members live



IN THE COMMUNITY

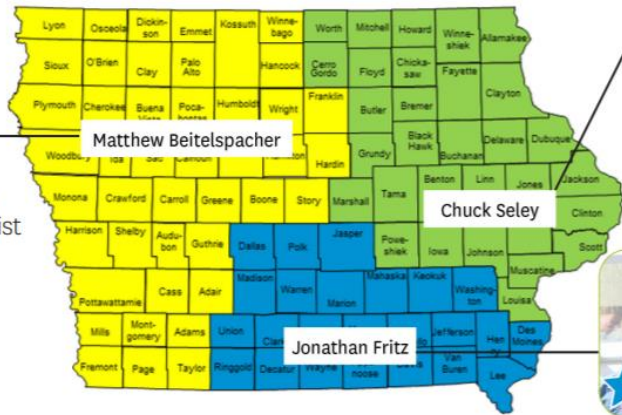
Transforming the health of the community, one person at a time

December 2020 Edition

## Community Relations Territory Regions



**Matthew Beitelspacher**  
Community Relations Specialist  
515-204-9481  
[matthew.j.beitelspacher@iowatotalcare.com](mailto:matthew.j.beitelspacher@iowatotalcare.com)



**Chuck Seley**  
Community Relations  
515-657-1622  
[charles.seley@iowatotalcare.com](mailto:charles.seley@iowatotalcare.com)



**Jonathan Fritz**  
Community Relations  
515-330-8292  
[jonathan.fritz@iowatotalcare.com](mailto:jonathan.fritz@iowatotalcare.com)



**Nancy Thompson**  
Director, Marketing & Communications  
[nancy.h.thompson@iowatotalcare.com](mailto:nancy.h.thompson@iowatotalcare.com)



**Peggy Mongar**  
Manager, Community Relations & Outreach  
515-447-6147  
[peggy.mongar@iowatotalcare.com](mailto:peggy.mongar@iowatotalcare.com)



**Carolina Cañas**  
Community Relations Representative & Latin  
515-204-9481  
[carolina.canas@iowatotalcare.com](mailto:carolina.canas@iowatotalcare.com)

Welcome to Iowa Total Care's (ITC) "In the Community" monthly newsletter!

At Iowa Total Care, our mission is transforming the health of our community one person at a time.

Our Community Relations Coordinators help connect members to important educational resources. And we are here to support the important and valuable work of Iowa's community-based organizations.

Please share Iowa Total Care's newsletter with your community partners and connect with us!

 [Sign up for the newsletter!](#)

### Save Lives. Donate COVID-19 Plasma.

Calling all COVID-19 survivors! You can save lives by donating your COVID-19 plasma.

People who have recovered or tested positive for COVID-19 antibodies may qualify to help others fight the virus. To learn more, visit [The Fight is in Us](#) or [LifeServe Blood Center](#) websites.





# Additional Resources

**iowa total care** ITC's Impact in Iowa October 2020

At Iowa Total Care (ITC) we are dedicated to transforming the health of our community, one person at a time.

### Improving Member Outcomes

**Hospital Readmission Rates**

**10.7%**

30-day Hospital Readmission Rates

15.6% U.S. Average

**Emergency Department Rates**

**321**

Emergency Department Rates (per 1,000)

432 Rate for Iowa

429 Rate for U.S.

**Underweight Births**

**16%**

Reduction in Underweight Newborns (August 2019–July 2020)

**Childhood Immunizations**

ITC = 37.49% have all 10 recommended immunizations\*

U.S. Average = 35.22% have all 10 recommended immunizations\*

\*Recommended immunizations for children by age 2

**Connecting with Members**

Sent text alerts to **100K+ member households**

Better engaging members in their health since June 2020

### Partnering with Providers

**Our Provider Network**

**44,000+** provider locations

### Pay For Performance/Value Programs

Rewarding providers for improving quality care

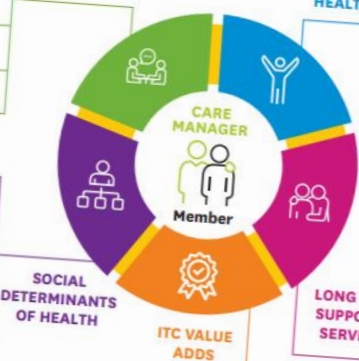
- 20,000+** providers in our P4P programs
- 400+** providers in ITC's Provider Notification of Pregnancy Incentive Program in FY2020

### Collaborations/Support

- Donated more than 200,000 face masks to providers
- Support provider/association meetings (mthly, qtrly, annually); e.g.:
  - Attend 15+ association monthly meetings
  - ITC leadership and staff present at provider meetings/events (e.g. Iowa Pharmacy Association's Annual Mtg September)
  - Sponsored 2020 IACP Conference and the CHC of Southern Iowa Drive-Thru Patient Appreciation Day

**iowa total care** ITC: Making a Difference October 2020

Helping improve the outcomes of our members through coordinated care and services



**BEHAVIORAL HEALTHCARE**

- Free online access to myStrength.com
- Mental Illness
- Emotional Disorder
- Substance Use Disorder
- Free Video Chats with a Doctor available 24/7

**PHYSICAL HEALTHCARE**

- Disease Management
- Care Transitions
- Vision
- Annual Preventive Care Check-Ups
- Free Video Chats with a Doctor available 24/7

**SOCIAL DETERMINANTS OF HEALTH**

- MemberConnections® Community Health Worker Program
- Employment Support
- Housing Specialists
- Transportation
- Food Access and Nutritional Support

**LONG TERM SUPPORT & SERVICES**

- Community Based Case Management
- Person Centered Planning
- Member Advocacy
- Provider and Community Collaboration
- Holistic Care

**ITC VALUE ADDS**

- Earn dollar rewards on your My Health Pays® Card
- Free access to 24/7 nurse line
- Start Smart for Your Baby® program
- Free cell phone program
- Free text notifications and reminders

**ITC Membership: 270,000+**

**800+** Iowa-based employees

500 of which are in care management

**370,460** member rides to medical appointments (FY2020)

**3,306** Start Smart for Your Baby® members (FY2020)

Nearly **1 million** meals to members (FY2020)

[IowaTotalCare.com](http://IowaTotalCare.com)



Thank You!