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covered lives –
80% are Medicaid
Beneficiaries!

INNOVATIONS IN MEDICAID MANAGED CARE

“INNOVATIONS IN MEDICAID Managed Care,” a publication of the American Association of Health Plans (AAHP), profiles Medicaid plans that have designed innovative programs that improve the health and well-being of Medicaid beneficiaries. These creative programs increase access to Medicaid providers and empower Medicaid beneficiaries to take charge of their health. Many NAUHMO plans are profiled in this report.

The Wellness Plan

The Wellness Plan has coordinated Medical and Mental Health Services. The behavioral health coordination program, implemented in 2001, involves collaboration between the health Plan, the Michigan Department of Community Health, and forty-nine community mental health programs. The Plan’s Utilization Management nurses work with the patient’s primary care physician and mental health care providers to ensure coordination and continuity of care.

UHP Healthcare

In 1997 UHP Healthcare, of Inglewood, California, established a multi-prong diabetes disease management program for Medicaid, Medicare, and commercial members. The program’s multi-prong approach includes: establishment of practice guidelines, on-site physician education, physician incentive program, and member education. Based on the UHP treatment guidelines, periodic hemoglobin A1C (HgBA1C) testing, physicians can provide treatments to prevent kidney and eye damage. After the program’s first year, 62% of the Plan’s diabetic patients received the recommended test and this increased to 73% in 2000.

LA Care Health Plan

Approximately half of LA Care Health Plan’s membership speak a language other than English. Nearly 70% of the Plan’s member-

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NAUHMO Salutes CBC Healthcare Heroes

IN APRIL OF 2002 the Congressional Black Caucus Health Braintrust honored five health care advocates for their role in improving the health care landscape for all Americans, and with particular focus on minorities, during the course of their careers. NAUHMO salutes all of the awardees, particularly one of the principals of the Summit Health Institute for Research and Education, Inc. (SHIRE) with whom NAUHMO principals have partnered on various initiatives. Ruth Perot, co-founder and Executive Director of SHIRE, is one of the five Healthcare Heroes saluted during the April event. SHIRE serves as a resource for the achievement of health parity and optimal health for all Americans, with emphasis on communities of color.

The advocates honored by the CBC Health

Braintrust in April include:

- **Dr. Karen Scott Collins**, Vice President of the Commonwealth Fund and Program Director of Quality Care for Underserved Populations – for her service in the development of many programs focused on the improvement of minority, women’s and children’s health.
- **Dr. Jeffrey Koplan**, Past Director (1998 – 2002) of the Centers for Disease Control and Administrator of the Agency for Toxic Substances and Disease Registry – for his support in the development of guidelines for Healthy People 2010 and for elimination of health disparities.
- **Dr. Brian Smedley**, Senior Program Officer for the Institute of Medicine

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ship is either Latino or African-American. LA Care created a Department of Cultural and Linguistic Services, which provides ongoing education on culturally competent care. The Department addresses cultural and linguistic issues to help patients bridge the barriers to accessible care. It also engages community resources to help victims of domestic violence.

Horizon/Mercy

Horizon/Mercy in New Jersey has several creative programs including Care Coordination Unit (CCU), and CHAMPS.

- **CCU** was established in 2000 to coordinate health care, social services and mental health services for Medicaid members enrolled with Horizon/Mercy. These enrollees have been identified as having special needs. The program was coordinated for more than 650 Medicaid members who have complex and chronic medical conditions that require specialized health care services. This care coordination program includes the CCU team development of individualized treatment plans for physical, mental and substance abuse, and developmental disabilities.
- **CHAMPS** is a pediatric preventive health care program that seeks to develop collaborative relationships between the health plan's pediatric providers and parents of children with Medicaid coverage. The focus is on family education on the importance of timely immunizations. CHAMPS has approximately 2,450 enrolled Medicaid members and boasts an 11% increase in immunization rates of Medicaid members. 🏠

To learn about more Innovative Medicaid Managed Care Programs, or to order the publication, "Innovations in Medicaid Managed Care," check out the online store at www.aahp.org

Announcements

- 1) **New Plan Member** - NAUHMO welcomes Karin Ajmani, CEO, of New York-based **Care Plus HMO** into the fold. CarePlus has a total enrollment of more than 60,000, over half of which are Medicaid beneficiaries. NAUHMO congratulates Care Plus, the winner of the 2002 Ellis J. Bonner Community Leadership Award competition of the American Association of Health Plans (AAHP). Care Plus exemplifies the NAUHMO tradition of commitment to community service and leadership.
- 2) **New Associate Members** - NAUHMO welcomes new Associate Members, **Pfizer and Merck**.
- 3) **NAUHMO Dr. Clyde Oden Educational Roundtable Presents** - 1st Roundtable, Thursday, September 12, 2002, 7:30-9:00am at the Renaissance Hotel in Washington, D.C. Session topic, "State Supervision and Rehabilitation: What Are the Warning Signs and What Can You Do To Prevent It?"
- 4) **NAUHMO Policy Paper Update** - In April, 2002, NAUHMO published its fourth policy paper, "EPSDT Issues in Medicaid Managed Care; Policy Recommendations for an Enhanced Public/Private Partnership," which was presented during the association's quarterly dialogue with the Center for Medicare and Medicaid Services (CMS), the Department of Health and Human Services (HHS). For copies of this and other NAUHMO policy papers, please contact the Executive Director via fax 202.861.1477 or e-mail your request to nauhmo@yahoo.com.

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(IOM), National Academy of Sciences, Division of Health Sciences Policy – for his service as Study Director for IOM study, "Understanding and Eliminating Racial and Ethnic Disparities in Health Care."

- **Ms. Valerie Rochester**, Senior Associate, Hinton Hoytt, LLC, Management and Communications Group – for her service on a host of minority health issues and as CBC Health Braintrust advisory committee member.

NAUHMO salutes these healthcare heroes, and the continued leadership of the Congressional Black Caucus and the Health Braintrust, in their efforts towards eliminating racial and ethnic health disparities. The CBC Health

Braintrust, and other Braintrusts of the Congressional Black Caucus, will host forums during the 32nd Annual Legislative Weekend in Washington, D.C. September 11th – 14th, which coincides with the NAUHMO Board meeting, Educational Roundtable and the AAHP Medicaid conference. 🏠



Ruth Perot (on the left) co-founder and Exec. Director of SHIRE and Donna Christian-Christensen CBC Health Braintrust Chairperson and Congresswoman

PROFILE

FirstGuard Health Plan

FIRSTGUARD HEALTH PLAN Inc. is a wholly-owned for profit subsidiary of Model Cities Health Corporation of Kansas City. FirstGuard was formed in 1995 by Model Cities Health Corporation in response to the privatization of health coverage for the Missouri Medicaid population. FirstGuard became operational in 1997 with approximately 20,000 Medicaid enrollees under the Missouri MC+ program. FirstGuard introduced a commercial group medical product marketed to employer groups in 1998.

In April 1999, FirstGuard Health Plan Kansas Inc. acquired the assets of Horizon Health Plan in Topeka, Kansas. This acquisition doubled FirstGuard's membership and provided FirstGuard with the opportunity to be an insurer for Kansas Medicaid recipients and uninsured children. Since that time, FirstGuard has continued to increase commercial business enrollment and has maintained steady membership growth in both the Missouri MC+ program and the Kansas Healthwave program. First-Guard's total current membership exceeds 135,000 with over \$225 million in annual revenue. First-

Guard Health Plan has been recognized as a Greater Kansas City Top 10 Small Business for 2000 and 2001. The Health Plan was the small employer winner of the first ever Kansas City Business Ethics Award in September 2001. FirstGuard's steady growth and expansion of their employee base resulted in the company relocating their corporate offices to a new facility on March 2002. FirstGuard currently employs over 100 full time employees.


FirstGuard prides itself in being an active partner in the community through many outreach and community based activities. The Health Plan commissions the services of a story teller to visit schools in the Kansas City, Missouri School District, sponsors a number of health fairs throughout the year and participates in back to school activities in August and early September. FirstGuard has been a corporate sponsor of "Treat Town" for the past five years. Treat Town is a project led by Swope Parkway Health Center that offers over 2000 children in Kansas City's urban core a safe Halloween environment.

Recent Events

NAUHMO hosted a reception during its Annual General Membership and Board meeting in San Diego, California. Among those honored during the June event were the 2002 graduates and entering fellows of the AAHP Minority Management Development Program (MMDP). Chair Emeritus of the NAUHMO Board of Directors, Dr. Clyde Oden, was also honored. It was announced that the NAUHMO Educational Roundtable Program would be named in his honor.

The reception, held at "The Juke Joint" in San Diego's historic gaslamp district was thoroughly enjoyed by all

and was made possible through sponsorship by Marsh Health Spectrum. Marsh Health Spectrum is a global network of solution-driven risk advisors devoted exclusively to serving the healthcare industry. Marsh provides insurance, reinsurance and self-insurance products for over 2,000 healthcare clients (including managed care organizations, physician practice groups, and integrated delivery systems).

To learn more about Marsh Health Spectrum please contact DeEtte Montgomery at (213) 346-5745 or Mark Mathias at (213) 346-5083 or visit the website at www.marsh.com. 

CONTEST

Rename the NAUHMO newsletter?

If yours is picked there will be a surprise in the mail!
(Suggestions must be received no later than October 30, 2002)

NAUHMO members e-mail your suggestions to nauhmo@yahoo.com.



Joy Wheeler is the President of FirstGuard Health Plan. Joy is a member of the Board of Directors for the Prime Health Foundation, a member of the Kansas University School of Business Board of Directors, a Greater Kansas City Chamber of Commerce Board Member and a Rotarian. She currently serves as co-chairperson for the Greater Kansas City Chamber of Commerce Small Business of the Year Celebration. 

Just the facts.

Signs of the Times for Medicaid Managed Care*

Change Happens – They Keep Moving the Cheese

Anticipate Change – Get Ready for the Cheese to Move

Monitor Change – Smell The Cheese Often So You Know When It Is Getting Old

Adapt to Change Quickly – The Quicker You Let Go Of Old Cheese, The Sooner You Can Enjoy New Cheese

Change – Move with the Cheese

Enjoy Change! – Savor the Adventure and the Taste of New Cheese!

Be Ready to Quickly Change Again and Again – They Keep Moving the Cheese

* Taken from the national bestseller, "Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work & In Your Life" © 1998 Spencer Johnson, M.D.



Cheryl A. Townsel
Executive Director
of NAUHMO

Message from the Executive Director

GREETINGS NAUHMO MEMBERS and friends. It is with great pleasure and honor that I announce the newly installed Board of Directors elected during the annual June meeting. (Board Officers will be elected during the September 2002 Board Meeting.)

- **Daniel Hilferty**, President/CEO, AmeriHealth Mercy Health Plan (Philadelphia, PA)
- **Hanita Schreiber**, VP of Medicaid Business Development, United Healthcare (representing United Healthcare of North Carolina)
- **David Heitman**, Executive Director, CarePartners (St. Louis, MO)
- **Sylvia Kelly**, Chief Executive Officer, Community Health Network of Connecticut, Inc. (Meriden, CT)
- **Thomas Johnson**, Director of Government Relations and Planning, D.C. Chartered Health Plan (Washington, D.C.)
- **Dr. Margaret A. Gray**, President/CEO, Family Health Care Plus (Pearl, MS)
- **Bob Finuf**, Executive Director/COO, Family Health Partners (Kansas City, MO)
- **Joy Wheeler**, President, FirstGuard Health Plan (Kansas City, MO)
- **Michael Blackwood**, Chief Executive Officer, Gateway Health Plan (Pittsburgh, PA)
- **Dr. Velvet Miller**, President/CEO, Horizon-Mercy Health Plan (Trenton, NJ)
- **Nancy Sirolli-Hardy**, Senior VP, Government Affairs, Keystone Mercy HealthPlan (AmeriHealth) (Philadelphia, PA)
- **Howard A. Kahn**, Chief Executive Officer, L.A. Care Health Plan (Los Angeles, CA)
- **Dr. Mark Saffer**, President/CEO, Midwest Health Plan (West Bloomfield, MI)
- **Joyce H. Schifano**, President, Passport Health Plan (AmeriHealth) (Louisville, KY)
- **J. Michael Jernigan**, President/CEO, Select Health of South Carolina (Charleston, SC)
- **Isadore J. King**, President/CEO, The Wellness Plan (Detroit, MI)
- **Jennifer Spalding**, President, UHP Health Care (Inglewood, CA)

On the anniversary of last year's national tragedy, the NAUHMO family extends its prayers and deepest sympathies to those touched by the events of that sad day. It is our sincere hope that as a family and a nation we may continue to strive for a global society free from hatred, violence and all forms of oppression. NAUHMO will continue to move forward in its service of the vulnerable with this goal in mind. 🏠

Mission/Vision

NAUHMO is dedicated to being a nationally recognized association that is the voice for urban and rural-based health care networks serving vulnerable and underserved communities. NAUHMO's advocacy and educational efforts are to be supported by state-of-the-art communications and information systems. Through its efforts, NAUHMO partnership with quality-driven healthcare systems is making a significant contribution to improving the quality of life and health status of vulnerable and underserved populations.

National Association of Urban-Based HMOs is a 501(c)3 association representing urban and rural health plans dedicated to serving the medical, health and social/economic needs of vulnerable and underserved populations. NAUHMO's primary focus is to provide sound research, analysis and forums that support the development of effective policy solutions to best serve Medicaid, Medicare and other vulnerable populations seeking quality health care from managed care organizations.

For more information on NAUHMO and/or to request membership application materials please contact:

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If you would like additional copies of the newsletter and/or would like to submit articles or notices of upcoming events, please contact the NAUHMO office at (800) 200-7418.