

## Highmark Inc. Chronic and High-Cost Condition Management Programs

As a means for improving the health of individuals and controlling costs, Highmark Inc. and its Subsidiaries (collectively “Highmark”) offers a comprehensive and integrated health management program that includes both telephonic and on-line support for individuals with chronic and/or high-cost conditions. Some of the most common conditions targeted in the program are: asthma, chronic obstructive pulmonary disease, congestive heart failure, coronary artery disease, depression and diabetes. The principal components of the program include the following.

- Disease/Condition Management

This program uses sophisticated models to:

1. Identify individuals with chronic illness
2. Stratify and segment high financial risk and high clinical need individuals
3. Reach and engage members using systematic campaigns that include Health Coach call intervention, educational materials and/or targeted mailings, transfer skills, self-reliance skills, self-care skills, lifestyle/prevention skills and decision-making skills
4. Provide support to the physicians caring for these individuals
5. Measure the results to support continuous improvement.

The program addresses the full spectrum of an individual’s health issues rather than focusing on a single condition and places special emphasis on dealing with the co-morbidities that many seriously ill individuals face.

- Intensive Case Management

This program component identifies high risk/high cost individuals and works with them/their families and their physicians to develop a collaborative plan, which focuses on functional and psychosocial issues as well as physical health issues. A specialized team of nurses with extensive clinical experience in Hematology/Oncology, Complex Cardiopulmonary Disease, Neurotrauma and Transplantation are available for both consultation and direct case management.

- Coordination of Care between Medical and Behavioral Health

Recognizing that many individuals with chronic conditions and/or high cost conditions also suffer from a behavioral health condition, all of the Highmark program components proactively screen for evidence of a behavioral health issue, especially depression, and work toward effective coordination of treatment for both their medical and behavioral health issues.

# Health Care Reform: Early Retiree Reinsurance Program

June 2010

- **Treatment Decision Support for Significant Medical Conditions**  
In addition to conducting targeted outreach call campaigns, Health Coaches are available to respond to any individual seeking assistance in making a decision regarding treatment. The program uses videotapes, DVDs and web-based materials in addition to Health Coaches to educate and support individuals who are facing significant medical decisions, especially in instances where there are clinically appropriate treatment options and where national data shows evidence of unwarranted practice variation. Once a decision is made, Health Coaches provide ongoing support as needed through treatment and recovery.
- **24/7 Access to Health Information and Support**  
Individuals can speak directly with a Health Coach; listen to a selection of audiotapes that cover over 500 health topics, or access similar information through Highmark's website.
- **Assistance with Inpatient Discharge Planning**  
Highmark nurses assist both hospital staff and families in identifying post-discharge needs and any barriers to follow-up.
- **Care Transitions**  
This component of the program focuses on transitions in care especially the transition from an institutional setting to home, and assesses individuals for gaps and/or barriers to care in the following areas:
  1. Care coordination including follow-up appointments
  2. Support system
  3. Medication knowledge and adherence
  4. Understanding of condition(s) and discharge instructions
  5. Overall opportunities to promote health and lifestyle improvement
- **Health Promotion**  
Individuals have access to a variety of on-line tools to assist them in assessing their health risks, identifying opportunities to modify risks, and engaging in on-line programs especially those related to weight management, stress management and smoking cessation.

Because Highmark's health management program is comprehensive and integrated, especially in services that are offered to individuals with chronic and/or high cost conditions, Highmark measures outcomes (clinical, financial, and satisfaction) across all program components. The current Highmark disease/condition management program has been in place for eight years and continues to generate incremental year-over-year cost savings. Although the Return on Investment has varied from year to year, the results have consistently been in the 1.5:1 to 3:1 range and have occasionally exceeded 3:1 (i.e., for every dollar spent there is a cost savings of \$1.50 to \$3.00).