



# Committed to Ohio

UnitedHealthcare Community & State Health Plan Profile →

United  
Healthcare





**UnitedHealthcare Community & State** is the business segment of UnitedHealthcare that provides health care coverage for beneficiaries of Medicaid and other government health care programs. These health plans operate locally as UnitedHealthcare Community Plan.



## It's our privilege to work within the Ohio healthcare system and the Ohio Department of Medicaid to help Ohioans live healthier lives.

We are committed to supporting our state partners, members, providers, and the community in:

- Improving wellness and health outcomes
- Emphasizing a personalized care experience
- Supporting providers in better patient care
- Improving care for children and adults with complex needs
- Ensuring program transparency and accountability

We believe that by working together to implement innovative solutions to make our health care system work better for everyone, we can help local communities break the cycle of poverty and improve the health of all.

Thank you,

Michael B. Roaldi  
President and CEO – UnitedHealthcare Community Plan of Ohio

Explore and learn about the contributions we make in our communities.



### Company Overview

[LEARN MORE](#)



### Snapshot

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### Our Key Priorities

[LEARN MORE](#)



### Community Involvement

[LEARN MORE](#)



### Resources

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UnitedHealthcare Community & State is dedicated to providing states with **diversified solutions** to care for the **economically disadvantaged**, the **medically underserved** and those **without benefit of employer-funded health care coverage**.

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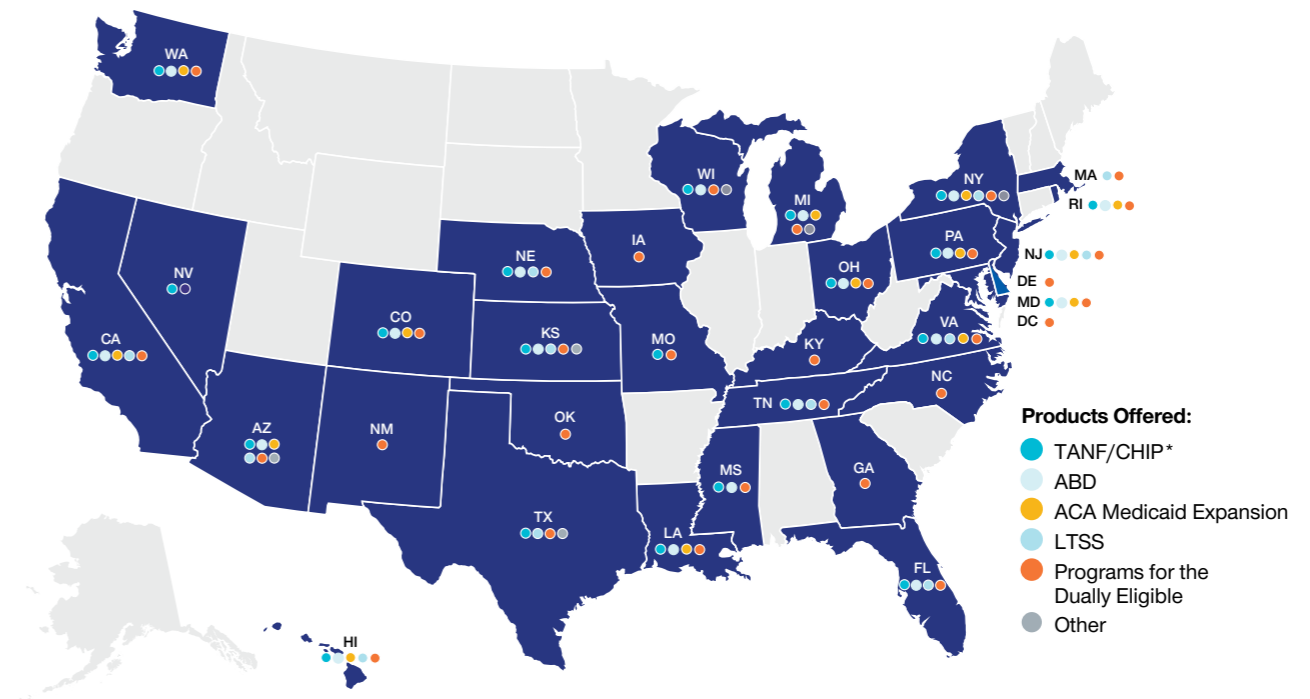
[Resources](#)



## The leading choice for quality public-sector health care

UnitedHealthcare Community & State offers health plans in **30 states plus Washington D.C.** We serve more than **6.3 million members** across the country.

We believe compassion and respect are essential components of a successful health care company. We contract with care provider networks and employ a diverse workforce with varied backgrounds and extensive practical experience, which gives us a better understanding of our members and their needs.



**We operate state-based health plans** that meet the unique needs of the people we serve, while leveraging the national resources, medical knowledge and efficiencies of UnitedHealthcare.

**We work with health care professionals** and other key partners to expand access to quality health care so that people can get the care they need close to home.

**We support the relationship between care providers and members,** and empower people with the information, guidance and tools they need to make personal health choices and decisions.

**We are dedicated** to providing state partners and the people we serve with practical innovation, accountable performance and quality in everything we do.





UnitedHealthcare Community & State has in-depth experience and knowledge of the Ohio market. We live here. We work here. Our strong local presence enables us to see the opportunities as well as the issues, so we can deliver effective solutions to address the specific needs of Ohio.

Company Overview

**Snapshot**

Our Key Priorities

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The National Committee for Quality Assurance (NCQA) recognized UnitedHealthcare Community Plan of Ohio with its Distinction in Multicultural Health Care award for delivery of culturally appropriate and quality improvement interventions serving diverse populations. This distinction identifies organizations that lead the market in providing culturally and linguistically sensitive services and working to reduce health care disparities.



We are proud to serve over

**345k**

children, expectant mothers, seniors, people with disabilities, and others eligible for Medicaid and CHIP through UnitedHealthcare Community Plan of Ohio.

Offering more than health care, **we meet the needs of individuals through services like:**



Maternal and Infant Health Programs



Housing and Work Navigation



Enhanced Transportation Services



In 2019, UnitedHealth Group contributed nearly **\$3.4 million** to philanthropic activities across Ohio, with partners including:

- Lighthouse Youth & Family Services
- Ohio Association of FoodBanks
- East End Neighborhood House
- Helen Keller International
- Senior Citizen Resources

\*Figures from 2019 efforts





We know that significant challenges exist in health care. And we are committed to helping our state partners meet those challenges.

We are advancing key priorities that we believe will make a big impact in helping to move health care forward in Ohio.



Improving wellness and health outcomes



Emphasizing a personalized care experience



Supporting providers in better patient care



Improving care for children and adults with complex needs



Ensuring program transparency and accountability



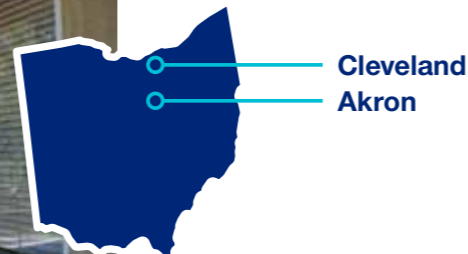
# Improve wellness and health outcomes

## When housing and healthcare thrive under one roof

Living under constant stress, in a toxic environment or with financial instability and lack of social networks, can be a severe detriment to good health. Emphasizing whole-person care and employing a broad array of strategies to address the social determinants of health promote improved health outcomes.

Part of our Health Risk Assessment and member onboarding process is to gather accurate data on the social service needs of our members. This helps us connect them to community supports and services more quickly, but it also helps us calculate changes in health outcomes, cost and return on investment.

### Patient journey | One year time horizon



### Health Plus Housing

Being homeless has its own complications and implications on overall health. Being homeless with a chronic condition adds a layer of complexity that can lead to costly health care spending and poor health outcomes. The Health Plus Housing project aims to stabilize the lives of UnitedHealthcare members who are unhoused, while curbing their health care costs and improving health outcomes by:

- Serving the most socially and medically complex members in Cleveland & Akron
- Delivering better care, directly at a lower cost
- Making a positive impact one member at a time





# Emphasize a personalized care experience

Our more than 335,000 UnitedHealthcare Community Plan Medicaid members are among the state’s most vulnerable residents. Many are living with multiple chronic conditions as well as gaps in social and community supports such as lack of transportation, food insecurity or unstable housing. Reaching or maintaining optimal health can be difficult when faced with such challenges.

Our person-centered approach starts by building a trusting relationship with individuals and their families. Our services address both physical and behavioral needs, and our care is highly coordinated, eliminating duplication of services.

We work to empower our members to be active participants in their own health. And we work to remove any barriers that stand in the way.

We strive to obtain the best outcomes for our members. Our Member Engagement, Operations and Clinical/Quality teams focus on a customer service approach that meets members where they are—physically, emotionally and socially. From our call center to our outreach staff, our teams are focused on supporting our members from end-to-end, gaining increased trust and engagement in the process. Teams are trained to help members easily access information and care.

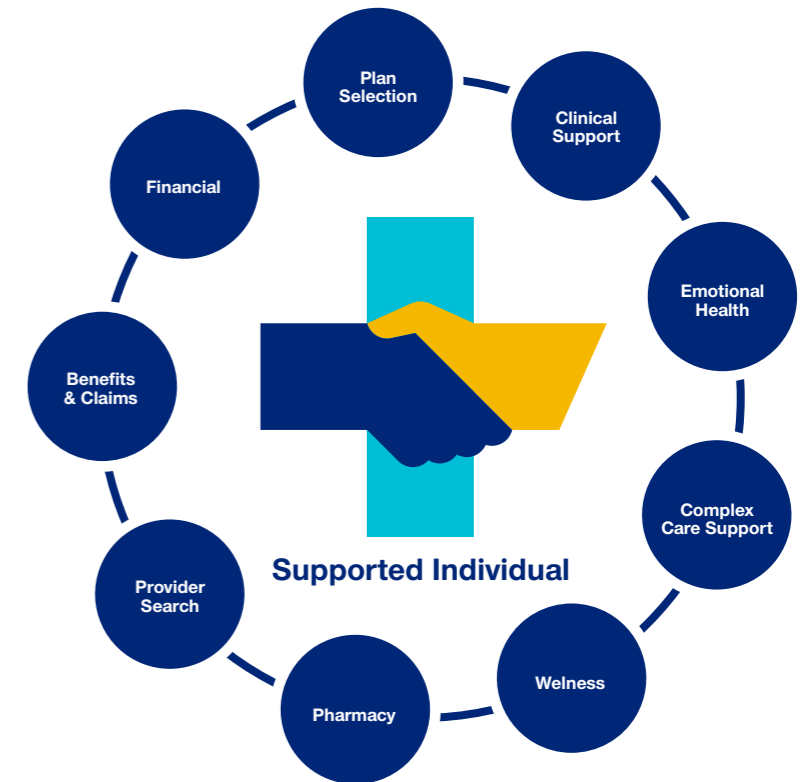
## Member services call center experience and point of entry.

Our member services call center team strives to understand each member’s unique needs to educate them about their plan details, encourage them to take advantage of the services and benefits available to them, and serve as the initial connection to more comprehensive care management services for those who need it.

We also leverage data analytics to anticipate an individual’s health care support needs when they reach out to member services. This enables us to connect them immediately with a member advocate who is best qualified to assist. The member advocate sees each request through to resolution, whether on the initial call, or with a follow-up call.

## Handwritten notes surprise and delight.

Our teams often take a few extra moments after a call to write a note to the member they’ve spoken with. Recently, our member Eva called to thank the team because she was absolutely thrilled over the note. She added, “I’ve never gotten anything like that from an insurance company and when I tell my friends about it, they can’t believe it either!”



## In 2016, the Ohio Community & State health plan began research to understand and address health disparities within our member population.

We started by compiling and analyzing complete 2015 HEDIS® data. This analysis revealed several major differences in HEDIS® outcomes between various racial and linguistic populations, which allowed us to target specific areas where we can address inequity.\*



## Member story: Jennifer Kucera

UnitedHealthcare member Jennifer Kucera wanted to return to teaching, but her transportation barriers were making that difficult. Her care manager referred her to an Employment and Training Navigator, who met her at her apartment in Berea and assessed her situation and needs. After this initial meeting, her Navigator made a referral to Opportunities for Ohioans with Disabilities. Her Navigator also helped Jennifer arrange transportation to obtain a State ID and to Cleveland RTA to obtain a Para Transit ID. Jennifer was then able to attend several job interviews.

Since their initial meeting, Jennifer has obtained an online part-time teaching position with Elevate K-12. She has also interviewed with Seeds of Literacy for a tutoring position. Opportunity for Ohioans with Disabilities is offering Jennifer additional assistance to help her earn her master's degree.





# Support providers in better care

Recognizing the pharmacist as a critical member of the patient care team, UnitedHealthcare Community Plan of Ohio, in collaboration with the Ohio Pharmacists Association (OPA), announced a new initiative, the UnitedHealthcare Pharmacy Care Extension program. This program creates a partnership with community pharmacists to expand patient access to care, relieve pressure on health systems, and help drive better health outcomes for Medicaid members.



UnitedHealthcare is working with pilot pharmacies in two community pharmacies in Northeast Ohio, Franklin Pharmacy in Warren and Brewster Family Pharmacy in Brewster to better health outcomes for members. This program aims to include pharmacists within the broader care team and encourages pharmacists to operate at the top of their license. The program is focused on reducing hospital readmissions, eliminating unnecessary prescriptions and better managing chronic conditions.

## Utilizing value-based payment to transform the OUD treatment ecosystem – partnership with Summa Health

Evidence-based treatment for individuals with opioid use disorder (OUD) through Medication Assisted Treatment (MAT) utilization remains low and additional high-quality MAT providers are necessary to better treat individuals. We have created targeted micro-incentive payment models to enable providers to deliver comprehensive OUD treatment where people already receive care, including the PCP and OB-GYN and build additional capacity at the provider level.



### Care management activities include:

- Conduct comprehensive assessment on physical, behavioral, and social needs
- Create and support an individualized Addiction Treatment and Recovery Plan
- Provide coordination to help individuals overcome barriers to care, and improve overall health, including connection to psychosocial supports and social service providers
- Educate on harm reduction, including providing a naloxone prescription
- Provide reproductive health counseling and family planning options to women of child-bearing age
- Screen for HIV, Hepatitis B, Hepatitis C, and pregnancy



### Expected Results

- Increase the number of members receiving and being retained on MAT
- Increase the number and capacity of providers practicing MAT
- Reduce severity of NAS and NICU length of stay
- Maintain mom/baby dyad with treatment & recovery supports



# Support providers in better care

## Ohio Association of Community Health Centers (OACHC) Opioid Use Disorder Treatment quality improvement project

In 2017, Ohio lost 4,854 of its citizens to unintentional drug overdose. That same year, the state had the second highest rate of drug overdose deaths involving opioids in the U.S.\* To address these issues UnitedHealthcare partnered with the Ohio Association of Community Health Centers (OACHC) to deploy additional support focused on improving outcomes for individuals with Opioid Use Disorder (OUD.) To facilitate better connection to provider support, UnitedHealthcare provided \$75K to OACHC and five federally qualified health centers (FQHCs). This partnership is supporting education, training, and quality improvement supports to provider teams with the goal of improving outcomes for individuals with OUD.



## Federally Qualified Health Center (FQHC) transformation investment program

FQHCs serve as the primary care home for nearly 30 million patients, including 1 in 5 Medicaid beneficiaries.\* In recognition of the valuable role they play in our health care system, UnitedHealthcare Community & State is partnering with FQHCs in new ways to expand access to care and improve outcomes.

COVID-19 is an unprecedented public health emergency that has amplified existing health disparities and significantly affected the nation's safety net. In response, UnitedHealthcare Community & State launched the FQHC Transformation Investment Program to address decreased cash flow at FQHCs and the need to invest in capacity building efforts as a result of the historic shift in utilization caused by this public health emergency.

This one-time investment is based on a portion of the individual FQHC's 2019 utilization. With these investments, FQHCs choose from one of five pathways to dedicate the funds based on the needs of their patient population. The FQHCs then commit to specific process measures aligned with their selected pathways to demonstrate that they have translated the payment into targeted transformation efforts.

In Ohio, one participating FQHC is implementing a robust Patient-Centered Medical Home (PCMH) approach for their high-risk patients with chronic health needs, which integrates behavioral health and social risk screening by using digital platforms.

\*Source: <https://bphc.hrsa.gov/about/healthcenterprogram/index.html>



# Improve care for children and adults with complex needs

**UnitedHealthcare has built a team of experts and programs dedicated to helping children and youth in foster care and their families.**

Children and youth in foster care are some of the most vulnerable members we serve as a managed care organization. They typically have more health care needs than those who do not interact with the child welfare system. Many have faced trauma and often face unique and challenging physical and behavioral health issues.

UnitedHealthcare Community & State developed a unique and comprehensive approach to managing the care of the children and youth in foster care that we serve that is trauma-focused; emphasizes collaboration with state, county, and local child welfare agencies; and uses the latest technology to improve their health care.



### Model of care:

Consistent with the Integrated Care for Kids model, our model of caring for children in custody recognizes the entire ecosystem of care. We have designed a specific risk identification and stratification process for children in the foster system, with dedicated staff to provide outreach and care management support.

- By leveraging focused resources, we seek to improve service delivery and access, enhance the service quality and stability, and drive long-term systemic change for all foster youth. All children and youth in our foster program receive outreach by either a Family Advisor or a care manager, depending on their risk level.
- Outreach among low-risk individuals centers on ensuring appropriate provision of care, whereas higher-risk levels include minimum outreach frequencies up to every other week.
- Care Planning is conducted after completion of the core assessment and updated as frequently as indicated by the member's need.
- Clinical Rounds provide a weekly case staffing format for collaborative review of complex cases.
- Psychotropic Medication management reviews occurs regularly to avoid inappropriate use.





# Increase program transparency and accountability

UnitedHealthcare Community Plan of Ohio's audit scores reflect a high level of commitment to members and the Ohio Department of Medicaid. Our overall score for both the triennial comprehensive administrative review and information systems capability assessment are 100%. The average audit score YTD is 98.67% and reflects the health plan's understanding and implementation of these requirements and goal to ensure that health plan members receive the highest level of care and service.

At UnitedHealthcare, we collect and analyze data to drive better health outcomes through the following actions:

- Conduct claims analysis to ensure appropriate care
- Work to ensure proper medication reconciliation
- Collaborate with providers on enhancement of care
- Assess and improve our models
- Monitor for member safety

## Four Phases of Clinical Analytics

Match Members to Service		Optimize Performance																																																								
<p><b>1 Determine Service &amp; Population</b></p>	<p><b>2 Assess Opportunity &amp; Scale</b></p>	<p><b>3 Optimize Program Operations</b></p> <table border="1"> <caption>IP Admits</caption> <thead> <tr> <th></th> <th>None</th> <th>1 Admit</th> <th>2 or 3 Admits</th> <th>4+ Admits</th> </tr> </thead> <tbody> <tr> <td>None</td> <td>778</td> <td>97</td> <td>28</td> <td>2</td> </tr> <tr> <td>1 Visit</td> <td>143</td> <td>244</td> <td>52</td> <td>1</td> </tr> <tr> <td>2 to 5 Visits</td> <td>782</td> <td>548</td> <td>417</td> <td>40</td> </tr> <tr> <td>6 to 10 Visits</td> <td>311</td> <td>302</td> <td>331</td> <td>90</td> </tr> <tr> <td>11+ Visits</td> <td>303</td> <td>293</td> <td>318</td> <td>250</td> </tr> <tr> <td>None</td> <td>15%</td> <td>2%</td> <td>1%</td> <td>0%</td> </tr> <tr> <td>1 Visit</td> <td>3%</td> <td>5%</td> <td>1%</td> <td>0%</td> </tr> <tr> <td>2 to 5 Visits</td> <td>15%</td> <td>10%</td> <td>8%</td> <td>1%</td> </tr> <tr> <td>6 to 10 Visits</td> <td>6%</td> <td>6%</td> <td>6%</td> <td>2%</td> </tr> <tr> <td>11+ Visits</td> <td>6%</td> <td>5%</td> <td>6%</td> <td>5%</td> </tr> </tbody> </table>		None	1 Admit	2 or 3 Admits	4+ Admits	None	778	97	28	2	1 Visit	143	244	52	1	2 to 5 Visits	782	548	417	40	6 to 10 Visits	311	302	331	90	11+ Visits	303	293	318	250	None	15%	2%	1%	0%	1 Visit	3%	5%	1%	0%	2 to 5 Visits	15%	10%	8%	1%	6 to 10 Visits	6%	6%	6%	2%	11+ Visits	6%	5%	6%	5%	<p><b>4 Determine Program Effectiveness</b></p>
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Every day, our Ohio teams support their communities by:

- > Supporting the state, providers, and community in addressing COVID-19
- > Investing in mental health and wellness including support for expanded behavioral health capacity and suicide prevention programming
- > Supporting the needs of children through expansion of lead poisoning prevention and early education efforts
- > Strengthening support of children in custody through partnerships with OhioStart, Ohio Children's Alliance, and the Public Children's Services Association of Ohio
- > Meeting the food and nutrition needs of the community through expansion of meal and formula efforts for members
- > Improving the health outcomes of Medicaid beneficiaries served through managed health care and living in publicly-assisted housing
- > Investing in opioid/substance use disorder treatment and support through medication assisted therapy expansion
- > Partnering with the provider community on key health and wellness efforts including the American Academy of Pediatrics, the Ohio Association of Community Health Centers, and the American Heart Association



# Helping people live healthier lives

We believe compassion and respect are essential components of a successful health care company. That is why we remain committed to developing community partnerships that drive improved health and social outcomes. These partnerships provide important education and events for the communities we serve, such as:

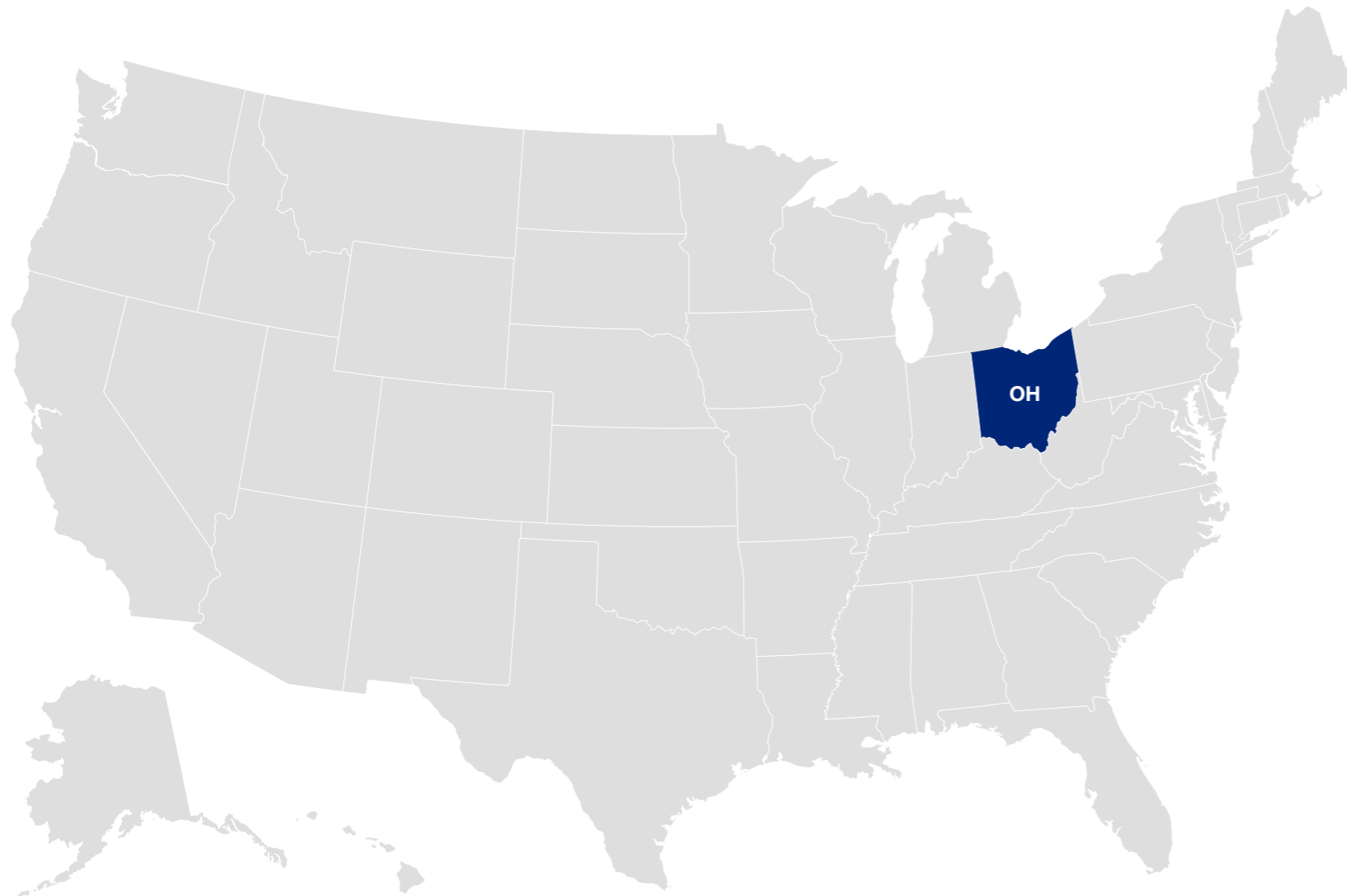
- Community baby showers
- The Heart Smart Sisters program focused on heart health education
- CPR classes
- Day Out with Dad events
- Computer donations
- Community gardens at various locations throughout the state
- Grandparents Day/Caregivers Day



## COVID-19 response

The UnitedHealthcare Community Plan of Ohio is committed to supporting Ohioans during this unprecedented and challenging time. Here are some of the ways we are working to meet the needs of our members and community.

- Supporting high-risk and vulnerable members: We are supporting our members' needs by providing access to healthy food, durable medical equipment, transportation to critical services, emotional support, and other services
- Meeting food and nutrition needs: We are providing meals to high-risk pregnant members, formula to infants, and healthy food to members who are unable to access community resources, in addition to supporting community entities for additional food deployment
- Meeting technological needs: We have increased our telehealth capabilities by investing in our providers and have expanded programs to address behavioral health needs virtually
- Providing support for members experiencing homelessness: We are identifying and fulfilling the healthcare and social needs of members experiencing homelessness, including providing supportive housing using a housing first framework
- Collaborating to meet community and member needs: We have distributed more than 80,000 face masks to community partners including food banks, homeless shelters, federally qualified health centers and community agencies. In addition, we have donated 25,000 N-95 masks and hand sanitizers to our provider partners



We welcome your **questions, comments and feedback**. To find out more about UnitedHealthcare Community Plan, or to get in touch with us, please use the resources below.

**We look forward to hearing from you.**

### **UnitedHealthcare Community Plan of Ohio Contacts**

For more information about UnitedHealthcare Community Plan of Ohio, please contact:

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