



Strategies for Improving Reimbursement

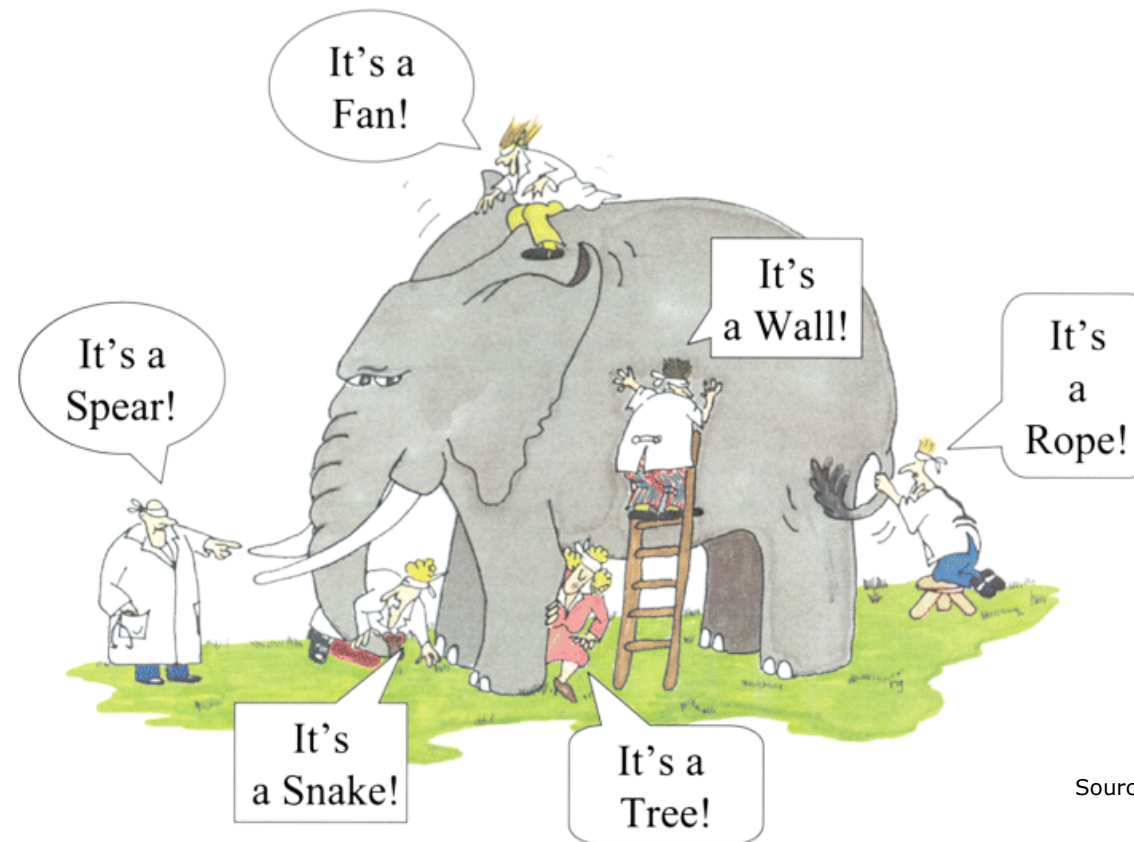
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The Big Picture



- The challenge
- The need
- The goal

The Big Picture



Source: searchenginewatch.com

The Big Picture

- State policy opportunities
- Local policy opportunities
- Advocacy strategies

State Policy Opportunities

- Preventive Services Rule
- Home Health Program
- 1115 Waiver
- Other
 - Accountable Communities for Health
 - Managed care contracts
 - Expanding EPSDT

State Policy Opportunities

- Preventive Services Rule

<i>Previous Medicaid Regulations</i>	<i>New Medicaid Regulations</i>
“Preventive services are reimbursable by Medicaid when <u>provided by</u> a physician or other licensed practitioner...”	Preventive services are reimbursable by Medicaid when “ <u>recommended by</u> a physician or other licensed practitioner...”

State Policy Opportunities

- Preventive Services Rule
 - The rule was crafted with fee for service in mind
 - What is managed care's role?

State Policy Opportunities

- Home Health Program
 - For patients with chronic conditions
 - Does *not* fund direct medical or social services
 - Focus is on care coordination
 - Comprehensive care management
 - Care coordination and health promotion
 - Individual and family support services
 - Referral to community and social supports
 - Use of health information technology
 - Comprehensive transitional care

State Policy Opportunities

- 1115 Waiver
 - Allows for program flexibility to test new or existing approaches to financing and delivering services
 - California's current waiver expires in October
 - State applying for new waiver
 - Opportunities for asthma education and in-home environmental remediation?

State Policy Opportunities

- Other
 - Accountable Communities for Health
 - Managed care contracts
 - Expanding EPSDT

Local Policy Opportunities

- MCO direct reimbursement
- TCM/MAA
- Other
 - Hospital community benefits
 - Social impact financing
 - Wellness trusts

Local Policy Opportunities

- MCO direct reimbursement
 - Exciting examples in CA
 - Inland Empire Health Plan
 - L.A. Cares
 - Alameda Alliance for Health
 - This approach generally limited by MCO's administrative budget

Local Policy Opportunities

- TCM/MAA
 - Targeted Case Management
 - For activities like patient assessment, referrals, monitoring
 - Medicaid Administrative Activities
 - For activities like enrollment and monitoring
 - Key: only applicable for local or state government agencies

Local Policy Opportunities

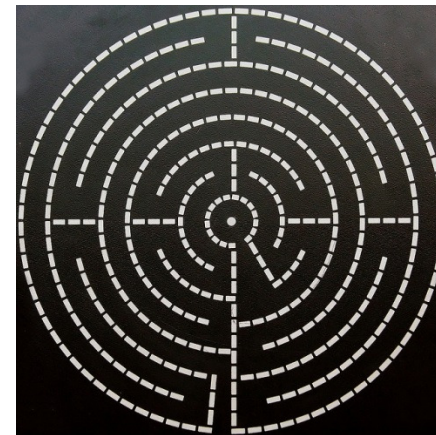
- Other
 - Hospital community benefits
 - Social impact financing
 - Wellness trusts

Advocacy Strategies

- Surveying the landscape
- Developing alliances
- Cultivating relationships with state and local governments
- It's (mostly) all about the money

Advocacy Strategies

- Surveying the landscape
 - Understand what's there now
 - Understand what's on the horizon



Advocacy Strategies

- Developing alliances
 - With asthma partners
 - Programs, coalitions, providers
 - With healthcare and public health partners
 - Provider associations
 - Children advocacy organizations
 - Maternal and infant health groups
 - School-based health advocates

Advocacy Strategies

- Cultivating relationships with state and local government
 - Medicaid agency
 - Public health department(s)

Advocacy Strategies

- It's (mostly) all about the money
 - Be aware of often intense budgetary pressures
 - Be ready to articulate the economic value of asthma interventions



Thank you!

