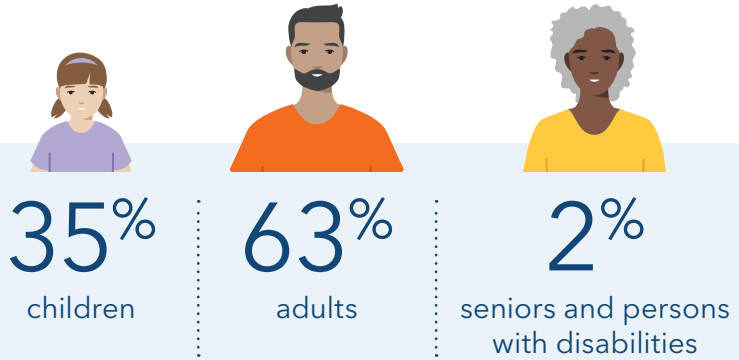


# Kaiser Permanente's participation in HealthChoice

## Who We Serve

More than 115,000 Kaiser Permanente members are enrolled in HealthChoice, Maryland's Medicaid Managed Care Program that includes both Medicaid and the Maryland Children's Health Program enrollees. Member composition:



Data current as of May 2022.

## Service Area

Kaiser Permanente currently participates in HealthChoice in 8 counties in Maryland and in the city of Baltimore. Kaiser Permanente contracts directly with the state to provide care and coverage on a capitated basis (meaning a fixed payment per member, per month).



## Quality

Since 2018, the National Committee for Quality Assurance (NCQA) has awarded Kaiser Permanente's HealthChoice plan 5 out of 5 stars for our performance on measures related to consumer satisfaction, prevention, and treatment.

Kaiser Permanente HealthChoice performs in the NCQA 90th percentile or above\* for the following measures:

- Breast Cancer Screening
- Cervical Cancer Screening
- Blood Pressure Control
- Diabetes: Screening for A1C Control
- Diabetes: A1C Control
- Diabetes: Eye Exam
- Diabetes: Kidney Monitoring
- Diabetes: Blood Pressure Control
- Timely Prenatal Visits
- Timely Postnatal Visits
- Asthma Medication Ratio
- Childhood Immunizations Combo 10
- Immunizations for Adolescents Combo 2

These metrics are based on NCQA's Healthcare Effectiveness Data and Information Set (HEDIS), a tool used by more than 90% of America's health plans to measure performance on important dimensions of care and service.



\*Measures reflect Kaiser Permanente HealthChoice performance among all Medicaid plans nationally in 2019.

## Telehealth

Kaiser Permanente is a leader in virtual care. In response to the COVID-19 public health emergency, the average monthly usage of telehealth services (scheduled telephone and video visits) increased three-fold compared to pre-pandemic levels. Though they remain significantly greater than pre-pandemic, virtual visits have gradually declined since 2020 as more individuals transition back to in-person

care. As of June 2022, Medicaid members in Maryland had a monthly average of 9,900 virtual visits in 2022, down from 11,800 in 2021 and 14,900 in 2020 (Apr - Dec).

## Behavioral Health Integration

Currently, mental health and substance use services are not included in the HealthChoice contract. We advocate for payment and delivery models that are robust enough to meet the physical and mental health and wellness needs of our patients, while also designed to support prevention and provide social supports through our integrated model. We support efforts to integrate mental health and substance use care into HealthChoice. Including these services allows Medicaid members to receive whole-person care and facilitates the coordination of services and information sharing among care providers.

## Social Health

Kaiser Permanente is building a social health practice to elevate social health to the same level as physical and mental health. As part of our social health practice, we will routinely screen individuals for social factors influencing their health, link them to resources – both community-based programs and Kaiser Permanente-funded initiatives across several domains including food security, housing, financial wellbeing, digital equity, and social isolation. And we will consider members' personal circumstances when creating care plans.

### Social Health Screening

Kaiser Permanente is currently implementing and expanding universal social health screening across all markets using standard questionnaires. These standard questionnaires screen for social risks and needs related to financial strain, housing instability, food insecurity and transportation among other service areas. The technology to integrate these standard screening tools into our electronic health record system will enable access across care delivery settings in all Kaiser Permanente markets starting in late 2022. Our goal is to screen at least 70% of all Kaiser Permanente

members annually by 2025. Our work to establish universal screening will improve members' overall care experience, allow more members to be referred to community-based resources, and will create opportunities to tailor care plans to personal situations, and drive equity and quality outcomes.

### Thrive Local

Thrive Local is foundational to Kaiser Permanente's social health practice as a central program for connecting members and patients to community-based programs and services that can help with housing, healthy meals, childcare, transportation, and many other social factors affecting their health. At its core, Thrive Local is a technology platform that provides searchable, up-to-date information on a wide range of local community-based organizations, programs, and services – many that accept electronic referrals from us and provide real-time status updates, so we can track whether members receive the help they need. Thrive Local has rolled out in phases via a series of community network launches.

- Community networks: Kaiser Permanente, with Unite Us and other health care funding partners, created and expanded coordinated networks of health and social service providers working together to address people's social needs in every community Kaiser Permanente serves across 8 U.S. markets. Nearly 5,000 community-based organizations providing over 7,000 programs currently participate in these networks.
- As we roll out the Unite Us platform for Kaiser Permanente care teams to help members with social needs, we're also using it in additional ways to support members' social health. We added an online community resource directory to our member portal, kp.org, and opened a dedicated phone line to help members receive support with social needs. The online community resource directory is available at [kp.org/communityresources](https://kp.org/communityresources).

### SNAP Outreach to Medicaid Households

To date, the campaigns have reached more than 4.5 million members in 1.6 million households in all lines of business and supported over 99,000 with application submissions. As of June

2022, Kaiser Permanente reached out to over 95,000 Medicaid households in Maryland and Washington, DC via text, email, and phone to encourage their enrollment in SNAP.

### Medical Legal Partnerships

Kaiser Permanente has integrated medical-legal partnership programs into care delivery to build capacity of the legal services sector and increase access to legal services to prevent individuals and families from losing their homes. This program targets low-income members and patients with housing related legal needs. As of May 2022, legal consultation has been provided to over 110 patients.

### Life Experience Campaign

In partnership with the Public Good Projects, Kaiser Permanente launched a multifaceted health promotion and social marketing campaign for older members, their caregivers, and our communities to address social isolation and loneliness.



### Get Your Refund

Kaiser Permanente is informing eligible members about resources available through GetYourRefund. Led by the Office of Community Health, these outreach campaigns are part of a strategy to support financial wellbeing, connect members to available benefits and social services, and increase the purchasing power of economically vulnerable members. As of June 2022, across Maryland and Virginia, over 53,000 members have been outreached via text with over 11,000 webpage views.

### Digital Equity/Affordable Connectivity Program

Kaiser Permanente supports patients' awareness and access to the Affordable Connectivity Program for increased broadband resources to leverage digital health tools that improve health outcomes.