

Kaiser Permanente’s participation in Apple Health

Medicaid in Washington – Apple Health

Medicaid in Washington - Apple Health In Washington, Medicaid is known as Apple Health, and the Children’s Health Insurance Program (CHIP) is called Apple Health for Kids. Most Apple Health clients have managed care, which means they are assigned to a managed care

organization (MCO) for preventive, primary, specialty and other health services. There are 5 MCOs in Washington. Kaiser Permanente serves Apple Health clients through a partnership with Molina Healthcare of Washington.

Who We Serve



More than 44,000 Apple Health beneficiaries – Medicaid patients assigned to Kaiser Permanente through our MCO partnership as of August 2021. Member composition:

43%
children

52%
adults

5%
seniors and persons with disabilities

Data current as of May 2022.

Service Area

The patients we serve must reside within our Medicaid service area, which includes the following 8 counties: King, Pierce, Thurston, Kitsap, Snohomish, Spokane, Clark, Cowlitz.



The majority of our Medicaid patients are served via our partnership with Molina; our contractual agreements with Molina have 2 distinct models: In Clark and Cowlitz counties, Kaiser Permanente participates in a delegated subcontract with Molina to provide care on a capitated basis (meaning a fixed payment per member, per month). In the Puget Sound and Spokane metro areas, Kaiser Permanente contracts with Molina as a fee-for-service provider for primary and specialty care. Our fee-for-service arrangement with Molina also includes a care coordination fee and annual quality-gated shared savings incentives.

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.

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 53,000

Medicaid households in Washington via text and email to encourage their enrollment in SNAP.

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 in Washington, over 10,000 members have been outreached via text with over 16,000 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.