

Building Social Service Networks to Coordinate Care

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Arkansas
BlueCross BlueShield

Social determinants drive population health

- Understanding Social Determinants of Health (SDoH) is essential to serving Medicaid's population health
 - Conditions in which people are born, grow, live, work and age
 - Underlying cause of major societal health dilemmas
 - Responsible for health inequities based on social and economic class, gender and ethnicity
 - Can improve individual and population health and health equity

Social Determinants of Health

Socioeconomic Factors

- Education
 - Employment
 - Income
 - Family/social support
 - Community safety
- 40%**

Health Behaviors

- Tobacco use
 - Diet & exercise
 - Alcohol use
 - Unsafe sex
- 30%**

Healthcare

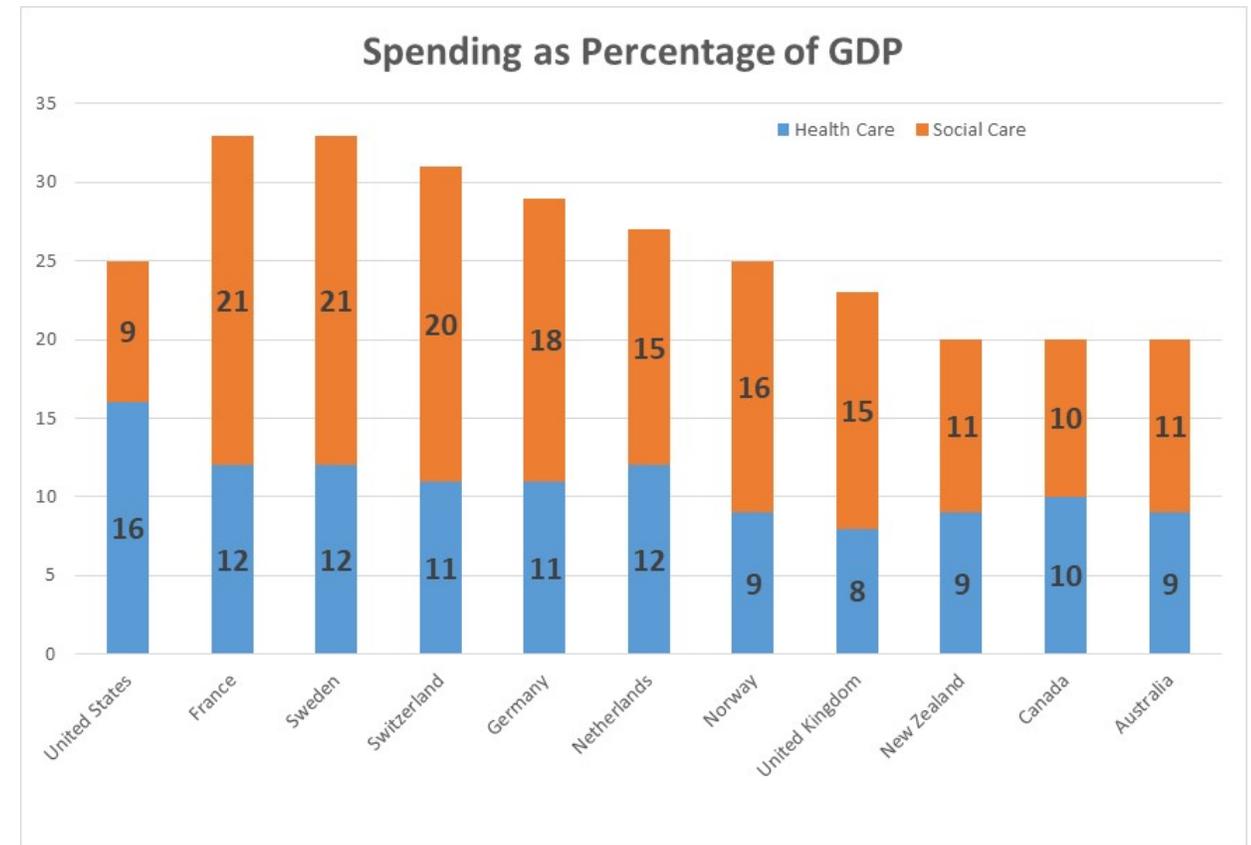
- Access to care
 - Quality of care
- 20%**

Physical Environment

- Environmental Quality
 - Built Environment
- 10%**

U.S. is waking up to value of Social Services

- U.S. spends twice as much on healthcare (per capita) as it spends on social care, but outcomes are worse
- Social services can be a cost-effective way to address health issues
- Medicaid SDoH is leading the next generation of population health



Coordinating Social Service Care in Arkansas

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Learning Objectives

- Arkansas Works and Medicaid expansion program
- Community-based social work program
- Assisting members with Social Determinants of Health
- Linking resources to members in the community

Arkansas Blue Cross and Blue Shield

- Private, not-for-profit mutual insurance company
- Independent licensee of the Blue Cross Blue Shield Association
- 2,900 employees throughout Arkansas, rated Best Place to Work 7x
- No stockholders, owned by our members
- Committed to Arkansas
 - Addressing food insecurity through Fearless Food Fights (1.1 million meals in 2018)
 - Blue & You Foundation: \$33 million in grants to health-related causes
 - Corporate contributions to major health initiatives in the state

What Do Our Social Workers Do?

We work with R.N. case managers, nurse navigators, gap nurses to:

- Locate community-based programs to provide care where members are located (hospital, home, SNF, LTAC, etc.)
- Assess for social issues and their impact on members
- Educate members on available resources
- Assist members in navigating their own community for resources and advocating for new resources
- Explain members' benefits and how to use them

Arkansas Works and Medicaid Expansion

- Arkansas Works is a Medicaid program that offers eligible Arkansans private health insurance coverage
- Currently have 165, 964 members enrolled as of July 2019
- Arkansas pioneered the “private option” approach to Medicaid expansion
 - Private Option
 - On Exchange
 - Off Exchange

Social Work Timeline at Arkansas Blue Cross

- **2012** – 1st social worker added to case management staff for large national account
- **2014** – 2 social workers added for new Medicaid Exchange Program for the newly insured
- **2017** – Social Work became its own department within Clinical Services & Population Health and is available to most lines of business
- **2019** – Department divided into community-based and national accounts, adding additional supervisor
- **2019** – Total of 13 social workers, 1 manager, 2 supervisors

Learning & Resources

Learning

- Refine assessments for Medicaid population
- Link to additional enterprise efforts
- Define how to address SDoH at individual and population levels

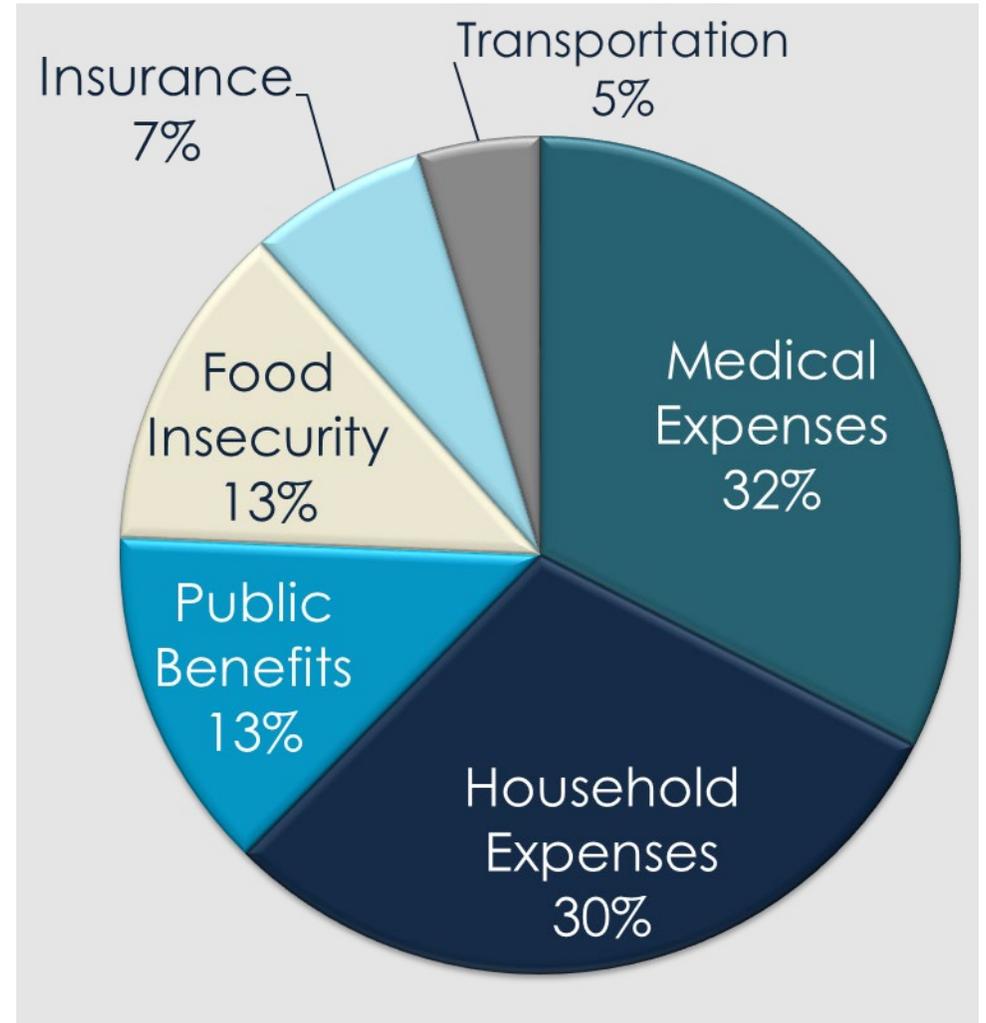
Resources

- Wire – Secure, personalized customer text messages
- Mail out of resources and contact information of care management staff and social workers
- 40,000 email addresses
- 20,000 cell phone numbers
- Use of ZIP codes to identify needs within our population

Experience and Results

Social Workers provided **38,712** referrals

- Helped members avoid approximately **774** total (combined) **ER visits**.
- ER visits would have cost Arkansas Blue Cross about **\$1,148,616**



**2017 Social Work Consults
Through Arkansas Blue Cross**

Opportunities Going Forward

- Expanding to address more SDoH and solutions
 - New documentation process
 - Texting capabilities
- Adding social worker/case management teams to address clinical/social needs
- Working with vendors and agencies to expand reporting and resources
- Improved reporting of social work impact

