



arkansas
health & wellness™

2023 ARHOME
Strategic Plan

December 2, 2022

ARHOME Program Goals

Arkansas Health & Wellness centered the ARHOME strategy around two program goals established by the Department of Human Services.

- Improve the health outcomes of ARHOME participants through the use of incentives; particularly in maternal and infant health, rural health, behavioral health, and those suffering from chronic diseases
- Provide incentives and supports to assist ARHOME participants in moving out of poverty, up the economic ladder towards independence; particularly young adults in target populations

2022 Quality Assurance and Performance Improvement (QAPI)



2022 MOU Agreement Section		Activity	Objective
N/A	6.3.A	Include use of incentives to members or providers to support the DHS Health Improvement Initiative	Provide members or providers incentives to support DHS' Health Improvement Initiative
5.2	6.3.B	Provide one (1) economic independence incentive to encourage advances in economic status or employment prospects	Provide one (1) incentive that encourages advances in economic status or employment prospects
5.3	6.3.C	Measure plan's performance through specified health care quality metrics selected by DHS for Plan Year 2022	Measure plan's performance on health care quality measures as selected by DHS
6.2	6.3.C	Submit quarterly reports to enable DHS to meet its obligations to the Health and Economic Outcomes Accountability Oversight Advisory Panel	Quarterly reports to meet obligations to the Health & Economic Outcomes Accountabilities Advisory Panel
6.7.2	6.3.C	Provide ad hoc reports, in format and time agreed upon, to establish and report on annual quality and access measures determined by DHS	Provide ad hoc reporting to establish and report on annual quality and access measures determined by DHS
N/A	6.3.C	Exhibit C Quality metrics and performance targets	Submission of quality metrics and performance targets

2022 Quality Assurance and Performance Improvement (QAPI)

2022 MOU Agreement Section		Activity	Objective
5.1.1	6.3.D	Provide one (1) health improvement incentive to encourage use of preventative care among members and one (1) health improvement incentive and activities to improve health outcomes for pregnant women, particularly those with high-risk pregnancies	One (1) Health Improvement Incentive to encourage use of preventative care and one (1) health improvement incentive and activities to improve health outcomes of pregnant women with high-risk pregnancies
5.1.2	6.3.D	Provide one (1) health improvement incentive to encourage use of preventative care among members and one (1) health improvement incentive and activities to improve health outcomes for individuals with mental illness	One (1) Health Improvement Incentive to encourage use of preventative care and one (1) health improvement incentive and activities to improve health outcomes of individuals with mental illness
5.1.3	6.3.D	Provide one (1) health improvement incentive to encourage use of preventative care among members and one (1) health improvement incentive and activities to improve health outcomes for individuals with substance use disorder (SUD)	One (1) Health Improvement Incentive to encourage use of preventative care and one (1) health improvement incentive and activities to improve health outcomes of individuals with SUD
5.1.4	6.3.D	Provide one (1) health improvement incentive to encourage use of preventative care among members and one (1) health improvement incentive and activities to improve health outcomes for individuals with two (2) or more chronic conditions	One (1) Health Improvement Incentive to encourage use of preventative care and one (1) health improvement incentive and activities to improve health outcomes of individuals with two (2) or more chronic conditions

2022 Quality Assurance and Performance Improvement (QAPI)



2022 MOU Agreement Section		Activity	Objective
N/A	6.3.E	Submission of an annual quality assessment and performance improvement strategic plan that includes initiatives that improve health outcomes in rural areas	Initiatives that improve health outcomes in rural areas
1115 Waiver Page 15, #33	6.3.E	Ensure access to Federally Qualified Health Centers (FQHC) and Rural Health Centers (RHC). Provide beneficiaries access to at least one (1) Qualified Health in each service area that contracts with at least one (1) FQHC and RHC.	Ensure members have access to at least one (1) QHP in each service area that contracts with at least one (1) FQHC and RHC

ARHOME Strategic Plan

Requirement 6.3.A: The issuer must submit an annual quality assessment and performance improvement strategic plan that includes:

Activities, including the use of incentives to the QHP's members or providers to support the DHS Health Improvement Initiative

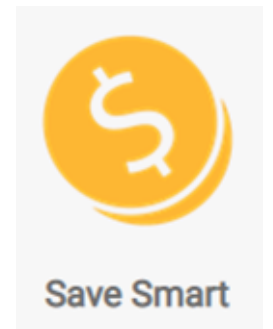
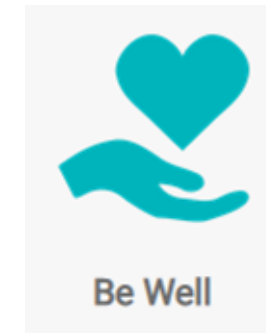
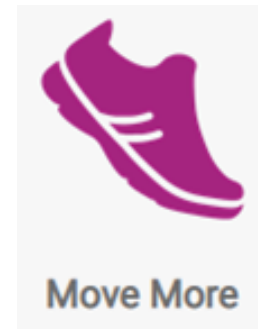
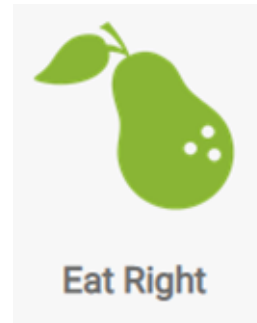
2022 Activities: Arkansas Health & Wellness tailored existing programs to meet the DHS Health Improvement Initiative including:

- My Health Pays® Member Rewards Program
- Community Health Fairs/Health Screenings
- Continuity of Care (COC) Provider Incentive Program
- In-Office Assessments (IOA) Provider Incentive Program

2022 My Health Pays® Incentives

My Health Pays® rewards members for the healthy decisions they make daily. Members can complete clinical activities and participate in challenges and power-ups, to earn rewards (up to **5,000**) that convert into money (*up to \$500*). The money can be used to shop at the Rewards store online or used towards healthcare related costs or monthly bills, including:

- Monthly premiums
- Copays, deductibles, coinsurance
- Utilities (gas, electric, water)
- Telecommunication (cell phone)
- Transportation, Education, Rent, Childcare



Points to Dollar Conversion Rate
10 points = \$1

2022 My Health Pays® Outreach

Arkansas Health & Wellness incentivizes our entire population through various marketing and outreach efforts including:

- Mailed Letters/Postcards
- Emails
- Fliers
- Website
- Social Media
- Health Fairs
- Call Campaigns
- Case Management

Postcard Example



ambetter.
PO Box 250
Little Rock, AR 72202

It's Easy to Activate Your My Health Pays account

1. Log in to your Ambetter member account or create your account now.
2. Click "Rewards" on the homepage and fill out your info.
3. Start earning rewards!

Members can earn \$500 in rewards this year**
With a commitment to safety and keeping our members healthy, now is the best time to earn rewards with My Health Pays.

*Ambetter members must have received their vaccinations after September 1, 2021 and complete the activity by December 31, 2021 to be eligible for this My Health Pays reward.

Funds expire immediately upon termination of insurance coverage.

Your health plan is committed to helping you achieve your best health. Rewards for participating in a wellness program are available to all members. If you think you might be unable to meet a standard for a reward under this wellness program, you might qualify for an opportunity to earn the same reward by different means. Contact us at 1-877-617-0390 and we will work with you (and, if you wish, with your doctor) to find a wellness program with the same reward that is right for you in light of your health status.

**Restrictions apply. Members must qualify for and complete all activities to receive \$500 or more. Visit Member.AmbetterHealth.com for more details.

AMB21-AR-H-107

HERE'S YOUR SHOT AT \$100 IN MY HEALTH PAYS® REWARDS

It's more important than ever to get your COVID-19 vaccine. And now it's even more rewarding. You can earn \$100 in My Health Pays rewards when you get vaccinated and enter your information online.

Here are the details:

Ambetter members can earn the \$100 My Health Pays reward for the completion of initial COVID-19 vaccination through Dec. 31, 2021.*

Members are considered vaccinated after 2 doses of the Moderna or Pfizer vaccines, or 1 dose of the Johnson & Johnson vaccine. *Booster shots are not eligible for this reward.*





Helping Arkansas Live Better

2022 My Health Pays® Outreach



Letter Example

 FROM 

P. O. Box 25538
Little Rock, AR 72221

<FIRST_NAME> <LAST_NAME>
 <ADDRESS>
 <CITY>, <STATE> <ZIP>

<DATE>

Dear <Member Name>,

Having a primary care provider (PCP) or personal doctor is important to managing and maintaining your health. It is best to have a doctor you can count on, and your PCP is that person. We currently have the following doctor listed as your primary care provider:

<Doctor Name, Credentials>

This doctor was either selected by you or automatically assigned to you. If you have not already done so, it is important to schedule an initial wellness visit with your PCP. If you would like to change your PCP for any reason, you can do so by visiting Ambetter.ARHealthWellness.com, logging in to your Ambetter member account, and selecting a new provider from our list of available PCPs.

Did you know that, as an Ambetter member, you can earn rewards simply for practicing healthy behaviors? Our My Health Pays® program rewards you for completing healthy activities, such as an annual wellness exam or flu vaccine. You can set your own goals and complete quick activities to earn rewards points that you can use to help cover health-related costs or monthly bills. You can even use your points to get merchandise from our My Health Pays Rewards Store.

To learn more about our My Health Pays program, visit Ambetter.ARHealthWellness.com and select "My Health Pays Rewards" under the "Health and Wellness" tab.

Thank you for being our member. We look forward to continuing to help you reach your best health.

Sincerely,



Ambetter from Arkansas Health & Wellness

Email Example

Ambetter <ambetter@email.ambetterhealth.com> 10:11 AM (2 hours ago)
to hikagency.test


You are viewing an attached message. HLK Mail can't verify the authenticity of attached messages.

Ver en Español | View on browser

 FROM 


**Here's your shot at \$50
in My Health Pays® rewards**

myhealthpays®



It's more important than ever to get your COVID-19 vaccine. And now it's even more rewarding. You can earn \$50 in My Health Pays rewards after you get vaccinated and enter your information online.

Flyer Example







**You love making healthy choices.
We love paying you to make them.**

myhealthpays®

Completed your annual wellness screening? You get points for that. Want to learn new ways to be healthy? You can get rewards for that, too.

Earn \$500* with My Health Pays®, our rewards program that pays you for the healthy decisions you're already making each and every day. The more activities you complete, the more rewards you receive. Focus on your whole health with activities that help you:


 Eat Right	 Move More	 Be Well	 Save Smart
--------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------

Complete activities like:

- Ambetter Onboarding
- Annual Wellness Exam & Preventive Screenings
- Health Management
- Online Activities

Use your rewards to help pay for:

- Monthly premium payments
- Doctor copays**
- Deductibles
- Coinsurance
- Utilities
- Cell phone bill
- Transportation*
- Education
- Rent
- Childcare

 Or redeem your points to shop at the My Health Pays Online Rewards Store.


Questions? Call Member Services at 1-877-617-0390 (TTY/TDD 1-877-617-0392) or visit Member.AmbetterHealth.com.

*Restrictions apply. Members must qualify for and complete all activities to receive \$500 or more. Funds expire immediately upon termination of insurance coverage. Visit Member.AmbetterHealth.com for more details. Your health plan is committed to helping you achieve your best health. Rewards for participating in a wellness program are available to all members. If you think you might be unable to meet a standard for a reward under this wellness program, you might qualify for an opportunity to earn the same reward by different means. Contact us at 1-877-617-0390 (TTY/TDD 1-877-617-0392) and we will work with you (and, if you wish, with your doctor) to find a wellness program with the same reward that is right for you in light of your health status. **My Health Pays® rewards cannot be used for pharmacy copays. Healthcare-related costs will vary by member and the plan in which you are enrolled. *You will only be able to purchase public transportation directly from the agency either in-person or online. Passes can not be purchased through retail locations such as grocery or convenience stores. Ambetter from Arkansas Health & Wellness includes products that are underwritten by Arkansas Health & Wellness Health Plan, Inc., QCA Health Plan, Inc., and QualChoice Life and Health Insurance Company. These companies are each Qualified Health Plan issuers in the Arkansas Health Insurance Marketplace. This is a solicitation for insurance. © 2022 Arkansas Health & Wellness, Health Plan, Inc. All rights reserved. Si usted, o alguien a quien está ayudando, tiene preguntas acerca de Ambetter de Arkansas Health & Wellness, tiene derecho a obtener ayuda e información en su idioma sin costo alguno. Para hablar con un intérprete, llame al 1-877-617-0390 (TTY/TDD 1-877-617-0392). Nếu quý vị, hay người mà quý vị đang giúp đỡ, có câu hỏi về Ambetter from Arkansas Health & Wellness, quý vị sẽ có quyền được giúp và có thêm thông tin bằng ngôn ngữ của mình miễn phí. Để hỏi chuyên viên một thông dịch viên, xin gọi 1-877-617-0390 (TTY/TDD 1-877-617-0392).

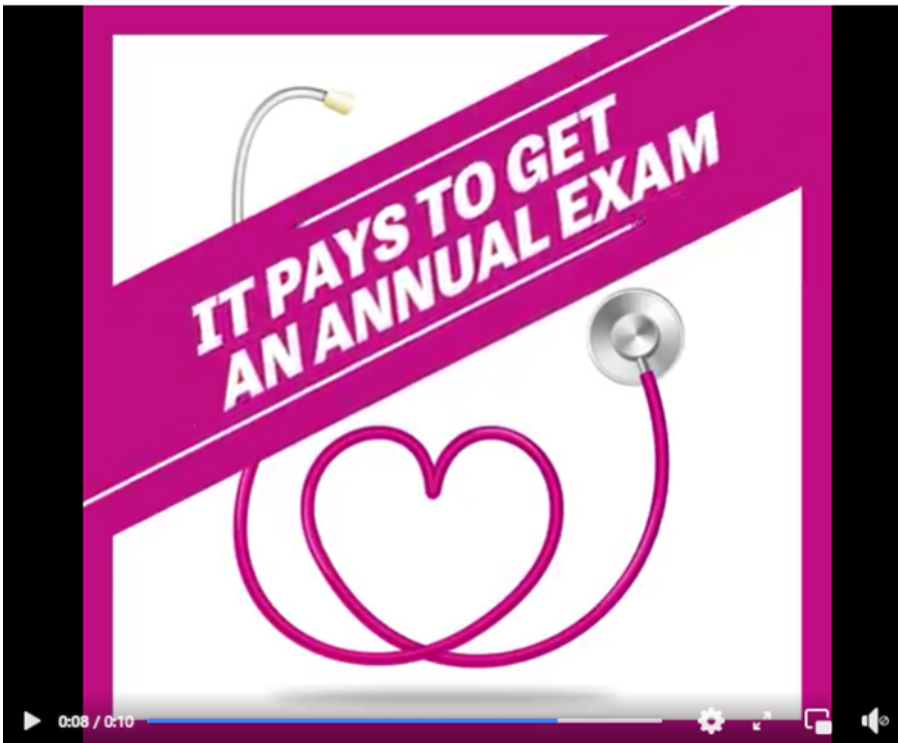
AMB22-AR-HLK-00080

2022 My Health Pays® Outreach


Social Media Examples

 Ambetter from Arkansas Health & Wellness
April 5 · 🌐

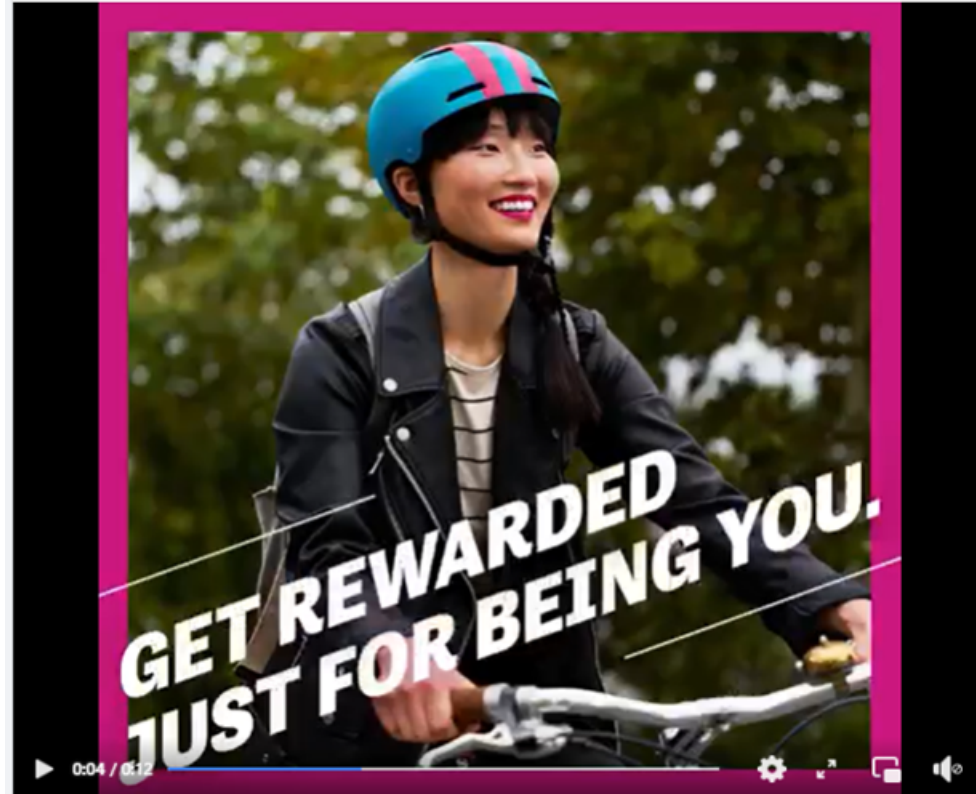
Do you want the good news or the great news? How about both:
Good news: your first annual exam is free.
Great news: you'll earn My Health Pays® rewards when you complete your exam with an in-network provider! ... See more



0:08 / 0:10

 Ambetter from Arkansas Health & Wellness
January 5 · 🌐

With My Health Pays® Rewards, you can earn rewards for the healthy decisions you're already making. How easy is that? <https://bit.ly/3EXiBUQ>



0:04 / 0:12

2022 My Health Pays® Incentives

Clinical Activities

- **Wellbeing Survey** – 500 points / all eligible members
- **Annual Well Visit** – 500 points / all eligible members
- **Comprehensive Diabetes Screenings:**
 - Diabetes Eye Exam- 300 points / all eligible members
 - Diabetes Kidney Screening – 300 points / all eligible members
 - Diabetes hBa1c Test – 300 points / all eligible members
- **Disease Management Participation** (Three rewards. All rewards based on file feed provided by Vida, third party vendor):
 - Vida Activate – 100 points
 - Vida Enroll – 200 points
 - Vida Register – 100 points
- **Risk Assessment** - 2,500 points
- **Quality Measures** (six rewards):
 - Childhood Immunizations (*Children*) – 250 points / children 0-1 years of age
 - Vision Screening (*Children*) – 250 points / children 2-20 years of age
 - Cervical Cancer Screening (*Women*) – 250 points / women 21-49 years of age
 - Breast Cancer Screening (*Women*) - 250 points / women 50+ years of age
 - Cholesterol Screening (*Men*) – 250 points / men 21-49 years of age
 - Prostate Cancer Screening (*Men*) - 250 points/ men 50+ years of age

Points to Dollar Conversion Rate
10 points = \$1

2022 My Health Pays® Incentives

Quarterly Challenges (*Points vary from 200 – 1000 each*)

Launch Challenge

- *Challenge Start*
- *MHP Overview & Refresher*
- *What To Expect*
- *Ambetter Perks*
- *Clinical Rewards*
- *Ambetter Online Member Account*
- *Know Your Care Options & Telehealth*
- *Wellbeing Survey*

Smart Money Behavior For Summer Challenge

- *Challenge Start*
- *Challenge Rules*
- *Where Your Money Goes*
- *Save Money When You Shop*
- *Increase Your Savings*
- *Commit to Tracking*

The Be Well Life Hacks Challenge

- *Challenge Start*
- *Challenge Rules*
- *Self-Compassion*
- *Relaxation*
- *Declutter*
- *Commit to Tracking*

What are Challenges?

These are activities that are available on the My Health Pays® portal. Challenges help you set and reach certain goals at your own pace.

Points may be awarded for completing such activities.

Points to Dollar Conversion Rate
10 points = \$1

2022 My Health Pays® Incentives

Power-Ups (*Points vary from 200 – 750 each*)

- Online Competition
- Winter Blues
- Energy Saving Tips – Computers & Monitors
- Be Kind To Yourself
- Top Allergens
- Functional Fitness
- Debt Series Part 1 – Reducing Your Debt
- Debt Series Part 2 – Action Plan
- Episodic Future Thinking
- High Protein Breakfast
- Bright Mornings
- Allergen Savvy
- Knee-Friendly Movement
- Energy Savings – Tips For Springtime
- Progressive Relaxation
- Gluten Myths & Truths
- Kai Chi
- Cutting Expenses – Electronics
- Cat Naps/Relaxation
- Health Sugars
- Cholesterol Screening
- Gentle Stretching
- Energy Saving – Laundry
- Good Neighbor

What are Power-Ups?

These are activities that are available on the My Health Pays® portal. Power-Ups are quick activities you can do in a shorter amount of time. Examples of activities may be: watch a video, read an article, track your progress, or take a survey.

Points to Dollar Conversion Rate
10 points = \$1

2022 My Health Pays[®] Incentives

Clinical Activity	Points Earned	Dollar Amount
Portal Onboarding & Wellbeing Survey	750	\$75
Annual Wellness Visit	500	\$50
Comprehensive Diabetes Screenings		
Diabetes Eye Exam	300	\$30
Diabetes Kidney Screening	300	\$30
Diabetes hBa1c Test	300	\$30
Disease Management Participation		
Vida Activate	100	\$10
Vida Enroll	200	\$20
Vida Register	100	\$10

Clinical Activity	Points Earned	Dollar Amount
Risk Assessment	2500	\$250
Quality Measures (Targeted Eligibility)		
Childhood Immunizations	250	\$25
Vision Screening	250	\$25
Cervical Cancer Screening	250	\$25
Breast Cancer Screening	250	\$25
Cholesterol Screening	250	\$25
Prostate Cancer Screening	250	\$25

Points to Dollar Conversion Rate
10 points = \$1

2022 My Health Pays[®] Incentives



Whole Health Online Activities

Quarterly Challenge*

Launch Challenge: Challenge Start	Smart Money Behaviors for Summer Activity: Where Your Money Goes
Launch Challenge: MHP Overview & Refresher	Smart Money Behaviors for Summer Activity: Save Money When You Shop
Launch Challenge: What to Expect	Smart Money Behaviors for Summer Activity: Increase Your Savings
Launch Challenge: Ambetter Perks	Smart Money Behaviors for Summer Activity: Commit to Tracking
Launch Challenge: Clinical Rewards	The Be Well Life Hacks Challenge: Challenge Start
Launch Challenge: Ambetter Online Member Account	The Be Well Life Hacks Challenge: Challenge Rules
Launch Challenge: Know Your Care Options & Telehealth	The Be Well Life Hacks Challenge: Self-Compassion
Launch Challenge: Wellbeing Survey	The Be Well Life Hacks Challenge: Relaxation
Smart Money Behaviors for Summer: Challenge Start	The Be Well Life Hacks Challenge: Declutter
Smart Money Behaviors for Summer Activity: Challenge Rules	The Be Well Life Hacks Challenge: Commit to Tracking

**Point value varies based on the Challenge*

Points to Dollar Conversion Rate
10 points = \$1

2022 My Health Pays[®] Incentives

Whole Health Online Activities	
Weekly Power-Ups*	
Conquering Food Cravings	Bright Mornings
Online Competition	Allergen Savvy
Winter Blues	Knee-Friendly Movement
Energy Saving – Computers & Monitors	Energy Saving – Tips for Springtime
Be Kind To Yourself	Progressive Relaxation
Top Allergens	Gluten Myths & Truths
Functional Fitness	Tai Chi
Debt Series Part 1 – Reducing Your Debt	Cutting Expenses – Electronics
Debt Series Part 2 – Action Plan	Cat Naps
Episodic Future Thinking	Health Sugars
High Protein Breakfast	Cholesterol Screening
Gentle Stretching	Energy Saving – Laundry
Good Neighbor	Vida Health (Create Account, Enroll, & Engage)

**Point value varies based on the Power-Up*

Points to Dollar Conversion Rate
10 points = \$1

2022 My Health Pays® Incentives Payout

Clinical Activity	\$ Paid
Wellbeing Survey	\$251,700
Diabetes Screenings (Eye Exam, HbA1c, Kidney Screening)	\$150,990
Risk Assessment	\$101,050
Cervical Cancer Screening	\$38,250
Prostate Cancer Screening	\$8,400
Case Management	\$1,500
Flu Shot	\$6,000
Child Vision Screening	\$550
Breast Cancer Screening	\$475
Cholesterol Screening	\$200
Childhood Immunizations	\$25
TOTAL (01/01/22 - 6/30/22)	\$559,140

2022 My Health Pays® Incentives Payout

My Health Pays® points can be redeemed toward:

- Premiums & Copays
- Social Determinants of Health Needs:
 - Utility Bills
 - Transportation
 - Childcare
 - Education
 - Rent
- Health-Related merchandise through the My Health Pays online store



2022 Community Health Fairs & Health Screenings

Arkansas Health & Wellness hosted Community Health/Resource Fairs, where members spoke with health care professionals, health insurance experts, and other community service providers. Members had access to giveaways, health education, and free health screenings including:

- Vision exams
- Dental exams
- HIV testing
- Hepatitis testing
- Glucose testing
- Hearing screening
- Mental health screening
- Blood pressure services
- COVID-19 vaccinations

More than **250** community members attended.



2022 Provider Incentives Payout

Providers are incentivized for engaging with members and addressing chronic conditions and quality gaps through existing programs. COC and IOA Program incentives are based on 100% gap closure.

Continuity of Care (COC) Program

- Providers incentivized for engagement and addressing chronic conditions that roll up to HCC's

2022 COC Incentive (1/1/22-6/30/22)

Amount Paid	\$758,275
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In-Office Assessment (IOA) Program

- Providers incentivized for engagement and addressing quality gaps and chronic conditions that roll up to HCC's

2022 IOA Incentive (1/1/22-6/30/22)

Amount Paid	\$13,320
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ARHOME Strategic Plan

Requirement 6.3.B: The issuer must submit an annual quality assessment and performance improvement strategic plan that includes:

Activities, including the use of incentives to the QHP's members to support the DHS Economic Independence Initiative

2022 Activities:

- Arkansas Health & Wellness tailored its existing My Health Pays® Member Rewards Program to meet the DHS Economic Independence Initiative.
- The Health Plan established a partnership with the Little Rock Workforce Development Board to attend health/resource fairs.

2022 My Health Pays® Incentives Payout

Arkansas Health & Wellness ARHOME members participate in challenges and activities that encourage advances in economic status, including:

- Energy saving tips
- Money tracking challenge
- Money saving challenge
- Completion of debt log
- Paying down debt
- Cutting expenses

Challenge & Power Up Examples

Energy Saving Tips

Money Tracking Challenge

Debt Reduction Action Plan

Cutting Electronic Expenses

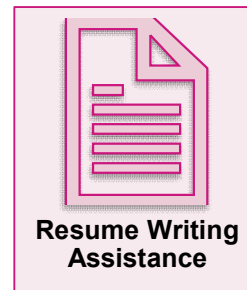
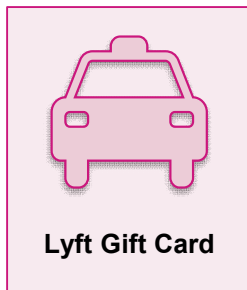
Laundry Money Saving Tips

2022 Results (1/1/22-6/30/22)

\$1,245,885 paid out in
Challenges and Power Ups

Workforce Development Board Partnership

Arkansas Health & Wellness partnered with the Little Rock Workforce Development Board to attend resource/health fairs to connect job seekers with employers in key business sectors and promote advancement of local and regional economy. The resource/health fairs feature community organizations and the use of incentives to encourage attendance.



ARHOME Strategic Plan

Requirement 6.3.C: The issuer must submit an annual quality assessment and performance improvement strategic plan that includes:

Activities to meet quality and performance metrics

2022 Activities: Arkansas Health & Wellness submits quality and performance metrics annually, to meet the requirements outlined in Exhibit C of the MOU.

Additional reports may include:

- Quarterly reports to meet obligations to the Health & Economic Outcomes Accountabilities Advisory Panel
- Adhoc reports to establish and report on each annual quality and access measure determined by DHS

2022 Quality and Performance Metrics

Focus Areas

- Primary Care Access and Preventative Care
- Maternal and Perinatal Health
- Care of Acute and Chronic Conditions
- Behavioral Health Care
 - Treatment for Mental Illness
 - Substance Use Disorder (SUD)



2022 Quality and Performance Metrics

Exhibit C

Activities to meet quality and performance metrics:

- Member and Provider Incentives
- Member and Provider Education
- In-Office Assessment Program
- High-Risk Case Management Referrals
- Transition of Care Team
- HALO Program
- SSFB Program
- Share Utilization

ARHOME Strategic Plan

Requirement 6.3.D: The issuer must submit an annual quality assessment and performance improvement strategic plan that includes:

Activities to improve the health outcomes of individuals who are pregnant, with a particular focus on women with high-risk pregnancies

2022 Activities: Arkansas Health & Wellness addresses the Maternal and Child Health Initiative through:

- Notice of Pregnancy (NOP) Assessments
- Start Smart for Your Baby (SSFB) Program
- Community Baby Shower Education Opportunities
- Case Management

2022 NOP Assessments

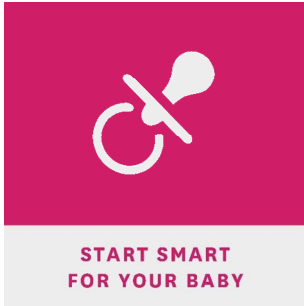
- Upon completion of pregnancy labs, outreach programs are utilized to communicate with members and complete NOP Assessment
- Three (3) specialized nurses allocated to run NOP program to monitor and communicate with members throughout their high-risk pregnancy



2022 Results (1/1/22-6/30/22)

# of NOPs completed	1,658
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2022 Start Smart for Your Baby (SSFB)



Pregnant ARHOME members are identified through assessments, claims data, State eligibility data, and referrals. The program is member specific and based on their needs.

Goals of the program:

- Extend gestational period
- Reduce risk of pregnancy complications
- Reduce risk of premature delivery
- Reduce risk of low birth weight
- Reduce risk of infant disease

The SSFB program incorporates:

- Care Management
- Care Coordination
- Disease Management
- Health Education

2022 Results (1/1/22-6/30/22)

of SSFB Cases

632

2022 Community Baby Showers

Community Baby Showers offer educational sessions and health and safety opportunities to assist members as they prepare for their upcoming delivery. The Plan hosted its first Community Baby Shower on June 25, 2022, at Pine Bluff Community Center. Offerings at the Community Baby Shower included:

- Education Materials including SSFB
- Fire Department Assistance
- Car Seat Installation
- Giveaways
- Food



Outcome		
# Invited	# RSVP	# Attended
600	45	20

The next Community Baby Shower is scheduled for **November 12, 2022**, in Morrilton, AR.

2022 Wellframe Digital Case Management

Arkansas Health & Wellness utilizes Wellframe, a concierge-like mobile application based digital care management service to provide ARHOME members with a resource to address their health needs. Wellframe programs include:

- Maternal Health
- Chronic & Complex Care
- Behavioral Health
- Lifestyle Management & Comorbidities
- Oncology
- Pediatric Caregiver

2022 Results (1/1/22-6/30/22)

# of Wellframe Participants	348
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ARHOME Strategic Plan

Requirement 6.3.D: The issuer must submit an annual quality assessment and performance improvement strategic plan that includes:

Activities to improve the health outcomes of individuals with mental illness

2022 Activities: Arkansas Health & Wellness worked to improve the mental health of ARHOME members through:

- Mental Health Screenings
- Case Management

2022 Mental Health Screenings

Arkansas Health & Wellness partnered with the National Alliance on Mental Illness (NAMI) Arkansas to provide mental health screenings for members suffering from mental illness. NAMI Arkansas operates a statewide organization providing and coordinating a network of local support groups providing support, education, and advocacy.

- 1 in 5 people suffer with Mental Illness
- 5% of Arkansans have serious mental illness
- 100+ calls to NAMI helpline per month



2022 Case Management

Arkansas Health & Wellness included Behavioral Health Case Managers on its Care Team, to address the needs of members experiencing mental illness. Behavioral Health Case Managers can use Wellframe as a tool to manage member's care. Wellframe's Behavior Health Program includes services geared towards:

- Behavioral Health & Wellness
- Depression
- Anxiety
- Bipolar Disorder
- Schizophrenia
- Post Traumatic Stress Disorder (PTSD)
- Social Determinants of Health (SDOH)

2022 Results (1/1/22-6/30/22)

# of Participants	468
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ARHOME Strategic Plan

Requirement 6.3.D: The issuer must submit an annual quality assessment and performance improvement strategic plan that includes:

Activities to improve the health outcomes of individuals with substance use disorders (SUD)

2022 Activities: Arkansas Health & Wellness worked to improve the mental health outcomes of ARHOME members with substance use disorders through programs including:

- Health Assistance, Linkage & Outreach (HALO) Program
- Pharmacy Lock-In Program
- Case Management
- Educational Opportunities/Materials

2022 HALO Program

Arkansas Health & Wellness' implemented the HALO Program in 2Q22. The program is a multi-modal, evidence-based program that supports members at risk for substance misuse and substance use disorder, providing interventions across the prevention through recovery continuum.

Members are identified through a proprietary algorithm that infuses clinical and analytical expertise, blending financial and clinical risk while considering behavior patterns and historical SUD service utilization. Two (2) Case Managers were hired and trained to implement the HALO Program.

This program will have a direct positive impact the follow metrics:

- Initiation and Engagement of Alcohol and Other Drug Abuse or Dependence Treatment (IET-AD)
- Use of Pharmacotherapy for Opioid Use Disorder (OUD-AD)
- Use of Opioids at High Dosage in Persons Without Cancer (OHD-AD)
- Concurrent Use of Opioids and Benzodiazepines (COB-AD)
- Follow-Up After Emergency Department Visit for Alcohol and Other Drug Abuse or Dependence (FUA-AD)

2022 Pharmacy Lock-In Program

Arkansas Health & Wellness utilizes the Pharmacy Lock-In Program to detect and prevent abuse of the pharmacy benefit as well as identify members who have significant safety concerns. Members meeting criteria are locked into one pharmacy for one year and are sent a letter indicating the pharmacy and effective date of the lock-in. Members locked in for certain criteria are referred for Case Management support. Criteria prompting a pharmacy lock-in includes:

- Drug abuse diagnosis
- Filling Rx at multiple pharmacies
- Multiple ED visit w/ excessive non-emergent claims
- Overlapping or duplicative psychiatric or anti-anxiety agents

Members are allowed to request a change in pharmacy only for valid reasons (e.g., moved out of the area). Members with a current diagnosis of cancer or Sickle Cell disease will not be subject to the lock-in program.

2022 Results (1/1/22-6/30/22)

# of Members	2,165
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2022 Case Management

Arkansas Health & Wellness included Substance Use Disorder (SUD) Case Managers on its Care Team, to address the needs of members suffering from substance use disorder.

SUD Case Managers can use Wellframe as a tool to manage member's care. Wellframe's Behavior Health Program includes services geared towards those suffering from substance abuse.

2022 Results (1/1/22-6/30/22)

# of Participants	70
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2022 Educational Materials/Opportunities

Arkansas Health & Wellness uses educational materials/opportunities to address members suffering from SUD. A SUD resource directory of in-network providers is listed on the Plan's website and emailed to all members. Additionally, member and provider education materials are listed on the Plan's website and contains information on:

- Importance of mental health follow up
- Importance of continued antidepressant use
- Coping with anxiety
- How MAT can help with pain and opioid addiction
- Getting help for opioid use disorder (OUD)
- How to keep you and loved ones safe when using pain meds
- Benefits of long acting injectables for individuals with psychosis

ARHOME Strategic Plan

Requirement 6.3.D: The issuer must submit an annual quality assessment and performance improvement strategic plan that includes:

Activities to improve the health outcomes of individuals with two (2) or more chronic conditions

Requirement 6.3.E: The issuer must submit an annual quality assessment and performance improvement strategic plan that includes:

Initiatives for improving health outcomes in rural areas

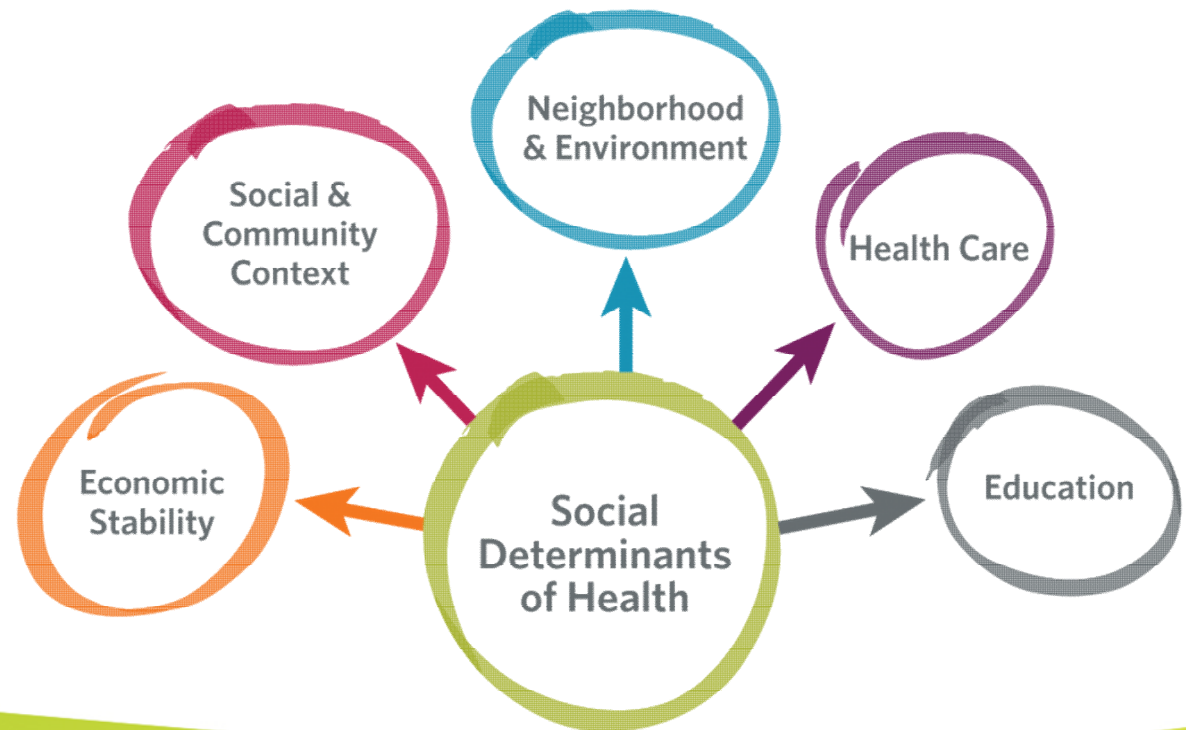
2022 Activities:

- Arkansas Health & Wellness worked to improve the health outcomes of ARHOME members with two (2) or more chronic conditions and those living in rural areas through Case Management.
- The Health Plan used In-Home Assessments, to engage with members and close care gaps for those living in rural areas.

2022 Case Management

Arkansas Health & Wellness added a focus with Case Management around Social Determinants of Health (SDOH) for members with two (2) or more chronic conditions and those living in rural areas. Members are stratified, through machine learning, to identify members of the highest need.

2022 Results (1/1/22-6/30/22)	
Chronic Condition(s) Participants	164
Rural Areas Participants	788



2022 In-Home Assessments

Rural communities face unique health care challenges. Arkansas Health & Wellness utilized In-Home Assessments (IHA) for members who reside in rural areas, to promote member health and engagement. Through the assessment, clinicians can identify and address open gaps in care.



2022 IHA Results (1/1/22-6/30/22)

Participation Rate

8.4%

ARHOME Strategic Plan

Requirement 6.3.E: Access to Federally Qualified Health Centers (FQHCs). ARHOME beneficiaries will have access to at least one (1) QHP in each service area that contracts with at least one (1) FQHC and Rural Health Center (RHC)

2022 Activities: ARHOME beneficiaries have access to at least one (1) QHP in each service area that contracts with at least one (1) FQHC and RHC. Per network adequacy review, Arkansas Health & Wellness meets or exceeds this requirement for all counties in Arkansas.

ARHOME 2023 Strategic Plan

Arkansas Health & Wellness plans to further strengthen existing programs, while implementing new programs, to address the needs of our members. As the Health Plan looks towards the future, potential programs include:

- Expansion of Existing Programs
- Value Based Care (VBC) Program with Quartet
- Members Empowered to Succeed (METS) Program
- Choose Tomorrow[®] – Suicide Prevention Program
- Partnership with Rural Health Centers (RHCs)
- Cobranding with Providers



2023 My Health Pays[®]

Members will continue to have the opportunity to earn up to \$500 or 5,000 points in rewards to be redeemed at the Rewards store online or used towards healthcare related costs or monthly bills. Notable changes include the removal of Prostate Cancer Screening and the addition of Colorectal Cancer Screening. Participation of Risk Assessment is tentative.

Challenge and Power-Ups content is still under development.

Activity	Points Value	Dollar Amount
Annual Wellness Visit	500	\$50
Comprehensive Diabetes Management Challenge	1000	\$100
Comprehensive Care Management Participation	1500	\$150
Risk Assessment	TBD	
Childhood Immunizations	250	\$25
Vision Screening	250	\$25
Cervical Cancer Screening	250	\$25
Breast Cancer Screening	250	\$25
Cholesterol Screening	250	\$25
Colorectal Cancer Screening	250	\$25
Launch Challenge (Includes Mini-Screener)	750	\$75
Q1 Challenge	250	\$25
Q2 Challenge	250	\$25
Q3 Challenge	250	\$25
Q4 Challenge (Pre-Open Enrollment)	200	\$20
Power-Ups (Weekly)	520	\$52

2023 VBC Program with Quartet

Arkansas Health & Wellness plans to explore custom payment models, designed in collaboration with the behavioral health community, to incentivize Behavioral Health providers for positive quality and ARHOME member health outcomes. The model connects the most critical events in a members' journey to financial incentives for behavioral health practices. The presence or absence of key event will trigger bonuses. Providers receive bonuses when they complete the appropriate actions during these events.

Key Components of Payment Model:

- Treatment Initiation Program
- Assessment Completion and Improvement Program
- Community Tenure Program

2023 METS Program

Arkansas Health & Wellness will engage licensed Care Managers to work in collaboration with providers to identify and link healthcare & community-based supports as well as resources that fit ARHOME members' strengths and health needs, while addressing everyday barriers they may be facing.

Program Benefits

Interventions

- Identification of market-based trends
- Identification of claims-based issues
- Focus on clinical best practices

Quality Outcomes

- HEDIS measures impacted:
 - Follow-Up After Emergency Room for alcohol or other drug Abuse or Dependence (FUA)
 - Follow-Up After Emergency Room Visit for Mental Illness (FUM)
 - Follow-Up After Hospitalization for Mental Illness (FUH)

Business Impact

- Proven success in many populations including children, adolescents and adults
- Successful in rural and urban areas
- Decreased Emergency Room visits
- Decreased inpatient admissions
- Decreased outpatient services

2023 Choose Tomorrow[®] Program

Arkansas Health & Wellness' comprehensively trained staff will use evidence-based practices to screen for suicide risk, develop member driven safety planning, support transition of care, and monitor member's treatment progress to improve outcomes and prevent suicide.

Program Benefits

Interventions

- Predictive analytic model captures/ trends suicide related claims
- Care management outreach for early screening, support, referral

Cost Outcomes

- Reduce significant healthcare expenditures
- Decrease inpatient admissions
- Decrease avoidable ER visits
- Decrease total medical and BH costs
- Overall cost savings of \$163 PMPM

Business Impact

- In past 5 years, health plan claims costs related to suicide totaled \$54+ million, or \$500K per month

Quality Outcomes

- Research-based care management training
- HEDIS measures impacted:
 - Follow-Up After ER for alcohol or other drug Abuse or Dependence (FUA)
 - Follow-Up After ER Visit for Mental Illness (FUM)
 - Follow-Up After Hospitalization for Mental Illness (FUH)

2023 Partnership with RHCs

Arkansas Health & Wellness will partner with rural health centers to participate in community/member events planned for 2023. The partnership will promote awareness of health/resource fairs for members residing in rural areas. The Plan will communicate events using specific member invite lists and will partner with providers to offer transportation to and from planned events.



2023 Cobranding with Providers

Arkansas Health & Wellness will co-brand with providers to display partnership among the Health Plan and local providers. Logos from the Health Plan and providers will be utilized to promote healthy behaviors and annual wellness. Cobranding will demonstrate the partnerships' unified focus on wellness and limit abrasive outreach.



QUESTIONS