



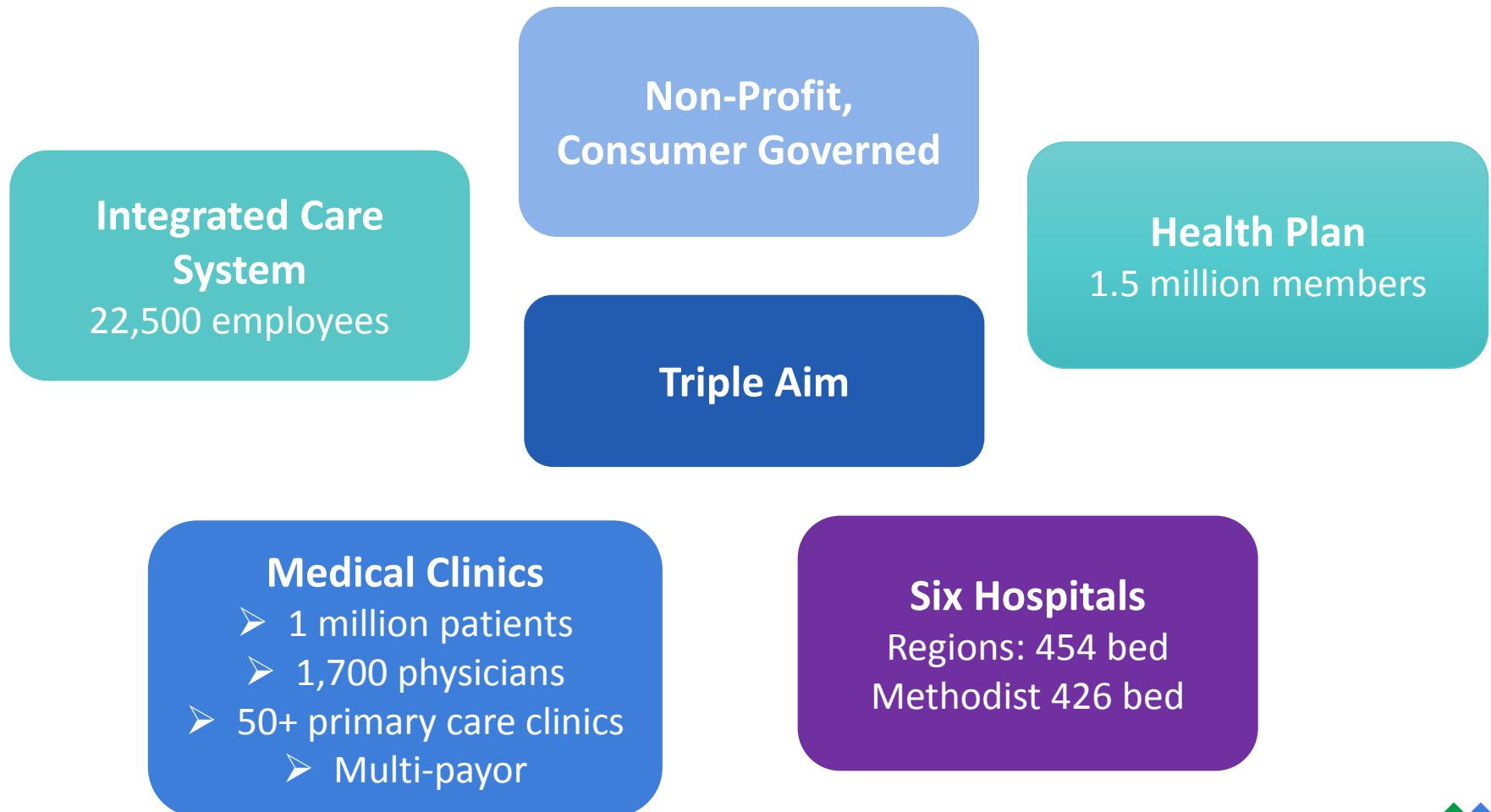
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# Health Plans in Minnesota Partner on Chlamydia Screening

American Sexual Health Association

June 21, 2016

# HealthPartners at a Glance



# Minnesota's Healthcare Landscape

- A system of NON-PROFIT payers (BY LAW) & provider systems
- All licensed health plans MUST participate in state healthcare programs, BY LAW, and produce public health collaboration plans every 5 years

## ▪ Hospitals & Health Systems



## ▪ Health Plans



### County-Based Purchasing



# Health Plan Collaboration



Health plan participation in initial MCP stakeholder meeting



Performance Improvement Project Planning



Engaged with MCP  
Chlamydia Provider Toolkit



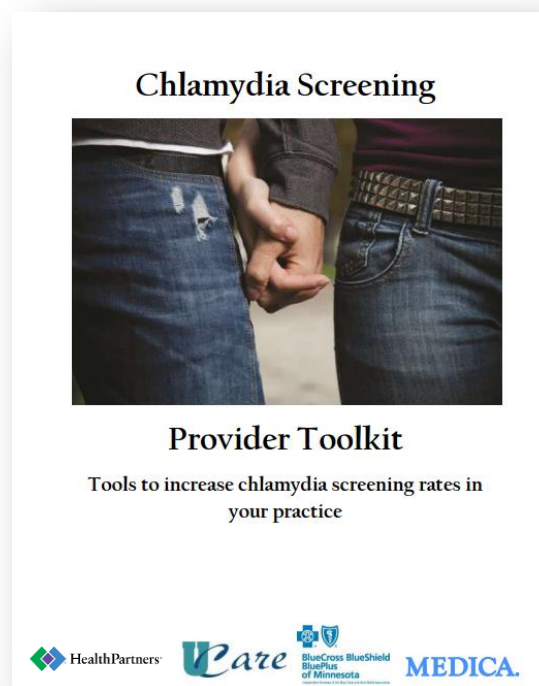
Webinar Series, Conferences,  
Ongoing Collaboration.....



# MN Health Plans take on Chlamydia

## Collaborative Health Plan Activities

- [Provider Toolkit](#)
- [Sponsored webinars](#)
  - Increase Chlamydia Screening
  - Teen Friendly Clinics
  - Stories from the Field
- Participation in other webinars
- Presentations and resources at Conferences
- Outreach to providers via newsletters
- Targeted Outreach to Clinics
- Universal Screening Tip Sheet
- Members of Minnesota Chlamydia Partnership
- Education on Privacy/EOB issues



# Individual Health Plan Efforts



- Quality Connections topic with clinic systems
- Quality Consultations for Clinics
- Financial incentives / withholds for clinics to improve rates
- Screenings at community events
- Annual PR around MN STD data release – Start Tribune, TPT and KMOJ
- EPT available via virtuwell on-line clinic
- Member mailing with infertility story for all members ages 18-24
- Facebook Campaign MN & WI ages 18-24



- Outreach to low and high performing clinics
- Incentive for members


MEDICA

- Incentive to members
- Member mailings
- Targeted clinic training
- Community partnering

Ucare

- Screenings at community events
- Sponsorship of screening events
- Member mailing

# HealthPartners Community Outreach Campaigns



## Megan's story

I wasn't thinking about starting a family when I was in college.

### Member Outreach

- Mailing sent to *all* (43,000) members 18-24 years old
- Letter and Megan's story

### Community Outreach (Social Media)

- All women ages 18-24 in MN and WI
- Moms in MN and WI with teen/young adult daughters
- Links to "Peace of Mind" website
  - Megan's Story
  - Chlamydia information
  - Actionable – make an appointment or find a clinic.

# 2014: 6-Week Campaign

**791,596**  
impressions



**10,122**  
clicks through to  
website

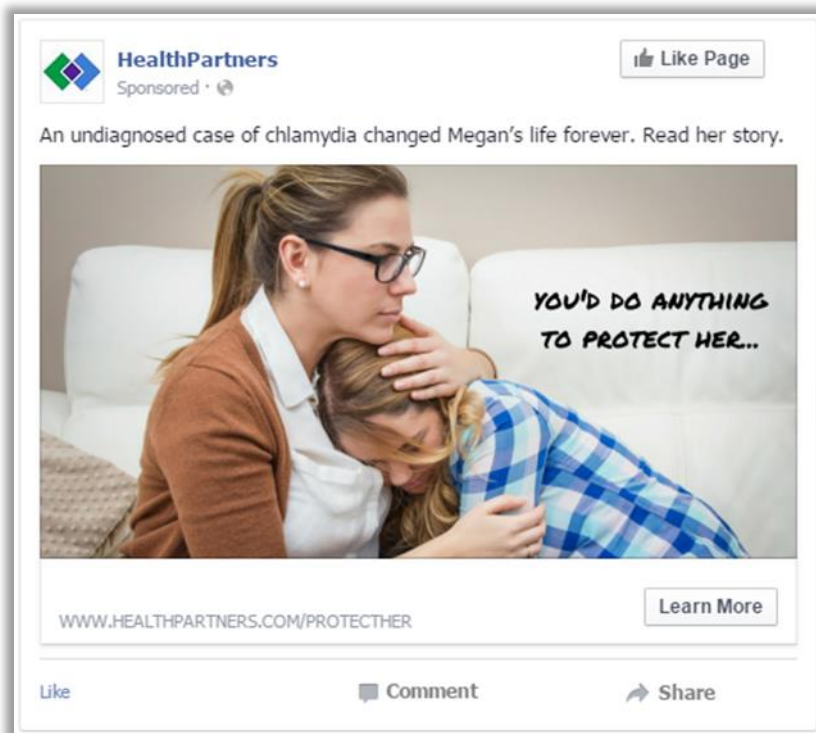
**+1.8%**

**2015 HEDIS**  
(Commercial)





# 2015: Facebook campaign for moms



146,237  
impressions

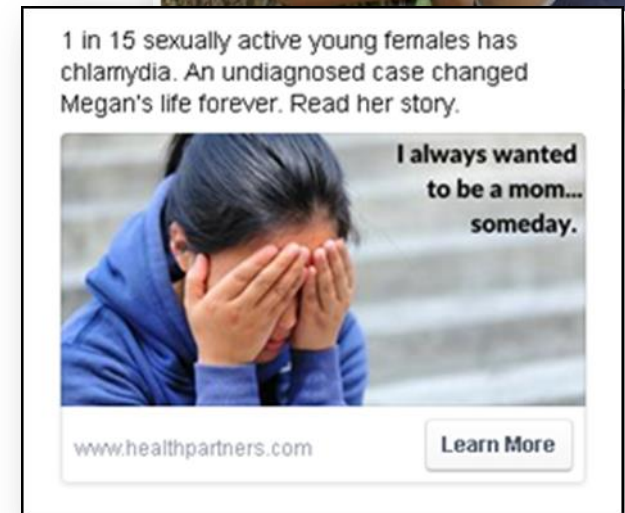
5,335  
clicks through to  
website

# 2016: Opportunities identified

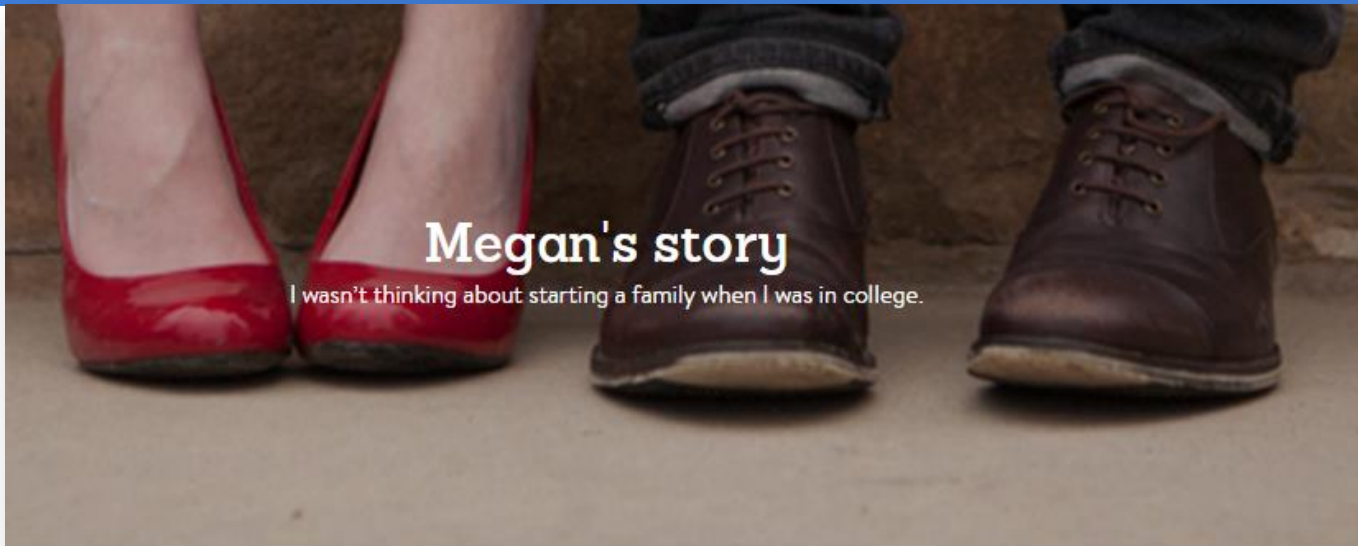
- **Message to 16-18 year-olds** (excluded from past direct to member letter and Facebook campaign)
- Message to **parents of 16-18 year-olds**
- HP's screening rates are lower among **white, commercial population** – tailor messages to them
- Prevalence rates are higher in Minnesota among **communities of color and lower income** populations – tailor messages to them

# 2016: Refreshed Facebook Campaign

- Young women, ages 16-24 with ad sets tailored for (imagery and targeting):
  - Communities of color
  - Lower income (Medicaid)
- Moms of women ages 16-24 with ad sets version for
  - “Protect her” message
  - “Have the STD conversation” message



# Megan's Story Webpage



I always wanted to be a mom... someday.

But I wasn't thinking about motherhood, or my health, when I was in college. I felt invincible, like most college kids do.

After I graduated, I got a job and met a good man who eventually became my husband. It was just like I planned. But when the time felt right to start a family, we tried without luck for about a year.

Not sure what the problem was, I made an appointment with my doctor.



# Custom Landing Page for Young Women

## Get screened

Give yourself peace of mind, and keep your options open for the future.



### Am I at risk for chlamydia?

Chlamydia is the most common STD in the United States. But more than 75 percent of young women who are affected don't have symptoms. If chlamydia isn't treated, it can cause permanent damage to your reproductive system. This can make it difficult or impossible to get pregnant. If you're having unprotected sex, get screened to avoid causing permanent damage.

[FIND A HEALTHPARTNERS DOCTOR](#)

If you have HealthPartners insurance, [log on to find a doctor in your network](#).

KEEP YOUR OPTIONS OPEN. GET SCREENED TODAY.



### Screening and treatment are simple

Screening for chlamydia is simple and free. Only a basic urine test is needed. Treatment is also fast. Typically, a single course of antibiotics is enough. If you're having unprotected sex, give yourself peace of mind and get tested.

[Schedule a screening with a HealthPartners doctor](#)

If you have HealthPartners insurance, [log on to find a doctor in your network](#).



### It's all confidential

If you are 13 or older, your health information is confidential – even if you're on your parent's insurance. You'll receive an Explanation of Benefits in the mail, which will list the screening as a lab test. Don't want that to come in the mail? Ask your insurance company how to get it sent to you by email.

If you have HealthPartners insurance, [get documents by email](#).



# Custom Landing Page for Moms

## Talk to your daughter

It's hard to talk about STDs, but it'll be harder to watch her struggle later.



### Know who's at risk for chlamydia

Chlamydia accounts for about 80 percent of STDs in Minnesota. And most of those cases occur in young women who are between the ages of 15 to 24. Among women who are affected, 75 percent don't show any symptoms of chlamydia.

When chlamydia isn't treated, it can cause permanent damage to the reproductive system. That makes it difficult or impossible to get pregnant. Even if you don't think your daughter is at risk, talk to her about the importance of getting screened.

[FIND A HEALTHPARTNERS DOCTOR](#)

If you have HealthPartners insurance, [log on to find a doctor in your network.](#)

### HOW TO HELP YOUR DAUGHTER



#### Let her know it's simple

When you talk with your daughter, let her know that chlamydia screening and treatment are simple. The screening is usually just a urine test. And if she does test positive for chlamydia, treatment is quick. Chlamydia can usually be cured with one course of antibiotics.

Most insurance plans cover a yearly chlamydia screening 100 percent. That means you pay nothing when she visits the doctor, and you won't get a bill later.



#### Encourage her to get screened

Schedule an annual exam for your daughter, and confirm that a chlamydia screening will be included. You can also give her the info to schedule her own appointment. Either way, let her talk with the doctor privately.

[Find a HealthPartners doctor for her screening](#)

If you have HealthPartners insurance, [log on to find a doctor in your network.](#)





# Blog posts for moms: She's all grown up an moving out



## Leaving home, but not your health insurance: How to get your 18-year-old ready.

It's hard to say bye to your daughter as she leaves home, but at least your 18-year-old can stay on your health insurance. Read about four things she should know before she goes.



By Barb Breher



I have two kids of my own. I watch them grow and can't believe how fast time flies. One minute, you're keeping your daughter steady while she learns to ride her first two-wheeled bike. The next minute, she's 18 and ready to set off on her own. Where does the time go?

When it's time to get your daughter (or son) ready for the big world, teaching her about managing her health is as big as that first bike ride. Just like you held the back of the seat to

## A Health Insurance Cheat Sheet *for college and beyond*



### Part 1: General info about your plan

- Health insurance company: \_\_\_\_\_
- Member ID number: \_\_\_\_\_
- Plan is in \_\_\_\_\_'s name.
- How to log in to your online account: \_\_\_\_\_

### Part 2: Doctor appointments

- How to find out if a doctor or clinic is covered: \_\_\_\_\_
- How much you'll have to pay at the visit: \_\_\_\_\_

### Part 3: Medicines

- How to find out if a medicine is covered: \_\_\_\_\_
- How to find out which pharmacy is cheapest: \_\_\_\_\_
- How much you'll have to pay at the pharmacy: \_\_\_\_\_

### Part 4: Emergencies

- How to find out if an urgent care clinic is covered: \_\_\_\_\_
- Your closest covered urgent care clinic is:  
Name: \_\_\_\_\_  
Location: \_\_\_\_\_  
Hours: \_\_\_\_\_  
Number: \_\_\_\_\_
- Your closest covered emergency room is:  
Name: \_\_\_\_\_  
Location: \_\_\_\_\_  
Hours: \_\_\_\_\_  
Number: \_\_\_\_\_
- How much you'll have to pay: \_\_\_\_\_

### Part 5: Key contact phone numbers

- Nurse advice line: \_\_\_\_\_
- Insurance company: \_\_\_\_\_
- Or call me! \_\_\_\_\_



*Love, Mom*

# 2016: HEDIS Results



**Commercial**



**Medicaid**





# Share the campaign



# Why clinics should be working on chlamydia

1. They should be screening!
2. Minnesota Community Measurement Publicly Reported Measure

FamilyHealth Medical Clinics	33.5%	27.0%	40.7%	179	Total Population	Below
Mayo Clinic Health System - Lake City	33.3%	24.2%	44.0%	84	Total Population	Below
South Lake Pediatrics	33.0%	27.2%	39.4%	224	Total Population	Below
Wayzata Children's Clinic	33.0%	27.0%	39.7%	209	Total Population	Below
Scandia Clinic	32.6%	24.0%	42.6%	95	Total Population	Below
Essentia Health - St. Mary's	32.5%	27.0%	38.6%	246	Total Population	Below
Southdale Pediatric Associates, Ltd	32.3%	27.9%	37.1%	390	Total Population	Below
Lake Region Healthcare	32.3%	26.5%	38.7%	223	Total Population	Below
Unity Family Healthcare - Avon	32.1%	26.2%	38.6%	215	Total Population	Below
Sanford Health - Sioux Falls Region	31.2%	28.6%	33.9%	1,159	Total Population	Below
Eagan Valley Pediatrics	31.0%	19.1%	46.0%	42	Total Population	Below
RiverView Health	30.2%	21.5%	40.6%	86	Total Population	Below
All About Children Pediatrics - Children's Health Network	29.9%	20.8%	40.9%	77	Total Population	Below
Altru Health System	28.8%	25.6%	32.2%	712	Total Population	Below
Sawtooth Mountain Clinic	28.6%	17.2%	43.6%	42	Total Population	Below
Avera Medical Group- McGreevy, United Med. Ctr., Worthington	28.2%	23.6%	33.3%	330	Total Population	Below
Parkview Medical Clinic - Minnesota Healthcare Network	27.8%	18.8%	39.1%	72	Total Population	Below
Mayo Clinic Health System - St. James	27.5%	18.4%	39.1%	69	Total Population	Below
Prairie Ridge Hospital & Health Services	27.5%	16.1%	42.8%	40	Total Population	Below
Essentia Health - West	27.4%	23.8%	31.4%	518	Total Population	Below
Alexandria Clinic	27.1%	22.9%	31.8%	380	Total Population	Below
Williams Integracare Clinic	26.7%	17.1%	39.0%	60	Total Population	Below
Pediatric Services - Children's Physician Network	26.4%	18.3%	36.6%	87	Total Population	Below
Seven Day Clinic	26.3%	18.6%	35.7%	99	Total Population	Below
Stevens Community Medical Center	25.5%	18.1%	34.5%	106	Total Population	Below
Glenwood Medical Center	25.3%	17.3%	35.3%	87	Total Population	Below
Avera Medical Group - Pipestone	23.7%	16.2%	33.2%	93	Total Population	Below
Pediatric & Young Adult Medicine	23.6%	16.5%	32.5%	106	Total Population	Below
Essentia Health - Fosston	20.6%	13.9%	29.4%	102	Total Population	Below
Dulcimer Medical Center	17.7%	10.2%	29.0%	62	Total Population	Below
Essentia Health - Ada	16.1%	7.1%	32.6%	31	Total Population	Below
Glencoe Regional Health Services	7.6%	4.5%	12.6%	171	Total Population	Below



# Clinic partnerships

- **Quality Connections**

- Hosted by HealthPartners, driven by clinics
- QI partners from large network systems share QI work
- Focus on publicly reported measures

Topic	N #	Positive	Negative	Took action	Future plans
Chlamydia Screening	14	93%	7%	14%	
Opioid / pain management	15	93%		13%	13%
Colorectal Cancer Screening	15	87%	0	27%	
Breast cancer screening	14	86%	7%	14%	
Pediatric Preventive Care	13	85%	8%		15%
PHQ9	13	85%	8%	8%	8%
Depression Remission at 6 months	14	79%	7%		
Depression in Primary Care	13	77%	8%	8%	
Maternal depression screening	13	77%			15%
Sustaining Quality Improvement	13	77%	8%		8%
Childhood immunizations	11	73%		9%	9%
Pap Hub	13	69%	7%	23%	7%
Clinic discharge/ check-out	13	69%	7%	7%	23%



# Clinic Partnerships

- **Support for Clinic Pilots**
  - Children's Healthcare Network – Pediatric network
  - Park Nicollet – Universal Screening
  - Stillwater Medical Group – Universal pilot; modified to match screening recommendations
  - Home self-swab validation study
- **Quality Consultations**
  - TA to clinics with limited resources
- **Process Improvement Pilots**
  - Contract
  - Withhold
- **Partners in Excellence Recognition Awards**
  - Public recognition
  - Financial benefits



# Questions

## Contact me:

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