Health Plans in Minnesota Partner on Chlamydia Screening

American Sexual Health Association

June 21, 2016
HealthPartners at a Glance

- **Medical Clinics**
  - 1 million patients
  - 1,700 physicians
  - 50+ primary care clinics
  - Multi-payor

- **Integrated Care System**
  - 22,500 employees

- **Non-Profit, Consumer Governed**

- **Health Plan**
  - 1.5 million members

- **Six Hospitals**
  - Regions: 454 bed
  - Methodist 426 bed

- **Triple Aim**
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**
- Essentia Health
- Allina Health
- Fairview
- Mayo Clinic Health System
- CentraCare Health
- Hennepin County Medical Center
- North Memorial
- HealthEast Care System
- Children’s Hospitals and Clinics of Minnesota

**Health Plans**
- MEDICA®
- HealthPartners®
- Sanford Health
- HealthEast Care System
- North Memorial
- HealthPartners
- PreferredOne
- Ucare

County-Based Purchasing

© 2015
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
- Incentive to members
- Targeted clinic training
- Community partnering
- Screenings at community events
- Sponsorship of screening events
- Member mailing
HealthPartners Community Outreach Campaigns

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.

Megan’s story
I wasn’t thinking about starting a family when I was in college.
2014: 6-Week Campaign

- 791,596 impressions
- 10,122 clicks through to website

2015 HEDIS (Commercial)

+1.8%
2015: Facebook campaign for moms

An undiagnosed case of chlamydia changed Megan’s life forever. Read her story.

YOU’D DO ANYTHING TO PROTECT HER...

WWW.HEALTHPARTNERS.COM/PROTECTHER

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

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

It's hard to say goodbye 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
2016: HEDIS Results

Commercial: +1.0%

Medicaid: +2.88%
Share the campaign
Why clinics should be working on chlamydia

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

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

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

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

– Patty Graham, Senior Quality Consultant, HealthPartners
– pattyr.graham@healthpartners.com
– 952-883-6163