

COVID-19 Response

Aetna Better Health of PA

Case Management

COVID-19

Aetna's Response

- Respond to our colleagues and members by providing reputable up-to-date information on disease prevention and care through education.
- Aetna Infectious Disease Response Team (IDRT)
- CVS Emergency Response Readiness Team (ERR)

Communications

- Member Questions and COVID Talking points updated as frequently as necessary.
- Reassure members and employees through education and support.



Care Management Outreach Initiatives

Vulnerable population outreach

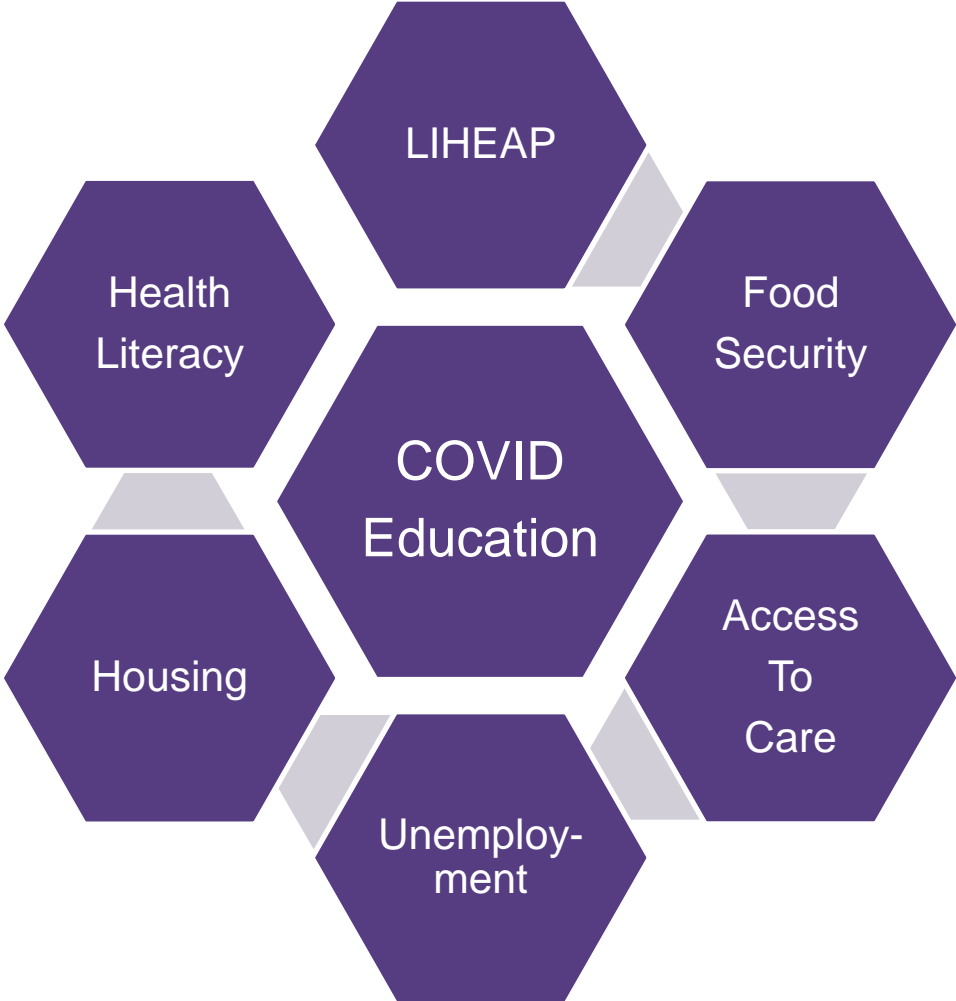
- Members in Medical Daycare (PPEC) (81 members)
 - Offered shift care services in place of medical daycare for members whose medical daycare closed
- Shift care members (617 members)
 - Monitor families with shift care services to see if they were accepting services, not accepting services and had sufficient agency staffing supporting their needs and providing education.
- Older members (over 62) with chronic conditions and not engaged in CM
 - Outreached by Best Foot Forward Vendor. (1700 members statewide)
- Dialysis members (129) outreach for COVID well check and transportation

**51,360
members
outreached**

**5,756
COVID -19
well check
outreaches**

Community Health Workers

Community Health Worker Outreach Initiatives



Community Based Care Management

COVID Impact on CHW Outreach

The Public Health Emergency (PHE) impacted the way CHWs performed their daily tasks

- Telephonic outreach, no face-to-face interactions with members/harder to build trust
- CHWs can outreach to more members due to less travel
- Increased ability to outreach to our more remote members
- Allowed more time for accurate and thorough documentation and data collection

Changes found to benefit the program that will remain the same post PHE:

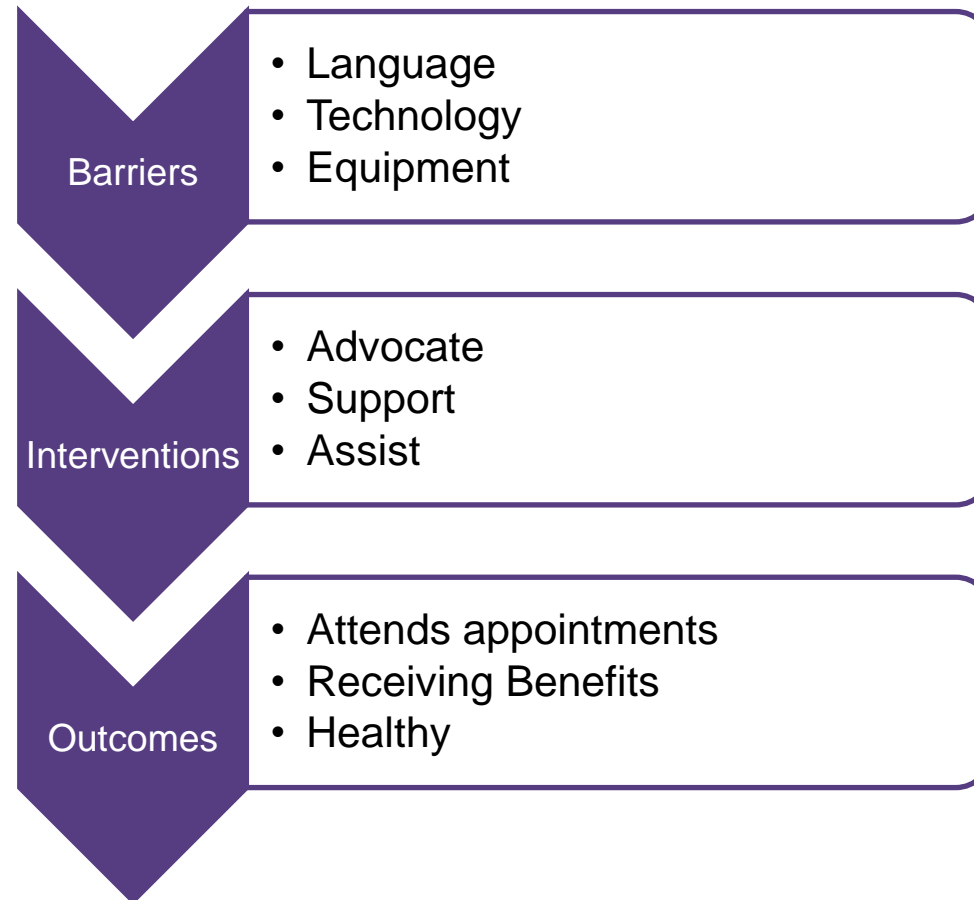
- Ability to go paperless/implementation of iPads
- Documentation and data collection standards

Changes Aetna has implemented around CHW duties to promote engagement especially in the more Urban areas:

- Added text messaging/virtual meetings as option for members
- Partner with QM/CM for text message campaigns regarding vaccinations

CHW COVID-19 Success Story

Spanish speaking member with high ED utilization tests positive for COVID-19



Vaccine Outreach Update

CHW's begin outreach 24 hours after receiving information from provider (most times outreach begins same day)

Expanded to 8 providers in all 5 regions of the state

CM and Engagement HUB Outreach

12–16 years-old vaccination efforts



Additional Outreach

Text Message Campaigns

COVID-19 Education Series

- 4-part COVID Educational Series
- Every three days
- Prevention, SDoH, COVID resources, Social Distancing

Vaccination Outreach Series

Group One

- Chronic conditions including Asthma, COPD, CHF, CKD, CAD, Diabetes, and Hypertension) or over the age of 65

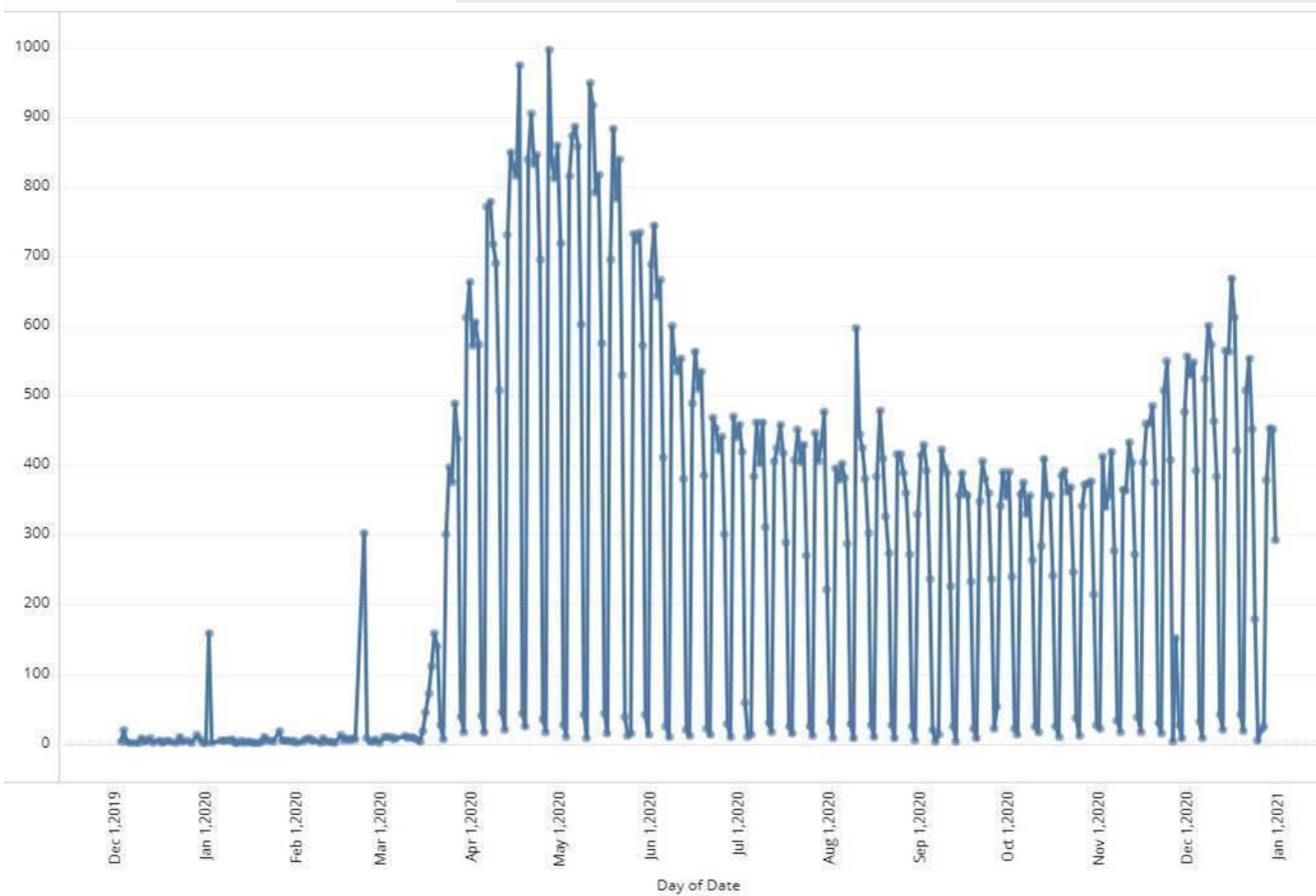
Group Two

- Anyone whose race is not Caucasian, or ethnicity is not Non-Hispanic ages 16 and up

Group 3

- Remaining population ages 16 and up

Telemedicine



Telemedicine Trend

Telehealth services and encounters have seen a dramatic rise during the pandemic



Telemedicine Provider/member support

- **Provider Newsletter**
 - Refers providers to our website COVID resource page for telemedicine guidance (last five newsletters)
- **Quality Provider Liaisons (QPL)**
 - QPLs educate providers on availability of telehealth and use of telehealth as HEDIS measure
- Provided Digital Scales and BP cuffs to pregnant members to allow monitoring during the pandemic.
- Provided Philadelphia women with access to Pacify Application to assist members with breast feeding needs with live certified lactation consultants through PDHHS funding.

Dental

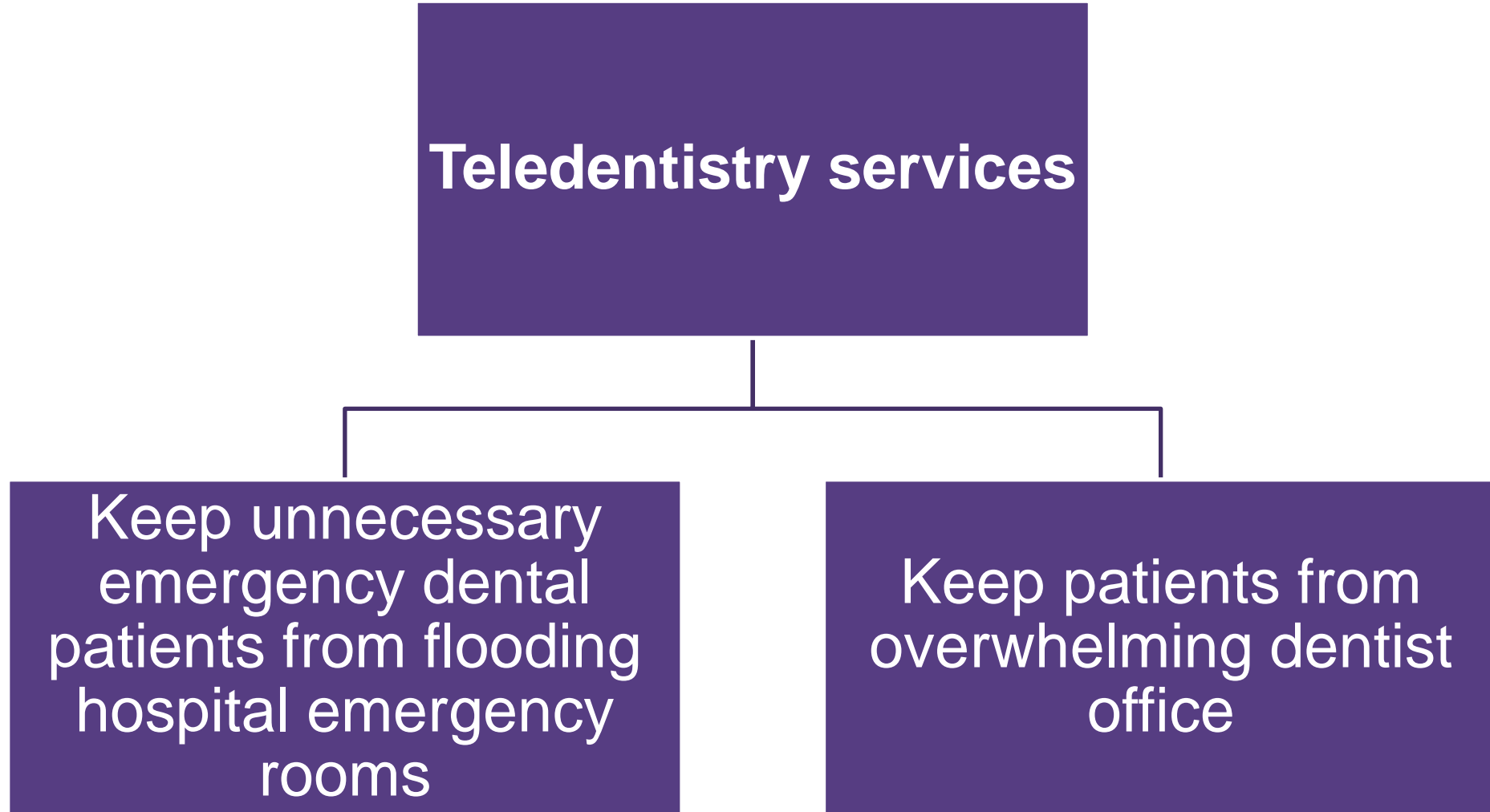
Cornerstone Cares Dental Drive Up

In early April, Aetna Better Health of PA team held our second outdoor drive through/walk up dental event. Partnering with Cornerstone Cares in the Hill District of Pittsburgh, an outdoor check point was set up for dental screenings and varnish treatments.

- FQHC Partnership with ABHPA to outreach to members during COVID
- Targeted ADV non-adherent population 1-20 years of age
- Members received screenings, oral hygiene instructions, tobacco cessation counseling, nutritional counseling, and/or a fluoride application
- We utilized our small, diverse business vendor to facilitate appointment scheduling for the event



COVID-19 and Teledentistry



Thank You