



Testimony of Greg LaManna before the Joint Medicaid Oversight Committee

State Plan President

Anthem Blue Cross & Blue Shield

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Chairman Romanchuk, Vice Chairman Patton, Ranking Member Antonio and members of the JMOC Committee. My name is Greg LaManna and I am the CEO of the Anthem Blue Cross & Blue Shield Medicaid Health Plan (Anthem). I am happy to be here today to share with you a little about our Anthem Medicaid plan and some of the innovations we are implementing or plan to bring to the State of Ohio.

Anthem was honored to be one of the seven Managed Care Plans that was awarded a new contract through the reimagined Next Generation Medicaid program. As a health plan that has served Ohioans for more than 80 years, the opportunity to work with our Medicaid members is a privilege and one we are grateful for. Across the country, Anthem and our sister health plans serve more than 11 million Medicaid recipients in 25 states and Puerto Rico. Through this work with our state partners, Anthem has been able to bring innovations to Medicaid programs, an experience we are excited to also bring to the State of Ohio.

In February, Anthem continued our Medicaid journey with our acquisition of the Paramount Medicaid membership. This allowed Anthem to begin to serve Ohio Medicaid members and to introduce some of our innovative experience within the market. Specifically, we have had a focus to close barriers to care and ensuring that providers and community partners can serve our members to the best of their abilities utilizing technology. These are the two areas of innovation that I will share with you today.

Anthem Rural Medicine Scholarship

As we prepared our RFA response, we were able to leverage our experience in other states to and share some of our goals should we be lucky enough to be selected to serve as a partner within this program. Of particular importance for Anthem was a focus on provider education and workforce training, specifically in underserved areas around Ohio.

One of those initiatives that we spoke to in our RFA proposal was the Anthem Rural Medicine Scholarships program.



We know, as you do, that thousands of rural Ohioans receive care in a less timely fashion than those living in metropolitan areas, due to the lack of access to locally available healthcare services. In addition, these members face long distance travel to reach a hospital or to access medical specialty care.

To address this ongoing need, we are proud to create the Anthem Rural Medicine Scholarships in collaboration with the University of Cincinnati's College of Nursing and at the Ohio University College of Health Sciences and Professions. I am pleased to share that earlier this year, through our Health Equity program, Anthem created multi-year scholarships at these universities to assist Ohioans who were studying to become health care clinicians.

The Anthem Rural Medicine Scholarships were established to remove financial barriers and provides support to expand access to primary healthcare services, advance health equity and educate medical professionals in specified disciplines who agree to complete clinicals in designated rural or underserved counties in Ohio, specifically in the 32 counties designated as Appalachian.

Through the scholarship investments and based on our success in other states with this program, Anthem will create primary care access for thousands of Medicaid members per year through primary care, mental health and substance use disorder professionals, infant health, women's health, and midwifery fields.

As part of the scholarship investments, additional innovative materials associated with curriculum will be deployed to advance training in trauma informed care and motivational interviewing related to maternal and infant birth outcomes including multi-racial birth stimulators to simulate a variety of procedures crucial to the development of core competencies in the fields of Obstetrics and Midwifery.

I am happy to report that we are already seeing results from our investment. Our first scholarships were awarded earlier this year and we recently received thank you notes from some of our first scholarship recipients, and I wanted to share some of their words.

One awardee wrote: "I currently reside in rural Ohio, the need for outpatient providers is high and actively growing. Many patients in Southern Ohio are currently driving 30 minutes to an hour, or more for quality care in this area. I am set to graduate December 9, 2022, and I hope to begin working as a nurse practitioner in the outpatient setting in early 2023. This scholarship award will help me reach my goals and help provide care closer to home for patients in Southern Ohio. This award not only helps me, but also helps the people in my community."



Community Colleges Workforce Scholarship

Similarly, Anthem has worked with Lorain and Sinclair Community Colleges to provide scholarships for students who were pursuing more technical, 2-year, health provider education and training. In these scholarships, Anthem was able to provide smaller monetary support to offset the cost of equipment needed for lab classes (stethoscopes, scrubs, etc). Again, these investments allowed for non-traditional students to pursue their passions in healthcare careers, while helping to bring much needed providers and clinicians into Ohio's healthcare system.

Mobile Partnership

Anthem has also partnered with Mt. Carmel Health System to increase access to medical care, treatment and medication for substance use disorder, reduce harm, and implement interventions to address social drivers of health through the deployment and expansion of services provided by social care teams and street medicine.

The Program directly serves vulnerable individuals including those experiencing homelessness and/or victims of human trafficking. Much of the patient population on the streets is suffering from substance use disorder (SUD), severe mental illness (SMI), and chronic health disorders.

The funding will add a registered nurse assigned to the street medicine team which provides urgent medical care services on the streets and in mobile clinic settings, with the goal of reducing non-emergent emergency department visits, expanding access to primary care, substance use disorder treatment and medication assisted treatment, dental care and other specialty care.

The funding will add a community health worker to the social care team which works alongside the street medicine team. The social care team is comprised of certified Peer Supporters with lived experience with SUD

The Social Care team addresses the health-related social needs and barriers within the community, and focuses on accessing addiction recovery services, housing, and health resources through intense care management. The Social care team provides supports to increase stability for those on the streets or in housing including bus passes, hygiene products, clothing, furniture, housing-related needs, and other special needs with a housing first focus to stabilize and increase health outcomes

The funding will be used to support the development of an innovative mapping platform to identify homeless camps and coordinate outreach and medical efforts among collaborative outreach partners across Central Ohio.



The expected outcomes of this partnership include:

- 600 community health worker supported interventions
- Peer recovery supports to 200 individuals to enter and navigate substance use treatment and recovery
- Increase access to primary care and specialty medical care access and encounters for vulnerable populations via street medicine and mobile health care

Care Coordination Portal

Now I would like to take a few minutes to share with you details about Anthem's Care Coordination Portal. As part of the Managed Cared Contract with the Ohio Department of Medicaid, plans are required to develop this connectivity however, I would like to share some details regarding our portal as I believe we have created a best-in-class solution that will create more connectivity and allow our provider and community partners to care for our members in a wholistic approach.

Anthem's Care Coordination Portal goes over and beyond by not only assuring we follow ODM requirements but adding the following additional features:

Anthem's Care Coordination Portal is bi-directional, meaning that it is intuitive and operational for both Anthem and our provider partners. Both providers and the Anthem team have access to the data and can share information about the members their health and social determinant needs so the members entire spectrum of care can be addressed.

One example of our technology is a valuable feature that allows for additional information to be shared. For instance, the care coordination team is able to input that some members might take supplements or Over-The-Counter medications which are not claims based and would not traditionally show up in a member's medical record. The additional medication list provides insight and awareness for care coordinator. Medication errors are a major contributor to preventable admissions and ER visits. The Care Manger + would have the opportunity to mitigate a medication safety risk, admission, and readmission by having the additional information.

Not only is this new Care Coordination portal being utilized in Ohio, but it is also a best-in-class model that will be recreated in Anthem's other Medicaid markets – once again demonstrating that Ohio leads the way.

Thank you for allowing me to take a few minutes to share some of the innovations that we are most proud of here at Anthem. As you can see my team and I are really excited about these programs and partnerships as we truly believe that they can improve access to care for our members and supporting our provider partners so that they can focus on taking care of Ohioans.