

# CONDITION MANAGEMENT PROGRAMS



**UNICARE.**

A Healthy Dose of Innovation™

UniCare is a WellPoint Company

# CONDITION MANAGEMENT: Impacting The Bottom Line

Our comprehensive Condition Management programs were thoughtfully designed to achieve the primary goals of helping to improve associates' health and reducing health care spending. We understand the connection between healthy individuals and the direct impact to your bottom line.

AccuStrat®, a predictive data analysis tool that effectively identifies associates at highest risk for costly events and exacerbations of common chronic conditions, is a main means toward achieving this goal.

AccuStrat is customized to each client's unique demographic distribution, regional coding practices, clinical conditions and claims patterns. This translates into identification and engagement of the most appropriate individuals at risk and results in more cost-effective interventions.

To find out more about  
UniCare Condition Management programs,  
contact your UniCare sales representative or  
visit [www.unicare.com](http://www.unicare.com).

**Condition Management Programs** Living with a chronic illness or a long-lasting condition presents a person with many physical, and sometimes financial, challenges. UniCare Condition Management programs provide members with the tools and assistance they need to take charge of their conditions and live healthier lives.

UniCare Condition Management programs take an individual-centered approach to supporting people living with chronic conditions. Fully-licensed health professionals, including registered nurses, dietitians, pharmacists, exercise physiologists and others, coach individuals to better understand their conditions and encourage self-management skills. Individualized goals are established to guide them through behavior change for a healthier lifestyle.

**Condition Management programs provide services and support for:**

- Asthma (adults and pediatric)
- Diabetes (adults and pediatric, types 1 and 2)
- Chronic obstructive pulmonary disorder (COPD)
- Chronic heart failure (CHF)
- Coronary artery disease (CAD)

**Individualized Care For Those In Need**

A “one-size-fits-all” approach to disease management is not always appropriate. Our Individualized Intervention Plan® (IIP) is a highly personalized care “blueprint” that outlines specific goals and action steps to help a participant achieve better health. These goals are based on the current stage of health and the physician’s prescribed treatment plan. A primary nurse care manager is assigned to each participant most in need of personalized attention to oversee every aspect of an associate’s case, including the involvement of other licensed health care professionals such as pharmacists, dietitians, exercise physiologists and physicians. Through the use of innovative behavioral change techniques and application of health coaching principles from leading experts, the nurse care manager works with the employee to help change “bad habits,” which can lead to improved health.

## UniCare Condition Management Program Advantages

### **Better Identification Through Proven Predictive Modeling**

Our Condition Management programs use AccuStrat®, a predictive data analysis tool that effectively identifies associates at highest risk for costly events and exacerbations of common chronic conditions. The AccuStrat model has been developed specifically to identify members appropriate for disease and case management interventions.

A distinct advantage AccuStrat has over models that are primarily statistically based is its medical management focus. Many companies use models developed for financial and pricing applications which are effective for actuarial analysis, but lack the ability to drive clinical evaluation. AccuStrat merges both statistical and clinical approaches to better identify and stratify those at risk and their levels of risk.

Additionally, the AccuStrat analytic process is customized to each client's unique demographic distribution, regional coding practices, clinical conditions and claims patterns. This translates into identification and engagement of the most appropriate individuals at risk and results in more cost effective interventions.

### **Educational Outreach**

Education is a key element to Condition Management programs. Each participant receives a

condition-specific assessment, and is then designated either “standard intensity” or “high intensity.”

Standard intensity participants receive materials related to their condition such as care guides, self-monitoring charts, resource listings, lifestyle tips and condition-specific educational newsletters. They also receive periodic reminders for screenings and check-ups and telephone access to a registered nurse 24 hours a day for advice.

Members in the high intensity category also receive a welcome kit of educational information and mailings, plus they are assigned a nurse care manager advisor who calls as frequently as needed to counsel the patient.

### **Effective Engagement Strategies**

Engagement specialists are used to initiate first contact with members identified and stratified as high risk. These engagement



specialists are dedicated exclusively to the tasks of explaining the Condition Management programs to members and encouraging them to voluntarily participate.

Furthermore, the engagement specialists are supported by telephone tools that carry out multiple attempts at calls over several days at varying times to maximize personal contact with the member.

**Therapeutic Alerts** Condition Management programs foster improved health through targeted efforts to increase member and physician adherence to established medical and pharmacy guidelines.

Medical and pharmacy claims data is analyzed monthly to

identify impactable gaps in care, such as lack of preventive screening or potential drug interactions. Members are alerted to these gaps and encouraged to discuss them with their physicians. Physician involvement includes regular telephonic and written communication with the member's provider, and each quarter the physician receives progress updates.

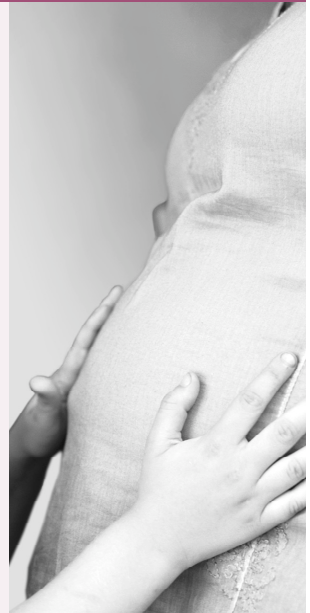
**Enhanced Reports and Quality Control** Clients who utilize UniCare Condition Management programs receive quarterly and annual reports detailing information from the Condition Management programs and its participants so they can monitor and track the program's effectiveness.

## A Special Program For A Special Condition: MaterniCall®

MaterniCall is a service that offers help from a team of health care professionals led by registered nurses specially trained in prenatal care to reduce the risk of premature birth and to help bring about healthy pregnancies and the delivery of healthy babies. The program is designed to provide participants with early and continuous prenatal care, education and support.

By using the education and support of MaterniCall, members may help reduce:

- the incidence of preterm delivery and low birth-weight infants;
- the need for Neonatal Intensive Care Unit admissions.





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