

Minutes of the Meeting of the Managed Care Committee of the Board of Directors of the Cook County Health and Hospitals System held Friday, January 21, 2022 at the hour of 10:30 A.M. This meeting was held by remote means only, due to the determination that a public health emergency exists.

I. Attendance/Call to Order

Chair Munar called the meeting to order.

Present: Chair David Ernesto Munar and Directors Robert Currie, Joseph M. Harrington and Mike Koetting (4)

Directors Ada Mary Gugenheim and Otis L. Story, Sr.

Absent: None (0)

The next regular meeting of the Managed Care Committee is scheduled for Wednesday, April 20, 2022 at 10:30 A.M.

Additional attendees and/or presenters were:

Yvonne Collins, MD – Chief Medical Officer,
CountyCare

Aaron Galeener – Interim Chief Executive Officer,
Health Plan Services

Jeff McCutchan –General Counsel

Israel Rocha, Jr. – Chief Executive Officer

Deborah Santana – Secretary to the Board

Caryn Stancik – Chief Communications and
Marketing Officer

II. Electronically Submitted Public Speaker Testimony

There was no public testimony submitted.

III. Report on Health Plan Services (Attachment #1)

Aaron Galeener, Interim Chief Executive Officer of Health Plan Services, provided an overview of the report. The Committee reviewed and discussed the information.

The presentation included information on the following subjects:

- Metrics:
 - Current Membership
 - Managed Medicaid Market
 - Illinois Medicaid Managed Care Trend in Cook County
 - FY21 Budget: Membership
 - Operations Metrics: Call Center & Encounter Rate
 - Operational Updates
 - Current v. Prior Year: IP Acute Admits/1000
 - CountyCare COVID Vaccination Rates
 - Claims Payments

In response to a question regarding open enrollment, Mr. Galeener stated that, overall, enrollment in the MoreCare products has increased from 600 to 800 members during the open enrollment period. He will be providing a deep dive review on the subject of membership, including open enrollment, at the next Committee Meeting.

In response to a question from Director Story regarding market responsiveness to the request for proposals (RFPs) that were recently issued for a number of managed care-related services (slide 8 of the presentation), Mr. Galeener stated that he can provide a grid with the number of respondents to the various RFPs.

IV. **Managed Care Marketing Update** (Attachment #2)

Caryn Stancik, Chief Communications and Marketing Officer, provided an overview of the report. The Committee reviewed and discussed the information.

The presentation included information on the following subjects:

- Brand Evolution
- '20-'21 Choice Campaign
- 2021-2022 Choice Campaign
 - Campaign Goals and Strategy
 - Focus Groups: Key Insights
 - 2021-2022 Campaign: CountyCare is There
 - Media Buy
 - Timeline
 - Campaign Buildout
 - Out-of Home Locations
 - Campaign Overview
 - Campaign Metrics Summary
 - Digital Overview
 - Digital Dashboard
 - Glossary of Advertising Terms

V. **Health Equity Updates** (Attachment #3)

Dr. Yvonne Collins, Chief Medical Officer of CountyCare, provided an overview of the report. The Committee reviewed and discussed the information.

The presentation included information on the following subjects:

- Health Plan Data
 - CountyCare COVID Vaccination Rates
 - Membership by Disproportionately-Impacted Areas (DIA)
 - Emergency Department Visits
 - Inpatient Admissions
 - Primary Care Physician Visits
- HFS Quality Pillars
 - PIW - Assignments
 - PIWs: Equity Training
 - DIA Zip Codes
 - Fishbone Diagram – Breast Cancer Screening
 - Provider Group A: Targeted Outreach
 - Provider Group – DIAs
 - Provider Group B: My2021 HEDIS Measure Performance
 - HealthCare Extravaganza Results
 - CountyCare – Social Risk Factors Identified
- Housing Insecurity
 - Members Experiencing Homelessness
 - Advancing Health Equity (AHE) Learning Collaborative (Phase 2)
- Other Strategies
 - Food Insecurity
 - Claims Summary
 - Justice Involved Population Health Program
 - Equity Goals

Following the discussion of the information, Director Story commented that the presentation was extremely enlightening. He stated that the Cook County Board and broader audience should also receive this information. He will discuss that recommendation with Chair Munar and Director Deer after the meeting.

VI. Action Items

A. Minutes of the Managed Care Committee Meeting, November 5, 2021

Director Koetting, seconded by Director Harrington, moved to accept the minutes of the Managed Care Committee Meeting of November 5. A roll call vote was taken, the votes of yeas and nays being as follows:

Yeas: Chair Munar and Directors Currie, Harrington and Koetting (4)

Nays: None (0)

Absent: None (0)

THE MOTION CARRIED UNANIMOUSLY.

B. Any items listed under Section VI

VII. Adjourn

As the agenda was exhausted, Chair Munar declared the meeting ADJOURNED.

Respectfully submitted,
Managed Care Committee of the
Board of Directors of the
Cook County Health and Hospitals System

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
David Ernesto Munar, Chair

Attest:

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
Deborah Santana, Secretary

Requests/Follow-up:

Follow-up: Mr. Galeener will provide a grid to Director Story with the number of respondents to the various RFPs (regarding slide 8 of the presentation). Page 1

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January 21, 2022

ATTACHMENT #1

Health Plan Services

Prepared for: CCH Managed Care Committee

Aaron Galeener

Interim Chief Executive Officer, CountyCare

January 21, 2022



Board Metrics



Current Membership

Monthly membership as of January 5th, 2022

Category	Total Members	ACHN Members	% ACHN
FHP	264,642	20,378	7.7%
ACA	116,688	18,040	15.5%
ICP	30,423	5,227	17.2%
MLTSS	8,167	0	N/A
SNC	5,370	635	11.8%
Total	425,290	44,280	10.4%

ACA: Affordable Care Act

FHP: Family Health Plan

ICP: Integrated Care Program

MLTSS: Managed Long-Term Service and Support (Dual Eligible)

SNC: Special Needs Children



Managed Medicaid Market

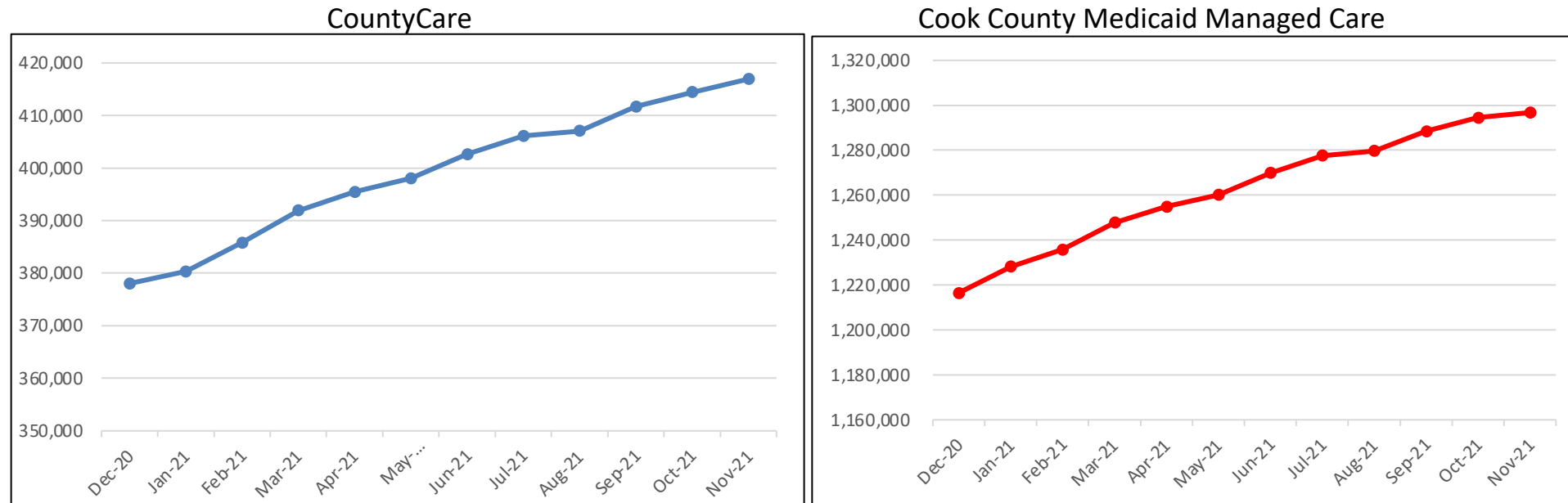
Illinois Department of Healthcare and Family Services November 2021 Data

Managed Care Organization	Cook County	Cook Market Share
*CountyCare	416,937	32.2%
Blue Cross Blue Shield	330,653	25.5%
Meridian (a WellCare Co.)	314,867	24.3%
IlliniCare (Aetna/CVS)	128,840	9.9%
Molina	95,823	7.4%
YouthCare	9,667	0.7%
Total	1,296,787	100.0%

* Only Operating in Cook County



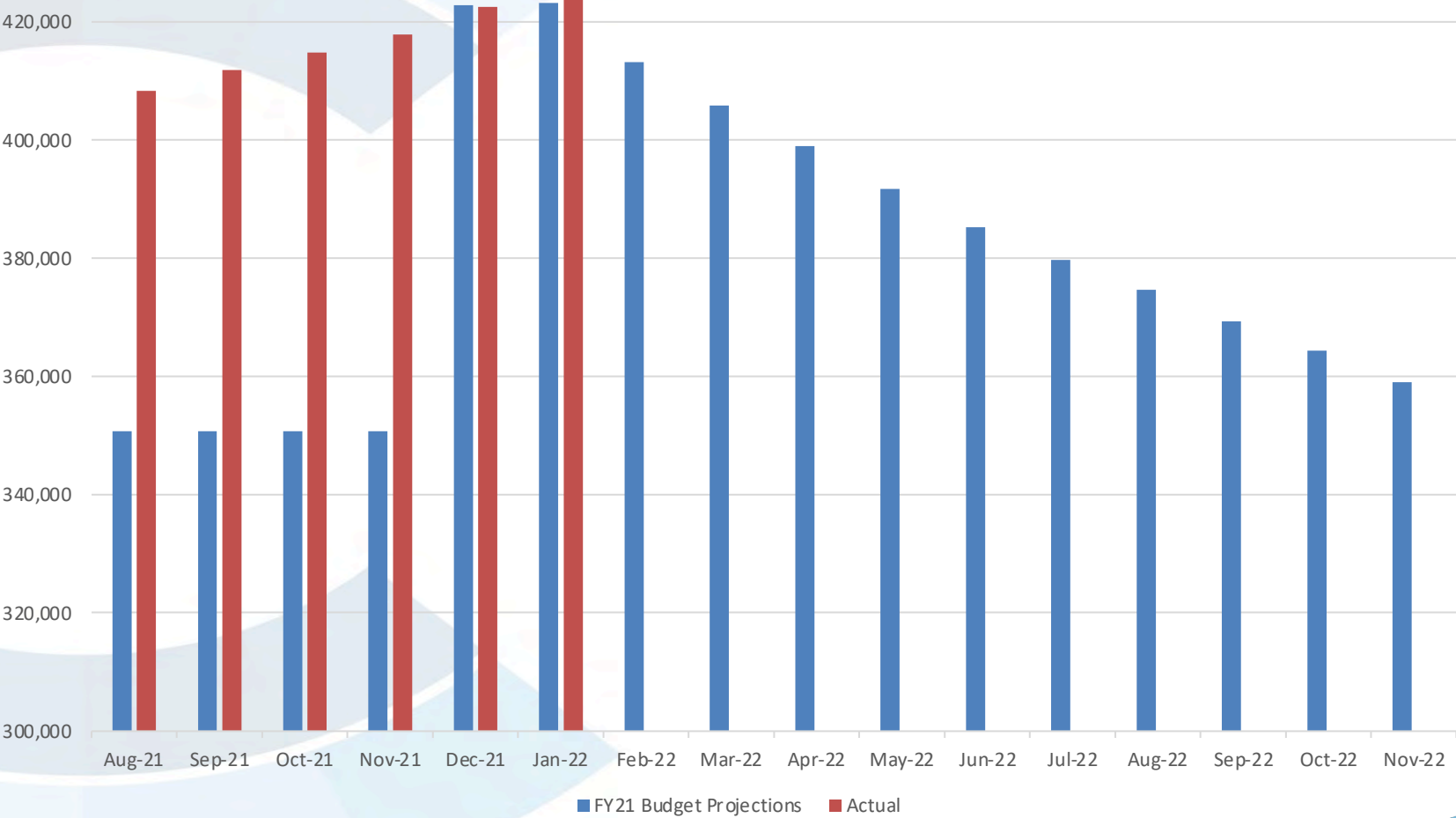
IL Medicaid Managed Care Trend in Cook County (charts not to scale)



- CountyCare's enrollment has increased 10% over the past 12 months, ahead of the Cook County increase of 7%
- CountyCare's enrollment increased 0.6% in November 2021 compared to the prior month

Source: <https://www.illinois.gov/hfs/MedicalProviders/cc/Pages/TotalCCEnrollmentforAllPrograms.aspx>

FY 21 Budget | Membership



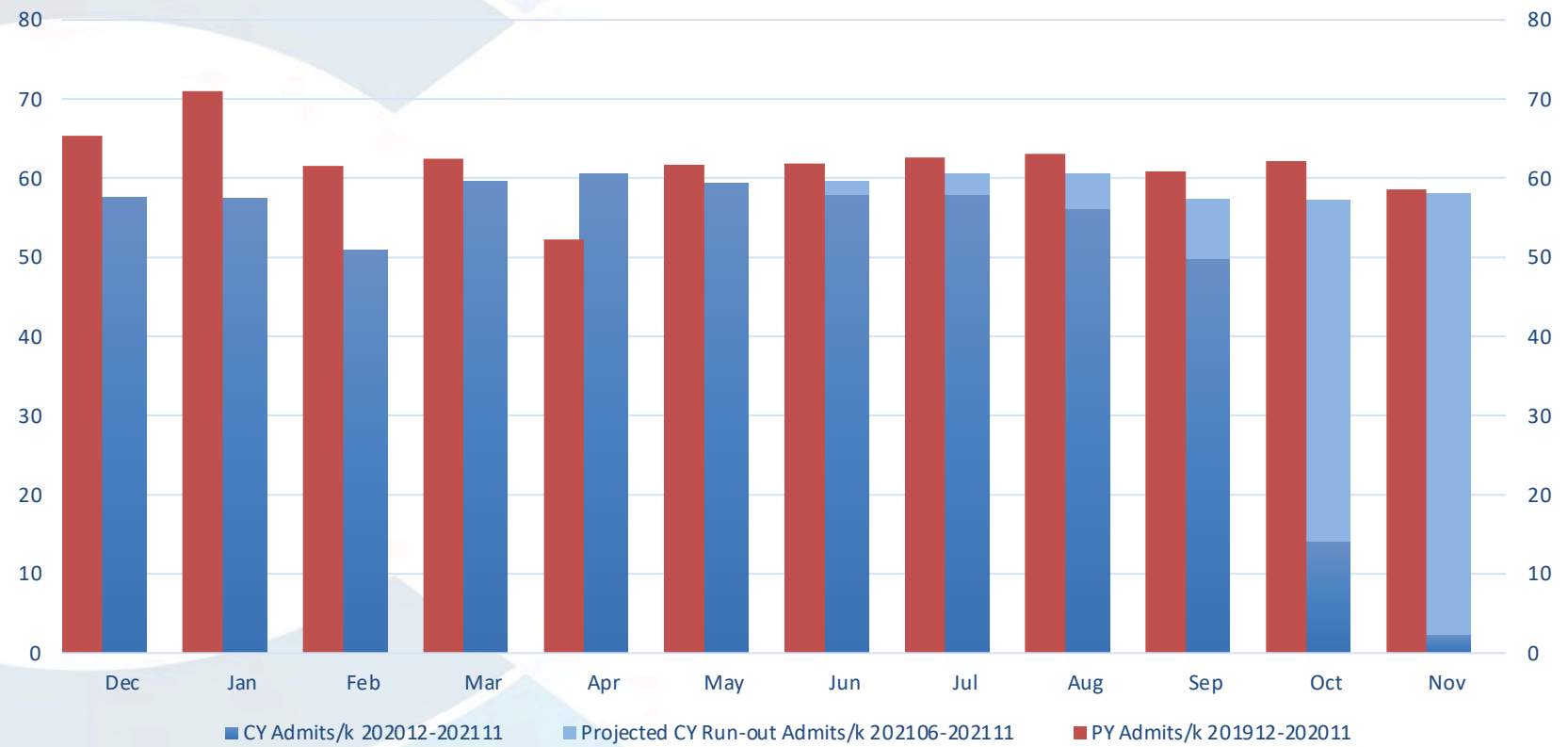
Operations Metrics: Call Center & Encounter Rate

		Performance		
Key Metrics	State Goal	Oct 2021	Nov 2021	Dec 2021
Member & Provider Services Call Center Metrics				
Abandonment Rate	< 5%	2.14%	2.42%	1.10%
Hold Time (minutes)	1:00	0:23	0:27	0:10
% Calls Answered < 30 seconds	> 80%	85.20%	81.87%	93.27%
Quarterly				
Claims/Encounters Acceptance Rate	98%	98%		

Operational Updates

Request for Proposals	Posting Date	Expected Completion
Pharmacy Benefit Managers	October, 2021	1 st Quarter, 2022
Third Party Administrative Services	October, 2021	1 st Quarter, 2022
Care Management	December, 2021	1 st Quarter, 2022
ESRD Services	October, 2021	1 st Quarter, 2022
Actuarial Services	November, 2021	1 st Quarter, 2022

Current v. Prior Year: IP Acute Admits/1000



Updated monthly, paid through November 2021
All acute and surgical cases + approved acute authorizations
Domestic admissions are not included since they do not require Prior Authorization



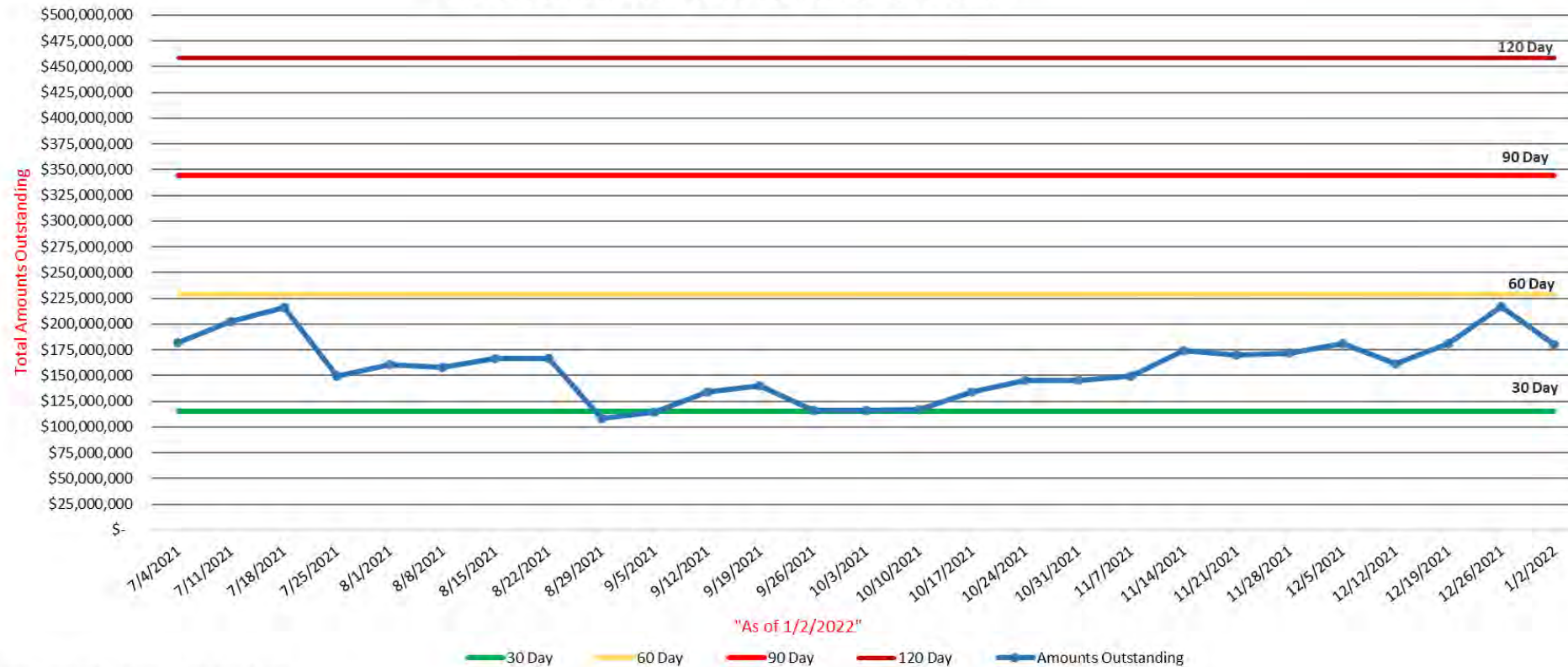
CountyCare COVID Vaccination Rates

Vaccination Phase	Count of Membership	Percent of Total Membership (425k)	Percent of Vaccine-Eligible Membership (378k)
1st of 2 doses only:	22,593	5.31%	5.97%
Fully Vaccinated:	147,345	34.65%	38.93%
Vaccinated with at least 1 dose:	169,938	39.96%	44.90%

Data as of 1/7/2022

Claims Payments

Received but Not Yet Paid Medical Claims



*Assumes average of 15 days to process claims

*Assumes \$57.5M in pending claims not yet adjudicated

*Medical claims only- does not include pharmacy, dental, vision or transportation claims. These claims typically average a 30-60 day payment timing.

Claims Payments

Received but Not Yet Paid Claims

Aging Days	0-30 days	31-60 days	61-90 days	91+ days	Grand Total
Q1 2020	\$ 109,814,352	\$ 53,445,721	\$ 46,955,452	\$ 9,290,569	\$ 219,506,093
Q2 2020	\$ 116,483,514	\$ 41,306,116	\$ 27,968,899	\$ 18,701,664	\$ 204,460,193
Q3 2020	\$ 118,379,552	\$ 59,681,973	\$ 26,222,464	\$ 71,735	\$ 204,355,723
Q4 2020	\$ 111,807,287	\$ 73,687,608	\$ 61,649,515	\$ 1,374,660	\$ 248,519,070
Q1 2021	\$ 111,325,661	\$ 49,497,185	\$ 4,766,955	\$ 37,362	\$ 165,627,162
Q2 2021	\$ 131,867,220	\$ 49,224,709	\$ 566,619	\$ 213,967	\$ 181,872,515
Q3 2021	\$ 89,511,334	\$ 25,733,866	\$ 38,516	\$ 779,119	\$ 116,062,835
Q4 2021	\$ 125,581,303	\$ 90,378,328	\$ 112,699	\$ 1,114,644	\$ 217,186,974
Week of 1/2/2022	\$ 115,779,820	\$ 63,805,142	\$ 140,085	\$ 888,122	\$ 180,613,168

*0-30 days is increased for an estimated \$57.5M of received but not adjudicated claims

*Medical claims only-does not include pharmacy, dental, vision or transportation claims

*The amounts in the table are clean claims

Thank you



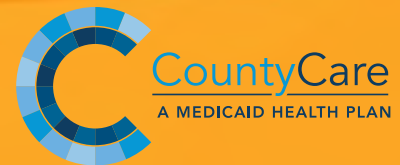
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ATTACHMENT #2

COUNTYCARE BRAND EVOLUTION '20-'21 CHOICE CAMPAIGN RESULTS '21-'22 CHOICE CAMPAIGN SUMMARY

**CCH MANAGED CARE COMMITTEE
JANUARY 21, 2022**

CARYN STANCIK, CHIEF COMMUNICATIONS & MARKETING OFFICER



BRAND EVOLUTION

BRAND EVOLUTION



2016



2017



2018



2019



2020

'20-'21 CHOICE CAMPAIGN

2020-2021 CAMPAIGN: WE'VE GOT YOU COVERED

- Displaying the logo front and center drives brand awareness for the many new members and reinforces brand recall with our New Legacy targets.
- The curved feature provides the subject coverage that is like a shelter or even a hug.
- Signals that the brand is there for members and whatever life throws at them. It is the extra support and relief they need, especially now.
- Highlights the extra benefits and rewards the plan offers in addition to no-cost health coverage.
- Presents a dual message: the literal health care coverage CountyCare provides, along with the reassurance and consistency of health care that people are seeking in a COVID-19 world.



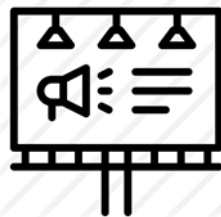
2020-2021 CAMPAIGN: WE'VE GOT YOU COVERED

November 2020 through May 2021

120.8M TOTAL CAMPAIGN IMPRESSIONS



56.3M
Digital
Impressions



59.8M
OOH
Impressions
Launched Dec. 1, 2020



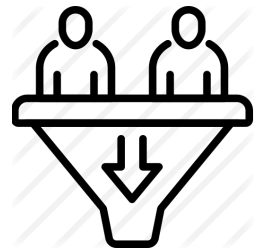
4.7M
Broadcast &
Streaming
Impressions



345.5K
Website
Clicks



19.9K
Calls to
Call Center



12.5K
Conversions

Time Period: November 1, 2020 – May 31, 2021

2021-2022 CHOICE CAMPAIGN

2021-2022 CAMPAIGN GOALS & STRATEGY

- **Goal:** Retain current portfolio, with an emphasis on FHP members, and continue expanding brand awareness to appeal to potential new members.
- **Strategy:** Reinforce the CountyCare promise, positioning the brand as approachable and understanding – what a Medicaid plan should be.
- **Messaging Pillars:**
 - Benefits & covered services, less emphasis on rewards.
 - Medicaid+ - CountyCare is the Medicaid expert, so you can focus on your health.
 - Choice – choosing your doctor, specialist, hospital, etc. from a broad network of experts.
- **Audience:** CountyCare historic Medicaid zip codes

Zip Code	Neighborhood	Zip Code	Neighborhood
60623	Little Village	60609	Back of the Yards
60629	Marquette Park	60628	Palmer Park
60632	Brighton Park	60620	Auburn Gresham
60639	Kelvyn Park	60644	South Austin
60804	Cicero	60637	Woodlawn
60617	South Chicago	60608	Addams/Medill Park
60651	West Humboldt Park	60624	Garfield Park
60619	East Chatman	60411	Chicago Heights/ Ford Heights
60636	West Englewood	60621	Englewood
60649	Jackson Park	60641	Belmont Gardens
60647	Palmer Square	60402	Berwyn
60618	Avondale		

2021-2022 FOCUS GROUPS: KEY INSIGHTS

- Members were generally positive towards CountyCare, even if they had a difficult time articulating why.
 - They were happy that they've had “no problems” with CountyCare—which generally meant they could keep their provider, there were providers to choose from, and/or they didn't have to pay for services.
- There were four benefits that clearly mattered the most:
 1. No-cost prescriptions
 2. Dental care
 3. Access to a large network of providers and hospitals
 4. Vision care
- “CountyCare Is There” was the winning creative. Participants easily made the leap that the concept meant CountyCare was comprehensive and supportive through every stage of life.
 - *“I kind of thought it was like a clever play on like, you know, from A to Z. So to me, I think it will say from like the beginning to the end we're here for you? That they're there to help you.”*
 - *“Overall, what it says to me is that they do everything, they cover everything. And that's kind of been my experience with CountyCare. So I guess that's why I consider it positive and why it would make me stay with them.”*

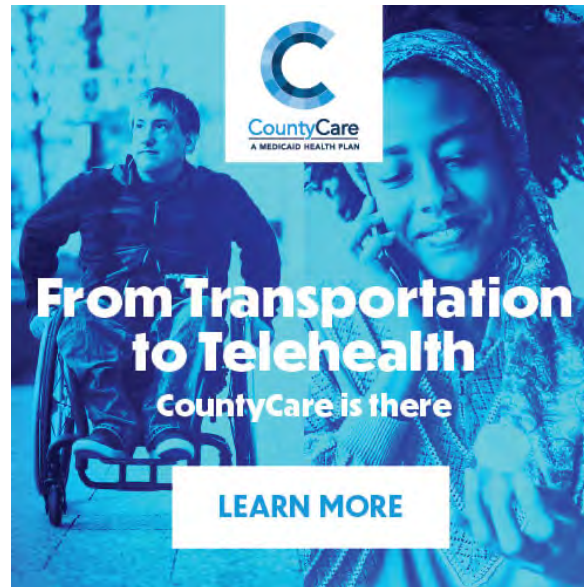
2021-2022 CAMPAIGN: COUNTYCARE IS THERE

“Being the plan that understands means we’re with you and your family every step of the way. With a wide variety of covered services, benefits and rewards, we’re your health and wellness partner in every aspect of your life.”



**From Pediatricians
to Physical Therapy**
CountyCare is there

[LEARN MORE](#)



**From Transportation
to Telehealth**
CountyCare is there

[LEARN MORE](#)



**Desde Prenatal
hasta Posparto**
CountyCare está contigo

[VER MÁS](#)



**Desde Salud
Mental hasta
Servicios Dentales**
CountyCare está contigo

[VER MÁS](#)

MEDIA BUY

Platform	Estimated Impressions	Budget
Streaming TV (Canela & Hulu)	8,000,000	\$144K
Broadcast TV	20,800,000	\$330K
Bus Shelters	33,000,000	\$85K
Ogden & Roosevelt billboard	3,744,000	\$41K
Digital billboard network	22,000,000	\$150K
Transit (Pace, CTA Bus & Rail, CTA Platform Posters)	24,450,378	\$172K
Gas Station TV	1,517,000	\$50K
Wild Postings	892,500	\$31K
Pole Banners	TBD	\$30K
TOTAL OUT-OF-HOME	114,403,878	\$1M
Google Campaigns (Search, GDN, Call)		\$60K
Programmatic Display		\$26.5K
Targeted Mobile Journey		\$93K
YouTube		\$55.5K
Organic Social Media (Facebook & Instagram)		n/a
Paid Social Media (Facebook & Instagram)		\$65K
TOTAL DIGITAL		\$300K
TOTAL MEDIA BUY		\$1,300,000

TIMELINE

OCT. 1ST DIGITAL LAUNCH, NOV. 1ST OUT OF HOME LAUNCH

Platform	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May
Streaming TV (Canela)								
Streaming TV (Hulu)								
Broadcast TV								
Bus Shelters								
Ogden & Roosevelt billboard								
Digital billboard network								
Transit (Pace, CTA Bus & Rail, CTA Platform Posters)								
Gas Station TV								
Wild Postings								
Pole Banners								
Google Campaigns (Search, GDN, Call)								
Programmatic Display								
Targeted Mobile Journey								
YouTube								
Organic Social Media (Facebook & Instagram)								
Paid Social Media (Facebook & Instagram)								

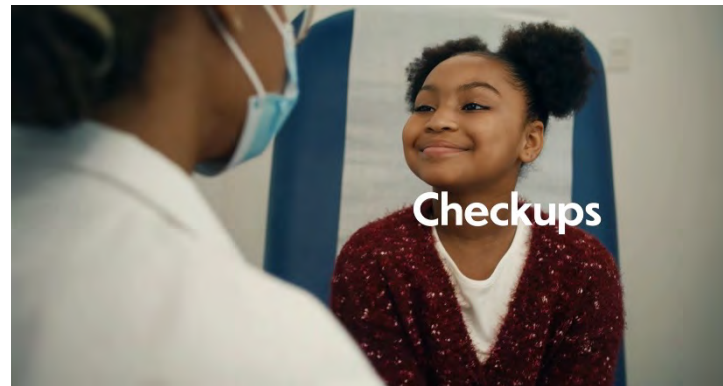
CAMPAIGN BUILDOUT

300+ DIGITAL ASSETS, 120+ OUT-OF-HOME-ASSETS, 6 TV COMMERCIALS



Digital

160+ English-language assets
140+ Spanish-language assets
for Google, Facebook, Instagram,
Targeted Mobile



Commercials

:30s: 3 English, 3 Spanish
:15s: 4 English, 4 Spanish

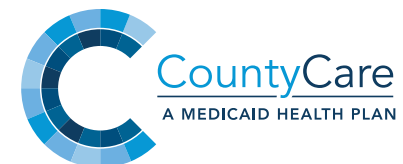
[Spot 1 EN](#)
[Spot 2 EN](#)
[Spot 3 EN](#)

[Spot 1 SP](#)
[Spot 2 SP](#)
[Spot 3 SP](#)



Out-of-Home

60+ English-language assets
60+ Spanish-language assets
for Billboards, Transit Ads, Bus
Shelters, Gas Station TVs, Wild
Postings



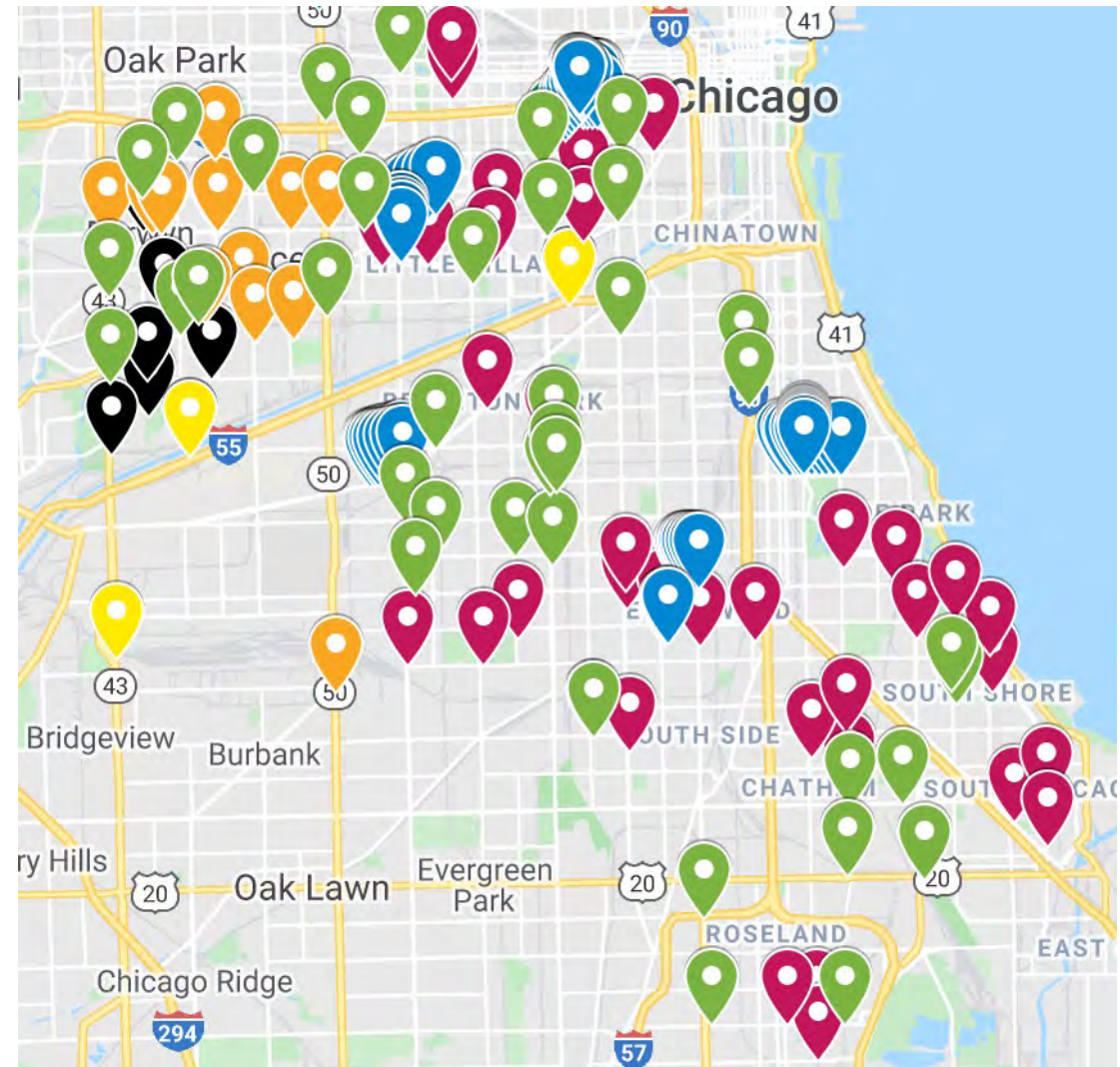
OUT-OF-HOME LOCATIONS

Every out-of-home advertising location can be found at this Google [interactive map](#).

It includes:

- Pace Bus Shelters
- CTA Bus Shelters & Transit Ads
- Gas Station TVs
- Digital Billboards
- Ogden & Roosevelt Billboard
- Pole Banners

Based on preliminary analysis of new members acquired between October and December 2021, 73% of these new members residing in Chicago are from the zip codes targeted by this year's choice campaign.



2021-2022 CHOICE CAMPAIGN



COUNTYCARE IS THERE

2021-2022 Choice Campaign Metrics Summary
October – December 2021

CAMPAIGN OVERVIEW



75.02M

out-of-home
impressions



12.50M

broadcast & streaming
impressions



22.33M

digital impressions

109.85M TOTAL CAMPAIGN IMPRESSIONS TO DATE

Time Period: October 1st – December 31st, 2021

**Note: Out-of-home metrics represent impressions for the entire duration of the campaign flight*



COUNTYCARE IS THERE

2021-2022 Choice Campaign Metrics Summary
October – December 2021

Out-of-Home Overview



2.2M

**total streaming
impressions**
generating 8.4K clicks



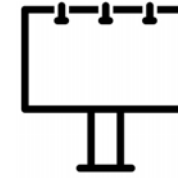
10.3M

**broadcast
impressions**
with 339 bonus spots
secured to date



53.2M

transit impressions
includes PACE & CTA
kings, tails, interiors &
bus shelters



19.9M

**total billboard
impressions**
Ogden & Roosevelt
billboard & digital billboard
placements



2.0M

**gas station TV & wild
posting impressions**



**Note: Out-of-home metrics represent impressions for the entire duration of the campaign flight*

DIGITAL OVERVIEW

OCTOBER 1 – DECEMBER 31, 2021



22.33M

total digital
impressions



112.3K

total clicks



8.7K

calls to call center
with a 67.31% call
conversion rate



607.8K

total YouTube video
views



56.7K

total pageviews
on the website landing
page

DIGITAL OVERVIEW (CONTD.)

PAID FACEBOOK & INSTAGRAM

6.0M Impressions
12.5K Clicks

Top-Performing Ads:



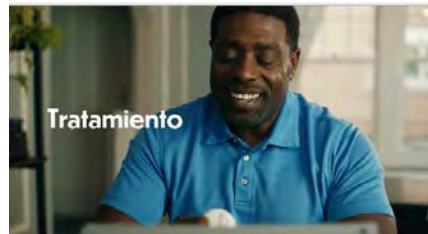
YOUTUBE

1.1M Impressions
70.6K Clicks
607.8K Views

Top-Performing Ads:



Checkups to Counseling



Síntomas hasta Soluciones

TARGETED MOBILE JOURNEY

1.05M Impressions
70.6K Clicks
6.75% Click-Through Rate

GOOGLE SEARCH & DISPLAY

11.7M Impressions
15.1K Clicks
2.06% Click-Through Rate

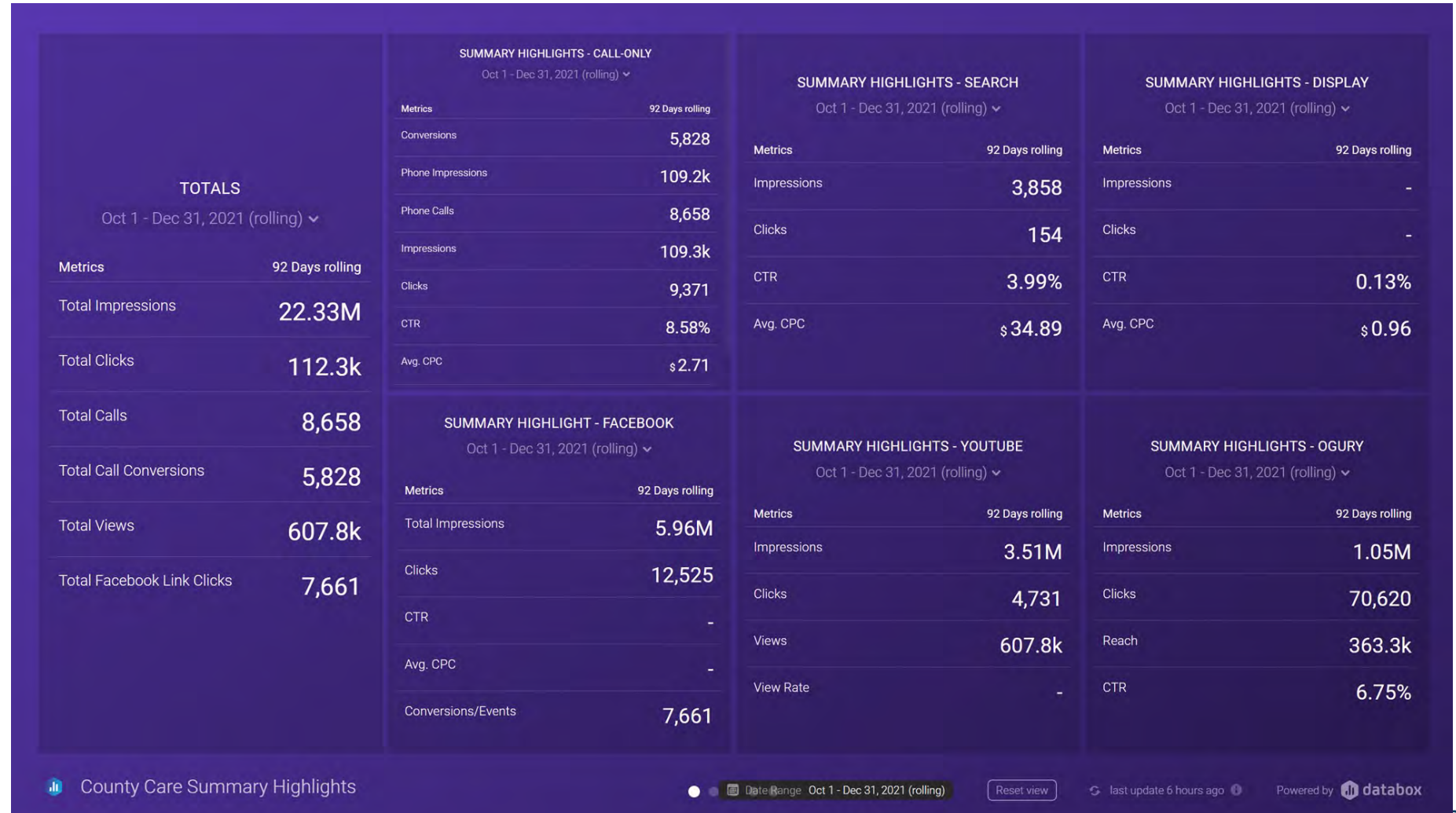
GOOGLE CALL-ONLY

109.3K Impressions
9.4K Clicks
5.8K Conversions



DIGITAL DASHBOARD

A new interactive dashboard with real-time metrics of digital tactics is reviewed frequently and allows us to see near real time metrics for the following paid digital ads: Google (call, display and search), Facebook, YouTube, and Ogury (targeted mobile).



GLOSSARY

GLOSSARY OF ADVERTISING TERMS

- **Search Campaigns** – Search ads are shown when individuals are searching online (actively looking) for your product or service.
 - Text-based ads are shown when people are searching on any device.
 - Call-based ads are shown in mobile devices only.
- **Display Campaigns** – Banner ads shown on websites when individuals are surfing online, but not searching for your product or service.
- **Impressions** – the number of times your ad is viewed once by a person.
- **Clicks** – When an individual clicks your ad.
- **CTR** – Click-through rate is calculated by dividing an ad's impressions by the number of clicks your ad receives. Higher the CTR is a good indication that users find the ads helpful and relevant.
- **Phone Impressions** – Phone impressions are the number of times your ad is shown on a mobile device.
- **Phone Calls** – The number of valid calls received as a result of users clicking on the phone number displayed on the ad.
- **Conversions** – The actions defined by the campaign, the display campaign action is click to visit the website; the search call only action is click to call. Calls must be at least 40 seconds to count as a conversion.

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ATTACHMENT #3

CountyCare Health Equity Updates

Prepared for: CCH Managed Care Committee

Yvonne Collins, MD

Chief Medical Officer, CountyCare

January 21, 2022



Focus Areas

- Health Plan Data
- HFS Quality Pillars
- Housing Insecurity
- Other Areas



HEALTH PLAN DATA

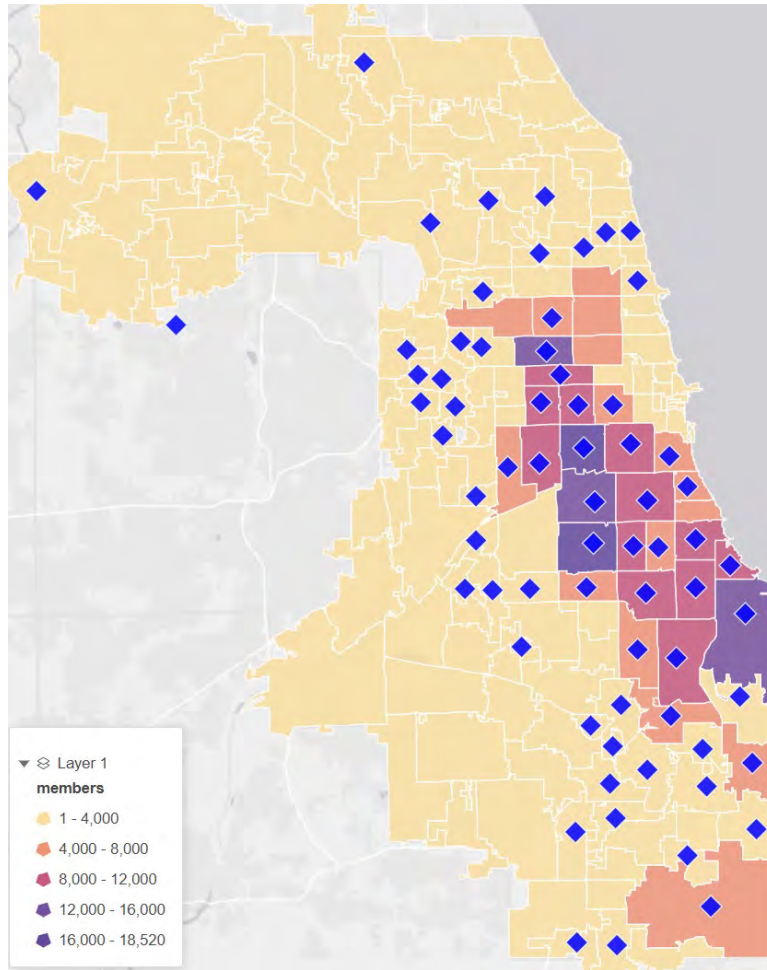
CountyCare COVID Vaccination Rates

Vaccination Phase	Count of Membership	Percent of Total Membership (425k)	Percent of Vaccine-Eligible Membership (378k)
1st of 2 doses only:	22,593	5.31%	5.97%
Fully Vaccinated:	147,345	34.65%	38.93%
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Data as of 1/7/2022

Membership by DIA Zip

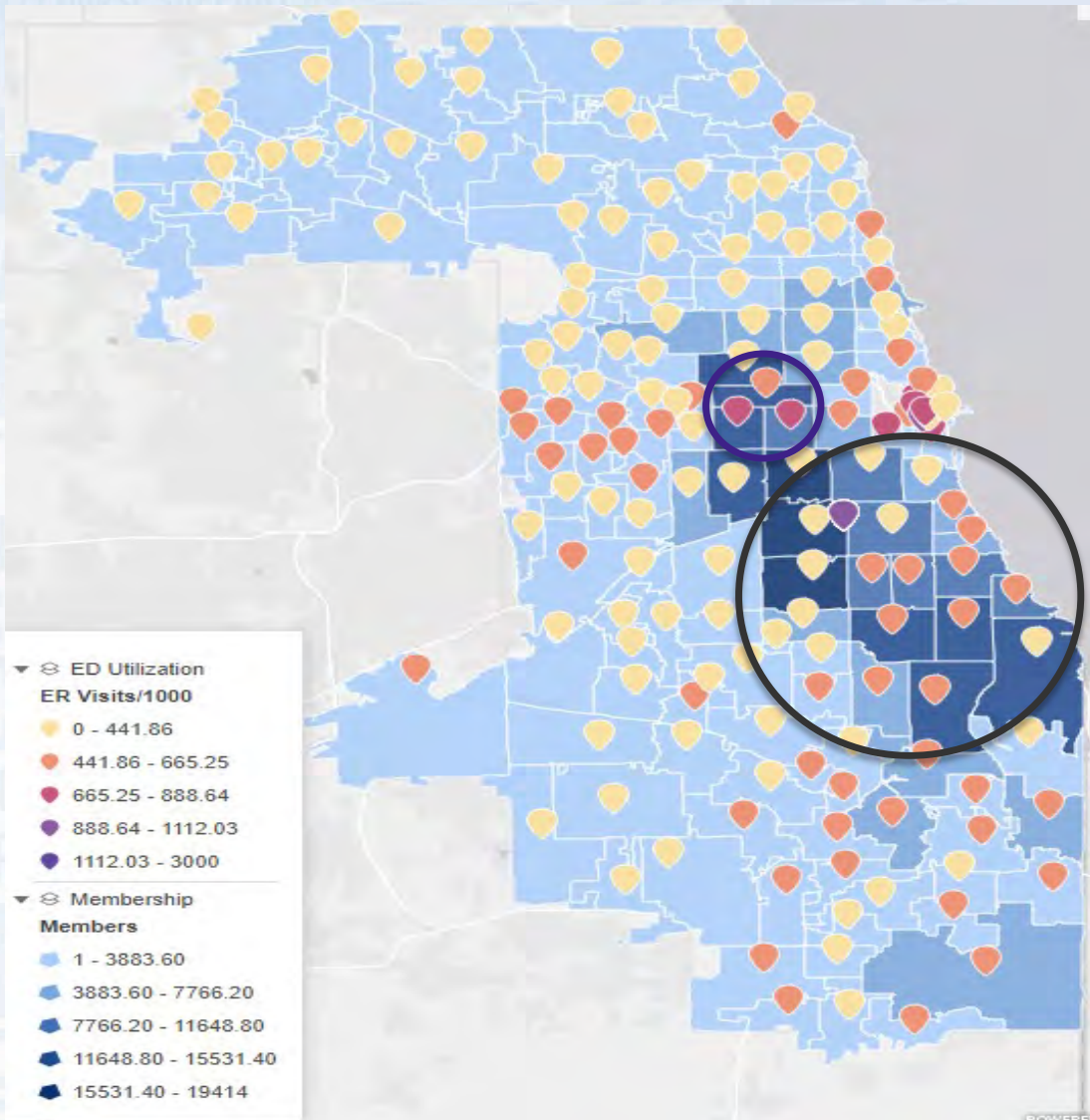
Disproportionately-Impacted Areas (DIA)



- The shaded zip code areas represent CountyCare's membership while the diamond markers represent 68 DIA zip codes that CountyCare members reside in
- Out of CountyCare's current membership, 325K members live in disproportionately-impacted zip codes, which is **80% of CountyCare's current membership** of 411K for September 2021

ED Visits

ED

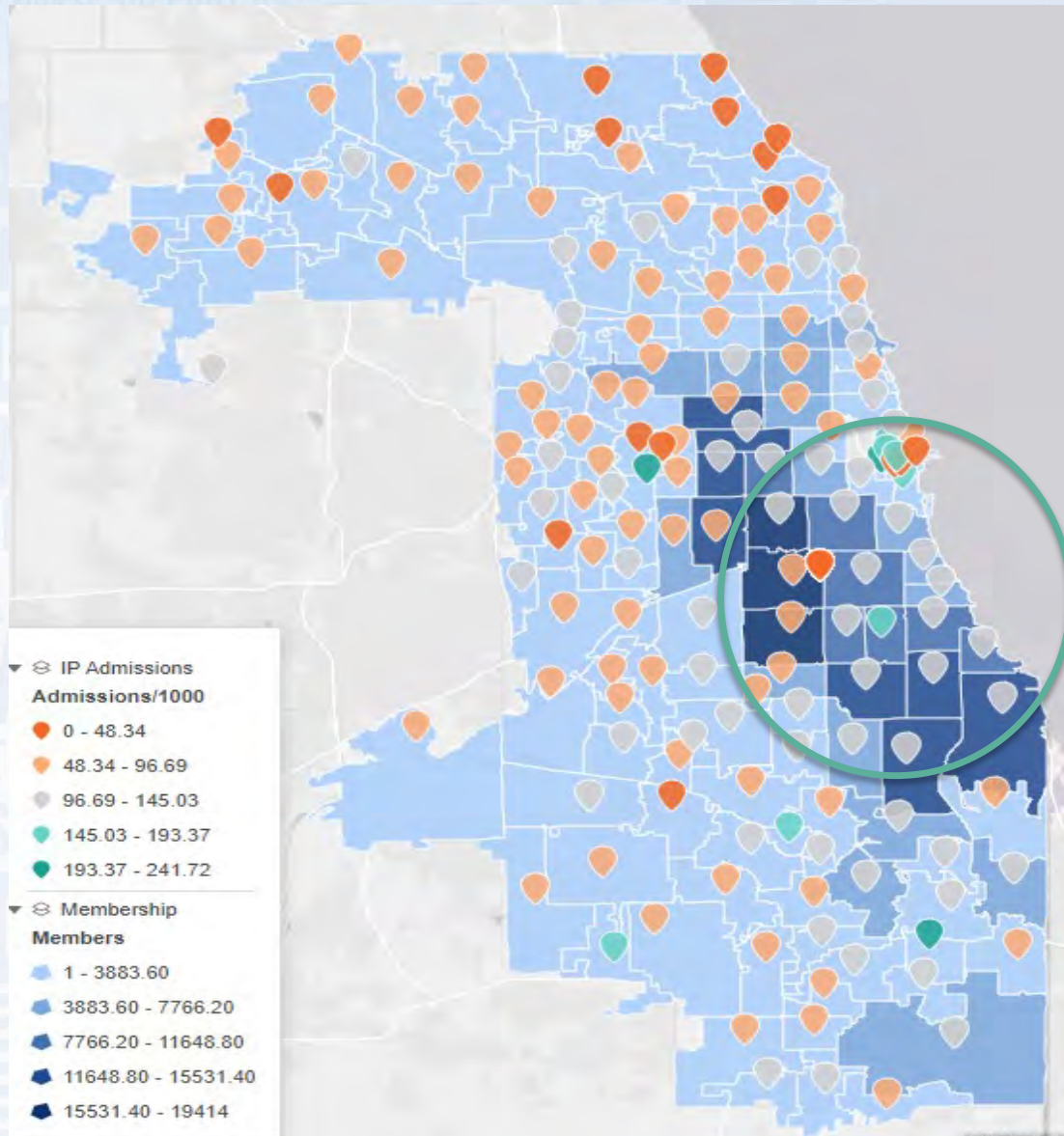


ED Visits Utilization

- Reporting Period April 2020 – March 2021
- The average zip code-level ED utilization rate was 448.13 per 1000 people during the reporting period.
- When adjusted for membership population size (i.e. membership population ≥ 1000), ED utilization is highest in the Eastern part of the county relative to the average rate for the county.
- **Three areas** in West Chicago, which has a total membership of about 35K members, had very high ED utilization rates during the reporting period (60644, 60624, & 60651). ED utilization rate in those areas ranged from 550.8 - 699.9 visits/K (23% - 56% higher than the expected ED visit rate),
- ED Utilization is also high in **South Side Chicago and South Suburbs**, which represent a majority of the CCH population and would be high opportunity areas

Inpatient Admissions

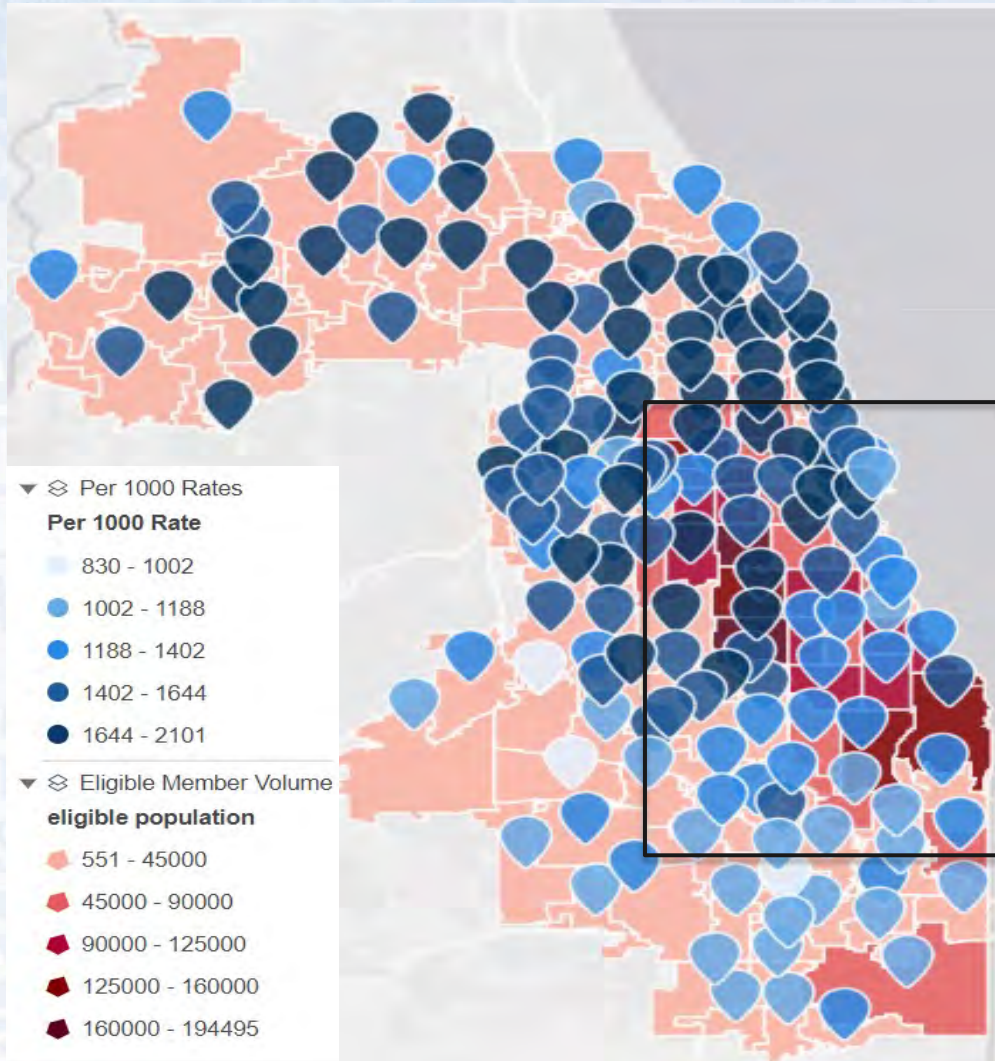
Inpatient



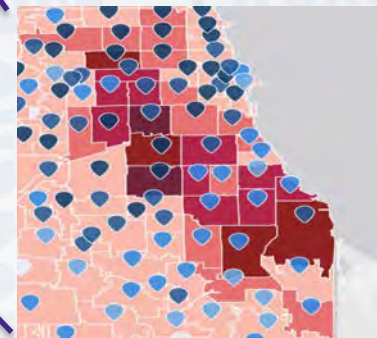
Inpatient Admissions

- Reporting Period April 2020 – March 2021
- The average zip code-level hospitalization rate was 104.9 per 1000 people during the reporting period.
- When we account for membership size (i.e. membership population ≥ 1000), we observed a higher rate of hospitalization in the Eastern part of the county relative to the average rate for the county.
- The highest IP admission rate was in the **Eastern part of the county**, where 10 zip code areas comprising over 100K members during the reporting period had IP admissions ranging from 119 - 149 admits/K (14 - 42% higher than the expected admission rate)

PCP Visits



- The map shows per 1000 PCP Visit rates for zip codes where eligible member population is greater than 500 member months during 202004-202103.
- The greatest opportunity for improvement is in the Southern part of Cook County. This impacts 209,464 member months.
 - Average per 1000 PCP Visit rate is 1114.
 - Zip Code (60411) in Southern Cook County comprises of 68,262 member months and has an average per 1000 PCP Visit rate of 1100.
- The highest number of PCP visits per eligible member population was in the NE part of Cook County.
 - Average per 1000 PCP Visit rate is 1527.

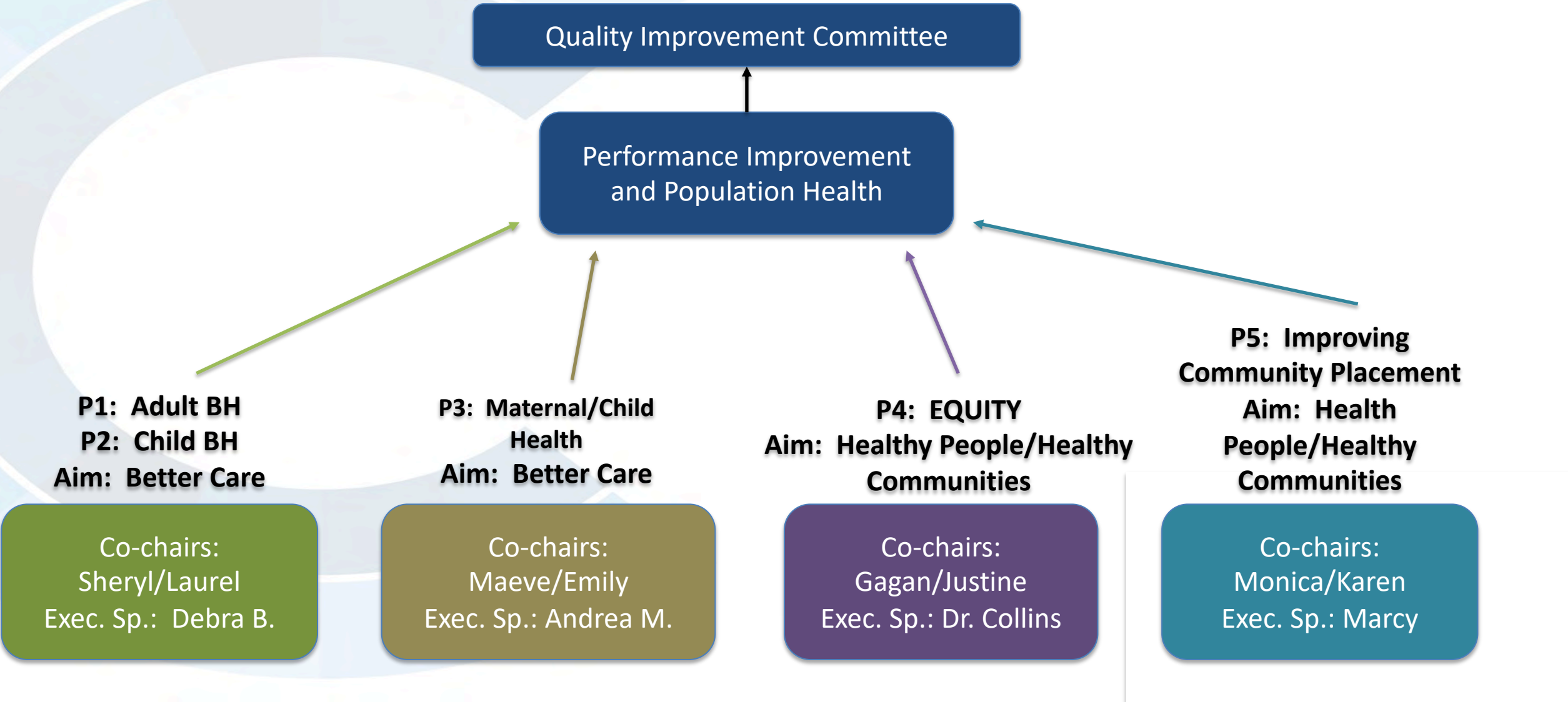




HFS QUALITY PILLARS

Measure Abbreviation	P4P Measures	P4R Measures for Reporting
Aim: Better Care		
Pillar 1: Adult Behavioral Health		
FUH	1. Follow-Up After Hospitalization for Mental Illness: 7-Day	1. Follow-Up High Intensity Care for Substance Use Disorder (FUI) - 7 day follow-up
	2. Follow-Up After Hospitalization for Mental Illness: 30-Day	
FUA	3. Follow-Up After Emergency Department Visit for Alcohol and Other Drug Abuse or Dependence: 7 day	2. Follow-Up High Intensity Care for Substance Use Disorder (FUI) - 30 day follow-up 3. Pharmacotherapy for Opioid Use Disorder (POD)
	4. Follow-Up After Emergency Department Visit for Alcohol and Other Drug Abuse or Dependence: 30 day	
Pillar 2: Child Behavioral Health		
FUH	1. Follow-Up After Hospitalization for Mental Illness: 7-Day (6-17 years of age)	1. Mobile Crisis Response Services that Result in Hospitalization (EDW data) 2. Visits to the ER for BH services that Result in Hospitalization (EDW data) 3. Overall Number and Length of BH Hospitalizations (EDW data) 4. Number of Repeat BH Hospitalizations (EDW data)
	2. Follow-Up After Hospitalization for Mental Illness: 30-Day (6-17 years of age)	
FUM	3. Follow-Up After Emergency Department Visit for Mental Illness:7-day (6-17 years of age)	
	4. Follow-Up After Emergency Department Visit for Mental Illness: 30-day (6-17 years of age)	
Pillar 3: Maternal and Child Health		
PPC	1. Prenatal and Postpartum Care: Timeliness of Prenatal Care	1. Well-Child Visits in the First 30 Months of Life (W30) 2. Child and Adolescent WellCare Visits (WCV) 3. Annual Dental Visit (ADV) - Age Groups: 2-3 years, 4-6 years, 7-10 years, 11-14 years, 15-18 years, 19-20 years 4. Childhood Immunization Status (CIS) - Combo 10
	2. Prenatal and Postpartum Care: Postpartum Care	
CIS	3. Childhood Immunization Status (Combo 3) - (CIS)	
Aim: Healthy People/Healthy Communities		
Pillar 4: Equity		
BCS	1. Breast Cancer Screening	1. HIV Viral Load Suppression (CMS Adult Core Set) 2. Gap in HIV Medical Visits 3. Prescription of HIV Antiretroviral Therapy
CCS	2. Cervical Cancer Screening	
CBP	3. Controlling High Blood Pressure	
AAP	4. Adults' Access to Preventive/Ambulatory Health Services	
Pillar 5: Improving Community Placement		
	None	1. LTSS Comprehensive Care Plan and Update 2. Successful Transition after Long-term Care Stay

PIW – Assignments



PIWs: Equity Training

- Brings to the forefront social determinants of health and how critical they are to improving health outcomes
- Allows for thinking beyond the individual to focus on community concerns and interests
- Stratification reporting to identify:
 - Racial, ethnic, geographic, and/or age disparities in care
 - Hold health plans accountable to address such disparities, with the goal of achieving equitable health care and outcomes
- Focus on Disproportionately Impacted Areas (DIA) – Zip codes with the greatest number of members with gaps in care



Disproportionately Impacted Area (DIA) Zip Codes

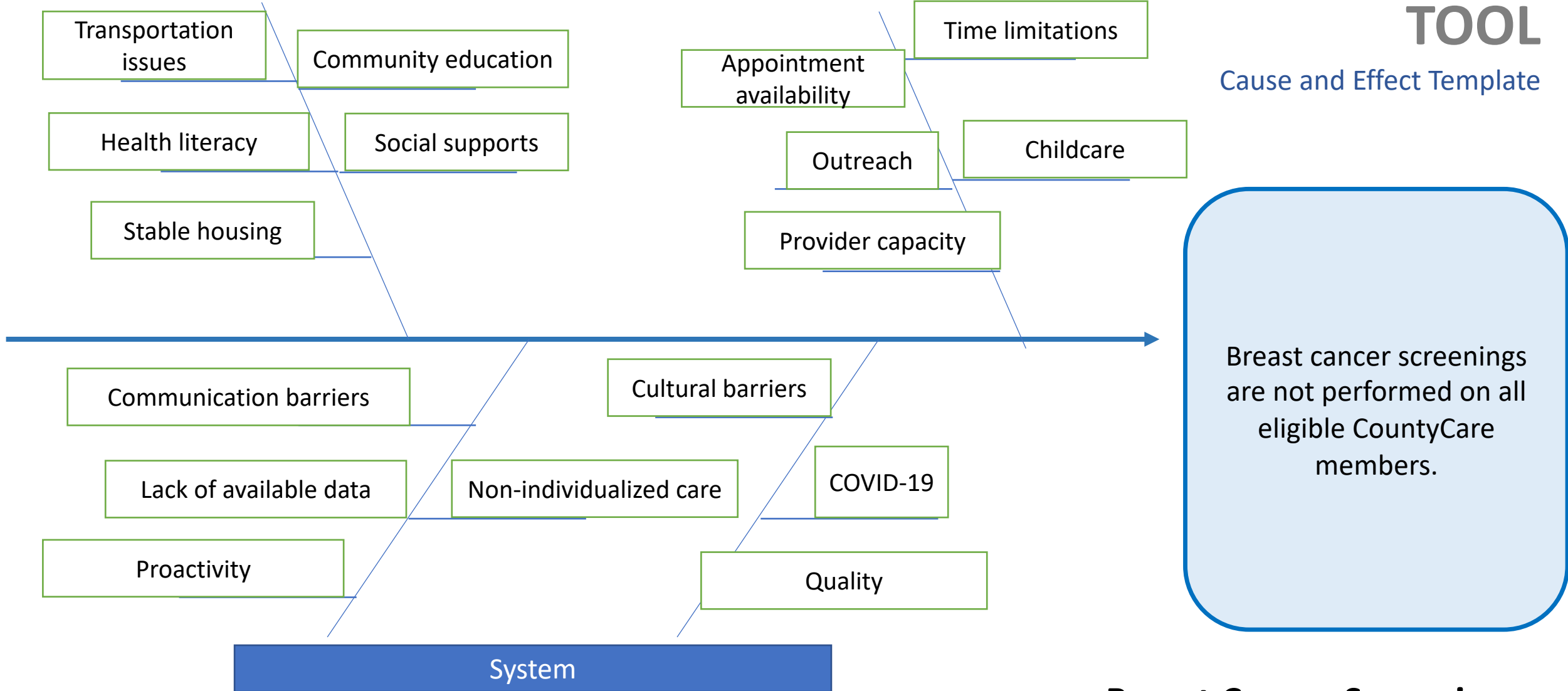
Table A-2—Qualified DIA Zip Codes					
60018	60411	60617	60901	61606	62242
60033	60415	60619	60912	61610	62254
60040	60419	60620	60915	61701	62272
60064	60425	60621	60927	61739	62274
60071	60426	60623	60955	61801	62286
60077	60428	60624	60958	61802	62448
60085	60429	60626	60970	61820	62471
60087	60432	60628	61012	61832	62474
60090	60433	60629	61020	61866	62522
60099	60435	60632	61032	61910	62526
60101	60436	60633	61054	61920	62560
60104	60438	60636	61101	61938	62565
60106	60455	60637	61102	62002	62618
60110	60458	60639	61103	62018	62681
60115	60459	60640	61104	62056	62702
60120	60466	60641	61109	62059	62703
60133	60469	60643	61201	62060	62801
60139	60471	60644	61235	62090	62864
60141	60472	60645	61239	62095	62882
60145	60473	60646	61282	62201	62901
60153	60478	60649	61341	62203	62906
60155	60501	60651	61401	62204	62907
60160	60505	60652	61410	62205	62912
60164	60506	60653	61443	62206	62951
60165	60534	60659	61455	62207	62966
60171	60545	60706	61462	62232	62992
60185	60608	60707	61469	62233	
60402	60609	60714	61603	62237	
60406	60612	60804	61604	62238	
60409	60616	60827	61605	62239	

Social Determinants of Health

Access

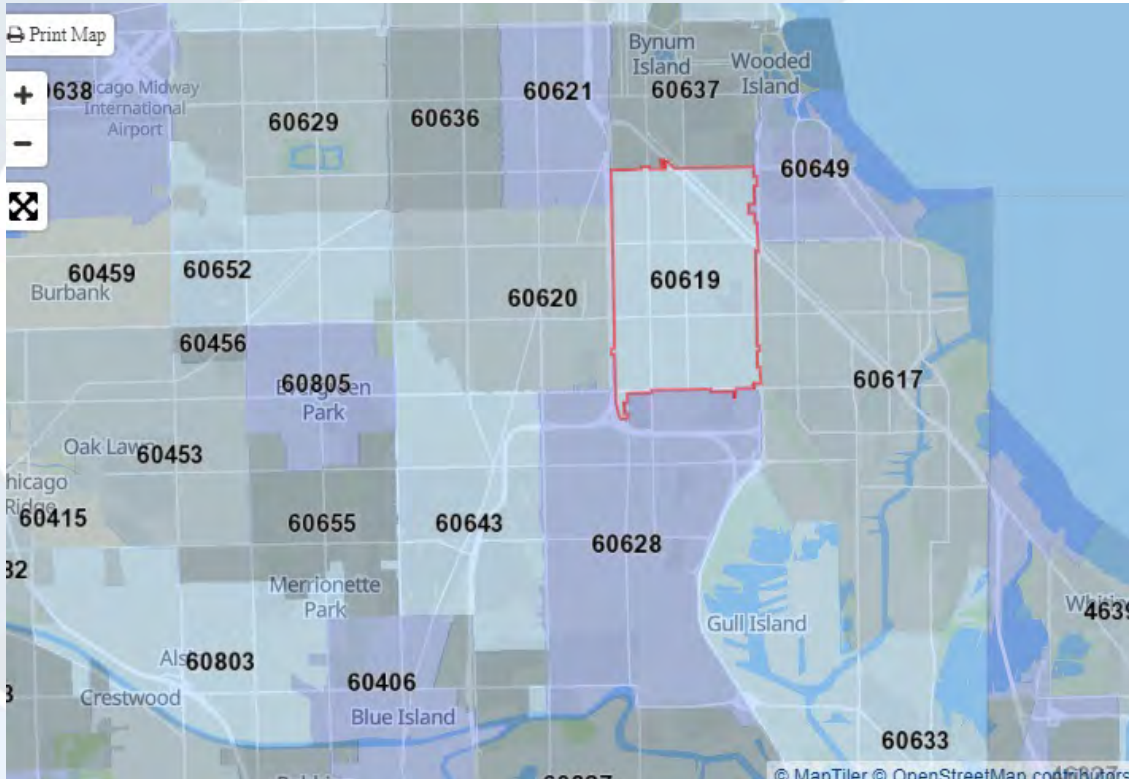
Fishbone Diagram TOOL

Cause and Effect Template



Breast Cancer Screening

Provider Group A : Targeted Outreach



- Provider Group A targeted outreach to zip codes:
 - 60619 (Neighborhoods: Avalon Park, Burnside, Calumet Heights, Chatham, Grand Crossing, Roseland, Longwood Manor, Park Manor, West Chatham)
 - 60628 (Neighborhoods: Calumet Heights, Morgan Park, Roseland, West Pullman, Longwood Manor, Washington Heights, Fernwood, Brainerd)

Provider Group A: Interventions by DIA zip codes 60619 & 60628

Identify which PCP members have seen within the past 3 years

The most recent AAP codes (up to three) and dates of service if found for members from 2018 until the present.

The rendering provider name, or provider who saw the member

- Member outreach to 1,749 member's living in zip codes 60619 and 60628 with **1 gap in care**
 - Start Date: 08/16/2021
 - 3 phone calls to member
 - Assistance with scheduling mammogram and/or PCP appointment
 - Follow-up phone call after appointment to ensure appointment completed
 - Assistance with rescheduling appointment as needed

Outreach Summary members with 1 Care Gap

1749	Members in file
262 (15%)	No phone #
1485	Members outreach – 3 Attempts
597 (40%)	Conversation and/or voicemail
9(<1%)	Declined
888 (60%)	No answer or member not available

Provider Group A : Interventions by DIA zip codes

- Member outreach to 609 member's living in zip codes 60619 and 60628 with **2+ gaps in care AND offer transportation via Uber**
 - Start Date: 09/07/2021
 - 3 phone calls to member
 - Assistance with scheduling mammogram and/or PCP appointment
 - Offered transportation via Uber
 - Follow-up phone call after appointment to ensure appointment
 - Assistance with rescheduling appointment as needed

Outreach Summary members with 2 + Care Gaps 507 Calls

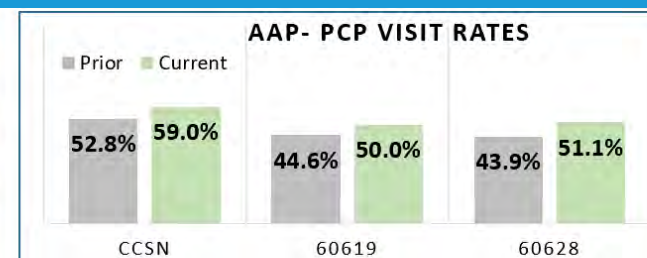
# Unique Member Calls	% from 507 Population	Last Call Resolution
141	27.8%	Answering Machine - Left Message
102	20.1%	Conversation with member, discussed care gaps and UBER opportunity
170	33.5%	Call Attempts- No answer
3	0.6%	Member requested to be added to Do Not Call list
86	17.0%	Invalid Phone number

- 6 members accepted UBER ride
- 10/15/21 - 1st scheduled appt
- # of members accepting an appt is lower than expected
- Members have expressed appreciation for the UBER offer but did not have transportation as a barrier.
- Besides assistance with PCP visit, CCS, BCS, additional specialty referrals, medical and psychosocial care needs addressed

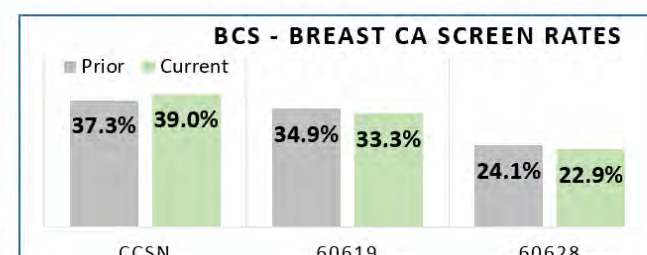
Provider Group – Disproportionately Impacted Areas (DIAs)

Zip Codes 60619 and 60628 – July to October 2021 Rate Comparison

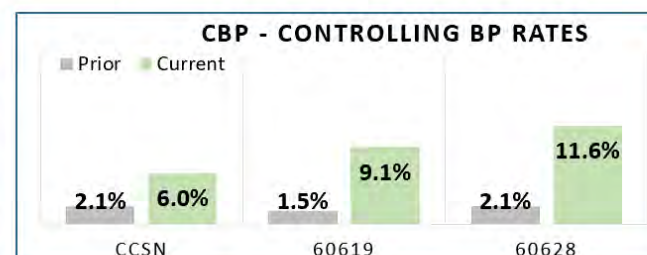
AAP - PCP Visit										
	Noncompliant		Compliant		Denominator		Rate		Diff from CCSN	
Zip Codes	Prior	Current	Prior	Current	Prior	Current	Prior	Current	Prior	Current
CCSN	11,682	9,901	13,082	14,258	24,764	24,159	52.8%	59.0%		
60619	1,065	908	857	907	1,922	1,815	44.6%	50.0%	-8.2%	-9.0%
60628	693	576	542	601	1,235	1,177	43.9%	51.1%	-8.9%	-8.0%



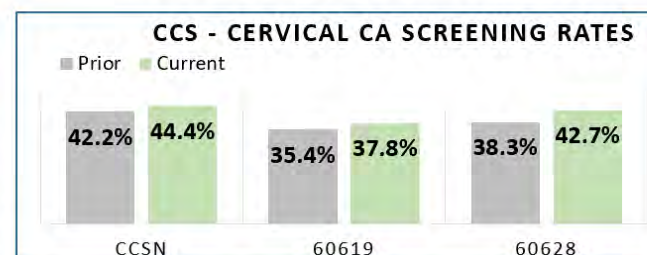
BCS - Breast CA Screen										
	Noncompliant		Compliant		Denominator		Rate		Diff from CCSN	
Zip Codes	Prior	Current	Prior	Current	Prior	Current	Prior	Current	Prior	Current
CCSN	1,299	1,168	773	748	2,072	1,916	37.3%	39.0%		
60619	69	60	37	30	106	90	34.9%	33.3%	-2.4%	-5.7%
60628	60	54	19	16	79	70	24.1%	22.9%	-13.3%	-16.2%



CBP - Controlling BP										
	Noncompliant		Compliant		Denominator		Rate		Diff from CCSN	
Zip Codes	Prior	Current	Prior	Current	Prior	Current	Prior	Current	Prior	Current
CCSN	3,222	2,928	68	186	3,290	3,114	2.1%	6.0%		
60619	198	160	3	16	201	176	1.5%	9.1%	-0.6%	3.1%
60628	142	122	3	16	145	138	2.1%	11.6%	0.0%	5.6%



CCS - Cervical CA Screening										
	Noncompliant		Compliant		Denominator		Rate		Diff from CCSN	
Zip Codes	Prior	Current	Prior	Current	Prior	Current	Prior	Current	Prior	Current
CCSN	6,887	6,368	5,021	5,079	11,908	11,447	42.2%	44.4%		
60619	521	469	285	285	806	754	35.4%	37.8%	-6.8%	-6.6%
60628	330	291	205	217	535	508	38.3%	42.7%	-3.8%	-1.7%



Provider Group B : MY2021 HEDIS Measure Performance

HEDIS Measure Performance Report:												
Type: Monthly LOB(s): ALL Super Group B Sub Group: ALL Year/Month: 2021 July Grouping: PCP Payers: MCD,MLI												
								Percentile				
Measure Abbrev	Measure Name	Total Num	Denom	Needed Mbrs to Target	Previous Month Rate	Current Rate	Rate Diff	Percentile 25th	Percentile 50th	Target Percentile 75th	Percentile 90th	Overall Rate
AAP	Adult Access to Preventative/Ambulatory Services	12557	23502	7460	50.94%	53.43%	2.49%	77.16%	81.69%	85.17%	87.56%	59.48%
BCS	Breast Cancer Screening	1356	3316	768	39.76%	40.89%	1.13%	52.85%	58.82%	64.06%	69.22%	43.52%
CBP	Controlling High Blood Pressure	31	4826	3233	0.54%	0.64%	0.10%	54.01%	61.80%	67.64%	72.75%	8.60%
CCS	Cervical Cancer Screening	3008	9849	3630	30.26%	30.54%	0.28%	55.23%	61.31%	67.40%	72.68%	46.56%

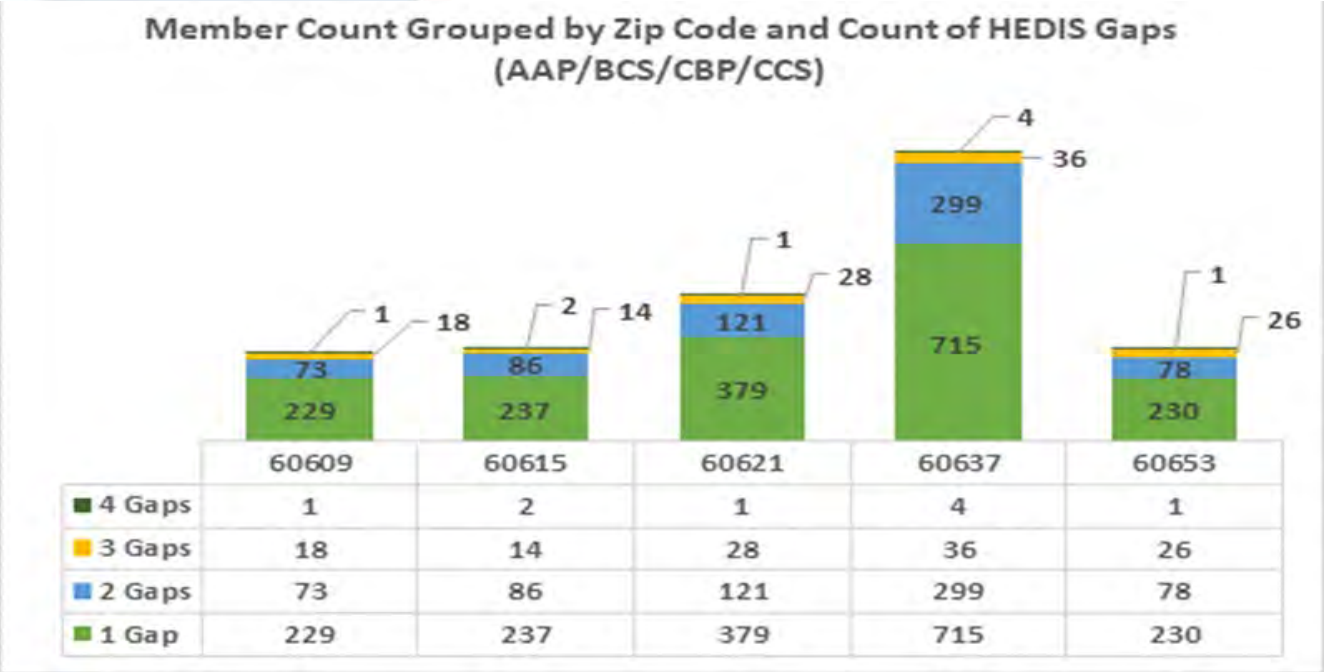
Provider Group B: BCS & CCS Rates for Disproportionately Impacted Areas (DIAs) with Mammography Site Designation

Breast Cancer Screening							Cervical Cancer Screening						
Mbr DIA Zip	MAMMO SITE	Community Name(s)	BCS		% Difference		Mbr DIA Zip	MAMMO SITE	Community Name(s)	CCS		% Difference	
					Group B Rate	CountyCare Rate						Group B Rate	CountyCare Rate
			Denom	Rate	41.2%	43.8%				Denom	Rate	30.7%	46.9%
60637	PROV	Greater Grand Crossing, Hyde Park, Washington Park, Woodlawn	154	35.1%	-6.11%	-8.77%	60637	PROV	Greater Grand Crossing, Hyde Park, Washington Park, Woodlawn	654	30.7%	0.00%	-16.16%
60619		Avalon Park, Greater Grand Crossing	152	42.1%	0.94%	-1.72%	60411		Chicago Heights	507	32.0%	1.22%	-14.94%
60620		Beverly	142	52.1%	10.94%	8.28%	60619		Avalon Park, Greater Grand Crossing	405	34.1%	3.34%	-12.82%
60649		Jackson Park Highlands, Woodlawn	134	52.2%	11.07%	8.41%	60636		Englewood	400	26.8%	-3.98%	-20.14%
60621	PROV	Englewood, Park Manor	126	36.5%	-4.66%	-7.32%	60620		Beverly	394	30.5%	-0.27%	-16.43%
60644	PRIETO	Austin	118	29.7%	-11.51%	-14.17%	60649		Jackson Park Highlands, Woodlawn	347	35.4%	4.72%	-11.44%
60651	STROG	West Humboldt Park, North Austin, Austin	110	33.6%	-7.53%	-10.19%	60621	PROV	Englewood, Park Manor	332	34.0%	3.31%	-12.85%
60636		Englewood	107	36.4%	-4.72%	-7.38%	60644	PRIETO	Austin	321	30.2%	-0.51%	-16.67%
60612	STROG	Medical District, East Garfield Park, Lawndale	100	30.0%	-11.17%	-13.83%	60651	STROG	West Humboldt Park, North Austin, Austin	319	30.7%	-0.01%	-16.17%
60628		Cottage Grove Heights, Longwood Manor	99	52.5%	11.36%	8.70%	60623	STROG	Little Village, Lawndale	313	21.1%	-9.64%	-25.80%
60653	PROV	North Kenwood, Bronzeville	98	39.8%	-1.37%	-4.03%	60629		Chicago Lawn, Ashburn, Gage Park	254	30.3%	-0.42%	-16.58%
60623	STROG	Little Village, Lawndale	92	35.9%	-5.30%	-7.96%	60628		Cottage Grove Heights, Longwood Manor	246	27.6%	-3.09%	-19.25%
60411		Chicago Heights	85	43.5%	2.36%	-0.30%	60624	STROG	East Garfield Park, Lawndale	232	32.3%	1.60%	-14.56%
60629		Chicago Lawn, Ashburn, Gage Park	85	43.5%	2.36%	-0.30%	60617		East Chicago, Calumet Heights	226	32.7%	2.01%	-14.15%
60609	PROV	Back of the Yards, Bronzeville	81	40.7%	-0.43%	-3.09%	60653	PROV	North Kenwood, Bronzeville	225	32.9%	2.16%	-14.00%
60624	STROG	East Garfield Park, Lawndale	79	31.6%	-9.52%	-12.18%	60612	STROG	Medical District, East Garfield Park, Lawndale	218	31.7%	0.92%	-15.24%

Provider Group B: AAP & CBP Rates for Disproportionately Impacted Areas (DIAs) with Mammography Site Designation

Cook County Health Membership in Disproportionately Impacted Area (DIA) Zip Codes													
MAMMO SITE Designations: ARL HTS (Arlington Heights), BLUE ISL (Blue Island), PRIETO (Dr. Jorge Prieto Hlth Ctr), PROV (Provident Hospital), STROG (Stroger Hospital)													
Top 10 DIA Zip Codes based on AAP Denominator Counts Are Color-Matched Across All Measure Tables													
Adult Access to Preventative/Ambulatory Services							Controlling High Blood Pressure						
Mbr DIA Zip	MAMMO SITE	Community Name(s)	AAP		% Difference		Mbr DIA Zip	MAMMO SITE	Community Name(s)	CBP		% Difference	
			Den	Rate	####	60.2%				Den	Rate	####	8.90%
60637	PROV	Greater Grand Crossing, Hyde Park, Washington Park, Woodlawn	1442	46.4%	-7.82%	-13.78%	60637	PROV	Greater Grand Crossing, Hyde Park, Washington Park, Woodlawn	256	0.00%	-0.59%	-8.90%
60411		Chicago Heights	1160	45.9%	-8.26%	-14.22%	60619		Avalon Park, Greater Grand Crossing	243	0.00%	-0.59%	-8.90%
60636		Englewood	1017	48.2%	-6.03%	-11.99%	60620		Beverly	223	0.00%	-0.59%	-8.90%
60619		Avalon Park, Greater Grand Crossing	901	61.2%	6.94%	0.98%	60649		Jackson Park Highlands, Woodlawn	199	0.00%	-0.59%	-8.90%
60620		Beverly	893	59.1%	4.92%	-1.04%	60644	PRIETO	Austin	196	1.02%	0.43%	-7.88%
60623	STROG	Little Village, Lawndale	874	45.0%	-2.32%	-8.28%	60636		Englewood	189	0.00%	-0.59%	-8.90%
60644	PRIETO	Austin	814	54.4%	-9.24%	-15.20%	60628		Cottage Grove Heights, Longwood Manor	189	1.06%	0.47%	-7.84%
60621	PROV	Englewood, Park Manor	774	56.6%	0.21%	-5.75%	60621	PROV	Englewood, Park Manor	181	0.55%	-0.04%	-8.35%
60651	STROG	West Humboldt Park, North Austin, Austin	769	51.9%	8.64%	2.68%	60411		Chicago Heights	164	1.22%	0.63%	-7.68%
60649		Jackson Park Highlands, Woodlawn	724	62.8%	2.38%	-3.58%	60617		East Chicago, Calumet Heights	142	1.41%	0.82%	-7.49%
60628		Cottage Grove Heights, Longwood Manor	599	61.4%	7.23%	1.27%	60624	STROG	East Garfield Park, Lawndale	139	2.16%	1.57%	-6.74%
60624	STROG	East Garfield Park, Lawndale	570	49.6%	-4.56%	-10.52%	60651	STROG	West Humboldt Park, North Austin, Austin	132	0.76%	0.17%	-8.14%

Provider Group B Member Count grouped by zip code and count of HEDIS Gaps
(AAP/BCS/CBP/CCS)



Provider Group B : Interventions for DIA zipcodes

- **Host Health Extravaganza**
- Partner with Provider Group B to identify mammography screening for 5 sites (Stroger, Provident, Blue Island, Arlington Heights, and Prieto)
 - Health Extravaganza scheduled October 23, 2021 at Provident
 - Bundle measures to close care gaps
 - Services offered with mammogram: Pap smear, PCP visit with blood pressure check
 - Member engagement
 - Member education
 - CountyCare staff engagement
 - Community awareness
- Data, Marketing, and Partnerships
 - Review DIA zip code list by poor compliance, volume and geography
 - Develop communication strategy
 - Member incentive for AAP, BCS, CCS and COVID vaccination
 - Onsite loading of OTC card or distribution of OTC card
 - Childcare



HealthCare Extravaganza Results

Successes

- Gaps closed
- Member interaction
- CountyCare staff engagement with members
- Increase Health Equity for disparate population in 4 zip codes
- Promotion of CountyCare HealthPlan
- Multidisciplinary Collaboration with Provident Staff
- Member Comments:
 - Liked to be able to get all services done at once
 - Been waiting 6 months for a mammogram and then CountyCare called
 - Glad that services are offered on a Saturday because it is hard to come during the week

Gaps Completed

- Mammograms 22/34
- Pap Smears 14/29
- PCP Visits 13/ 27
- COVID Vaccination 6

Volunteers

- CountyCare Staff at event 8
- CountyCare Outreach staff 5
- Provident Mammograms 5
- Provident Providers 10
- Nurses 2
- MA/Clerks 5



CountyCare

Social Risk Factors identified by MHN and CCC						
July 2019 - June 2020	MHN		CCC		COMBINED	
Total screened	69,270	70.2%	29,405	29.8%	98,675	100.0%
BMI over 30*	15,373	22.2%	11,857	40.3%	27,230	27.6%
Self-reported health of fair or poor	9,203	13.3%	10,461	35.6%	19,664	19.9%
Help with food, clothing, shelter	6,712	9.7%	12,628	42.9%	19,340	19.6%
Lack of transportation	7,880	11.4%	6,158	20.9%	14,038	14.2%
Difficulty paying for medication	3,067	4.4%	3,536	12.0%	6,603	6.7%
Depression*	2,611	3.8%	2,995	10.2%	5,606	5.7%
Refuses smoking cessation*	957	1.4%	3,572	12.1%	4,529	4.6%
Alcohol or drug abuse*	1516	2.2%	2,356	8.0%	3,872	3.9%
Physically or emotionally abused	2,443	3.5%	203	0.7%	2,646	2.7%
Homeless or in shelter	616	0.9%	508	1.7%	1,124	1.1%

HOUSING INSECURITY



**HOUSING
IS KEY**

Members Experiencing Homelessness

- CountyCare Investment as of 1/10/2022
- Baseline= 0
- Target =66

- FHP Target Group

- Referred = 211

- ❖ **Enrolled =59**

- ❖ Matched with housing provider = 30

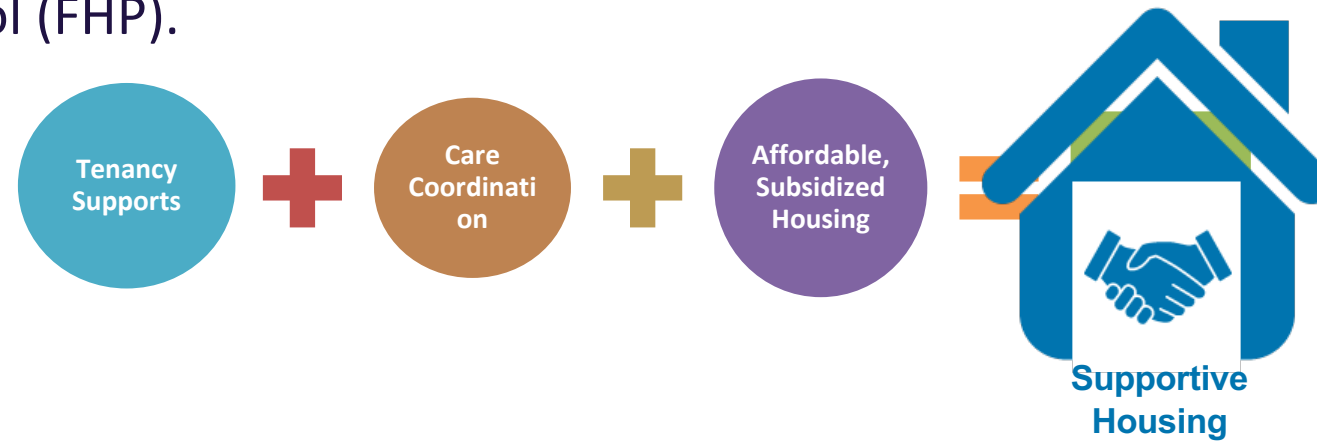
- ❖ Bridge Housed= 3

- ❖ FHP Housed=33

Advancing Health Equity (AHE) Learning Collaborative (Phase 2)

7 states total

- Illinois Team has decided to focus payment innovation around the Cook County Health/CountyCare investment in the Flexible Housing Pool (FHP).



- Explore Tenancy Supports as a critical component of the investment and Medicaid model



OTHER STRATEGIES

Food Insecurity

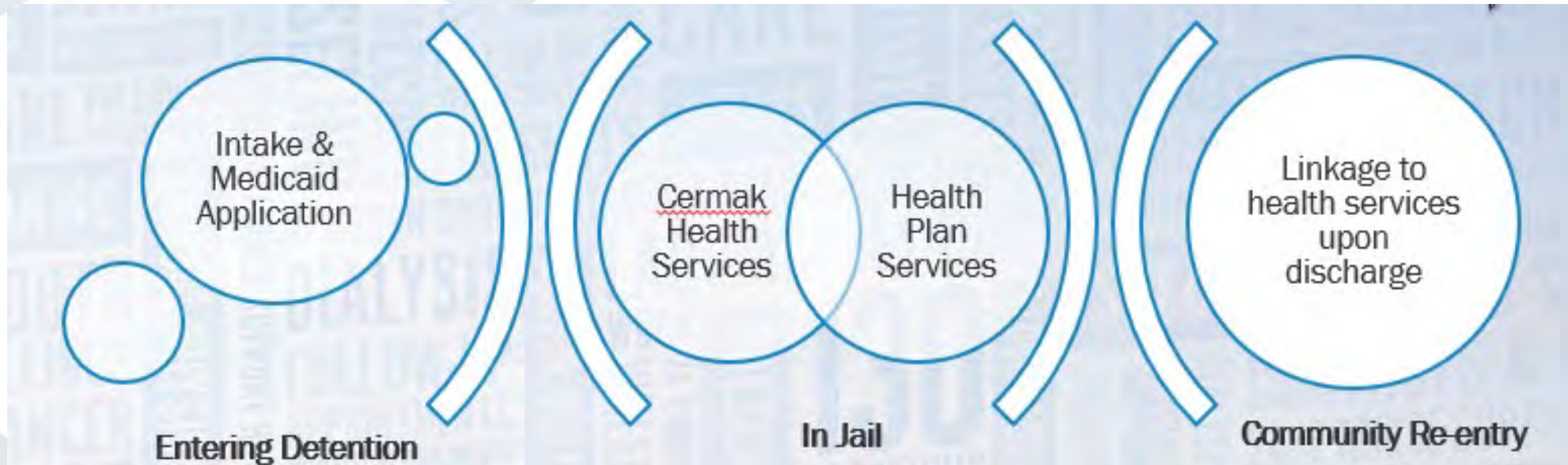
Top 10 Values by ZIPs With More Than 500 Current Members

ZIP	Region	dia_zip	Food Insecurity Rate	Current Members	% Current Membership
60621	South Chicago	Y	41%	7,742	1.9%
60624	West Chicago	Y	37%	9,306	2.3%
60636	Southwest Chicago	Y	36%	8,842	2.1%
60653	South Chicago	Y	33%	5,747	1.4%
60827	Far Southeast Chicago	Y	32%	4,984	1.2%
60649	South Chicago	Y	32%	9,113	2.2%
60637	South Chicago	Y	32%	10,043	2.4%
60644	West Chicago	Y	32%	10,650	2.6%
60472	South Suburbs	Y	31%	748	0.2%
60628	Far Southeast Chicago	Y	31%	12,012	2.9%
Grand Total	-	-	34%	79,187	19.2%

Claims Summary

Claims Summary by Region								
Row Labels	Sum of Ed Visits per 1000	Sum of PCP Visits per 1000	Med Total	Med PMPM	Rx Total	Rx PMPM	Overall PMPM	
West Chicago	550	1842	\$ 372,126,990	\$ 296	\$ 94,674,923	\$ 75	\$ 371	
South Chicago	648	1520	\$ 322,215,889	\$ 365	\$ 87,751,224	\$ 99	\$ 465	
Far Southeast Chicago	574	1429	\$ 234,405,235	\$ 318	\$ 64,054,159	\$ 87	\$ 405	
Far North Chicago	418	1976	\$ 213,492,466	\$ 357	\$ 68,333,898	\$ 114	\$ 471	
South Suburbs	595	1351	\$ 160,688,149	\$ 281	\$ 44,316,910	\$ 77	\$ 358	
North Chicago	464	1905	\$ 150,114,092	\$ 292	\$ 51,746,496	\$ 101	\$ 393	
Southwest Chicago	450	1793	\$ 136,987,793	\$ 255	\$ 38,945,280	\$ 72	\$ 327	
Central Chicago	493	1742	\$ 104,229,188	\$ 431	\$ 23,971,704	\$ 99	\$ 530	
West Suburbs	538	1749	\$ 82,044,922	\$ 277	\$ 26,267,445	\$ 89	\$ 366	
North Suburbs	393	1823	\$ 80,114,179	\$ 291	\$ 23,884,810	\$ 87	\$ 378	
Southwest Suburbs	426	1606	\$ 62,990,135	\$ 297	\$ 17,339,180	\$ 82	\$ 379	
(blank)	611	1423	\$ 50,727,007	\$ 299	\$ 12,944,378	\$ 76	\$ 375	
Grand Total	530	1689	\$ 1,970,136,047	\$ 313	\$ 554,230,405	\$ 88	\$ 401	

Justice Involved Population Health Program



Equity Goals

- Equity Training for HPS Staff once hired
- Increasing County MBE/WBE and State BEP spend
- Director of Equity
- Racial Disparity Dashboard
- Incorporation of Metopio Data

Thank you

