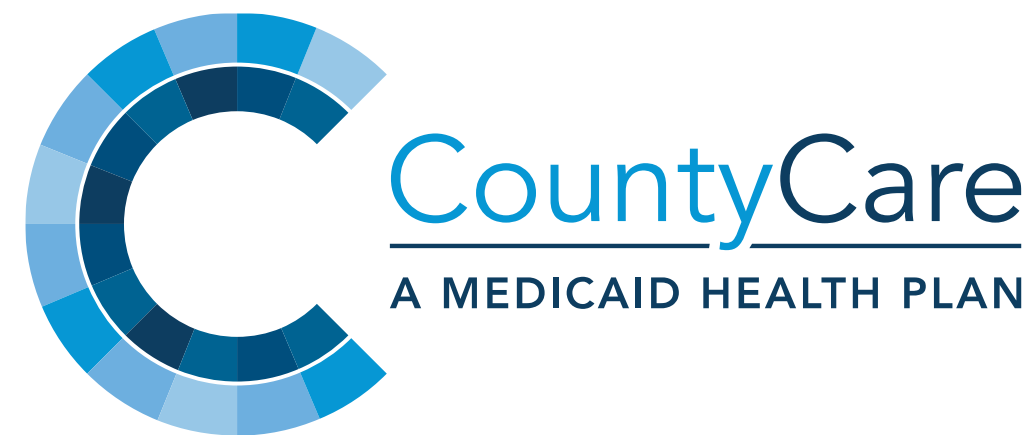


# Health Plan Services Managed Care Committee

**August 2<sup>nd</sup> 2024**

**Presented by Aaron Galeener  
Chief Administrative Officer**



# Health Plan Metrics

# Current Membership

Monthly membership as of July 5<sup>th</sup>, 2024

Category	Total Members	ACHN Members	% ACHN
FHP	244,529	12,496	5.1%
ACA	104,979	12,443	11.9%
ICP	31,068	4,705	15.1%
MLTSS	9,324	-	0%
SNC	7,405	332	4.5%
HBIA	22,216	2,250	10.1%
HBIS	6,718	702	10.4%
<b>Total</b>	<b>426,239</b>	<b>32,928</b>	<b>7.7%</b>

**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

**HBIA/HBIS:** Health Benefit for Immigrant Adults/Seniors

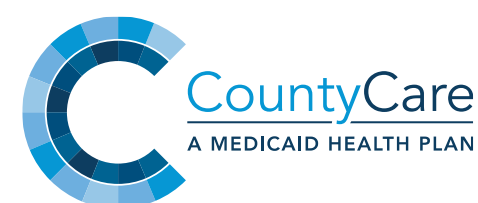


# Managed Medicaid Market

Illinois Department of Healthcare and Family Services April 2024 Data

Managed Care Organization	Cook County	Cook Market Share
*CountyCare	441,754	34.2%
Blue Cross Blue Shield	351,247	27.2%
Meridian (a WellCare Co.)	280,663	21.8%
IlliniCare (Aetna/CVS)	117,040	9.1%
Molina	90,203	7.0%
YouthCare	8,986	0.7%
<b>Total</b>	<b>1,289,893</b>	<b>100.0%</b>

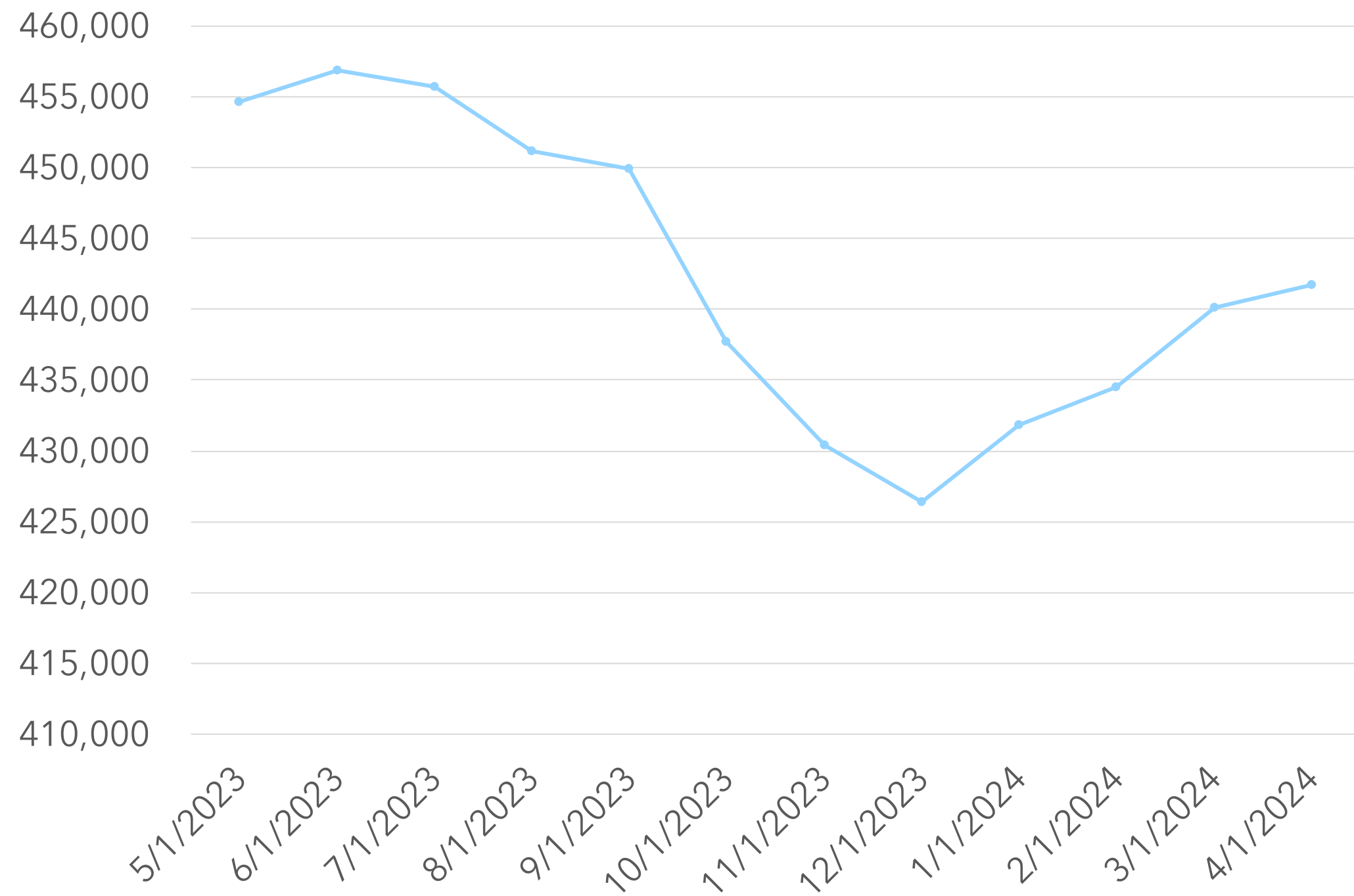
\* Only Operating in Cook County



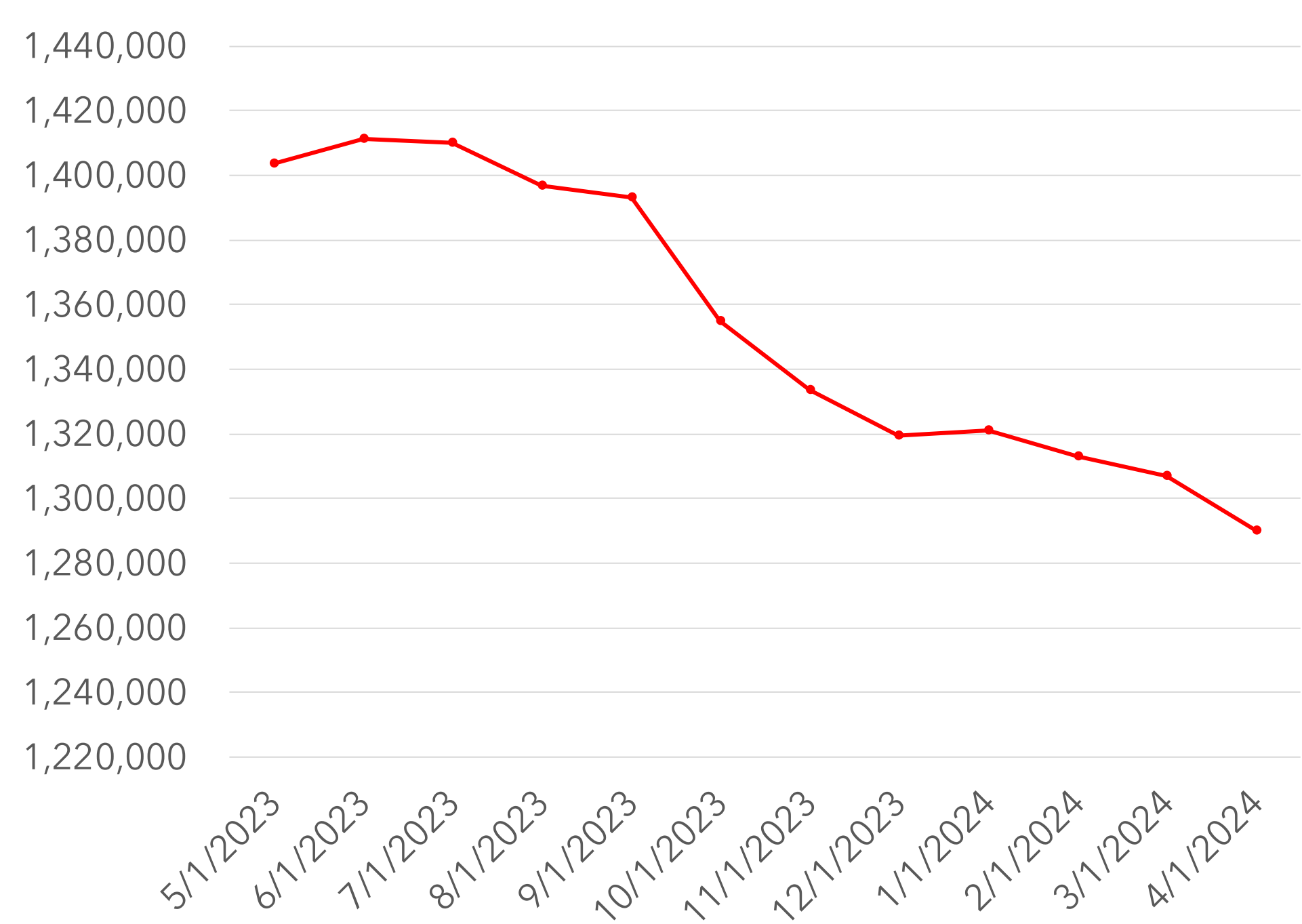
# IL Medicaid Managed Care Trend in Cook County (charts not to scale)

CountyCare's enrollment **increased** 0.36% in April 2024 compared to the prior month, which can be attributed to HBI enrollment, and outperforms Cook County's **decrease** of 1.31%

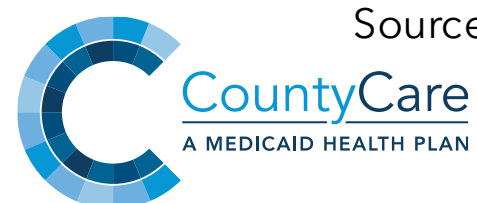
### CountyCare



### Cook County Medicaid Managed Care

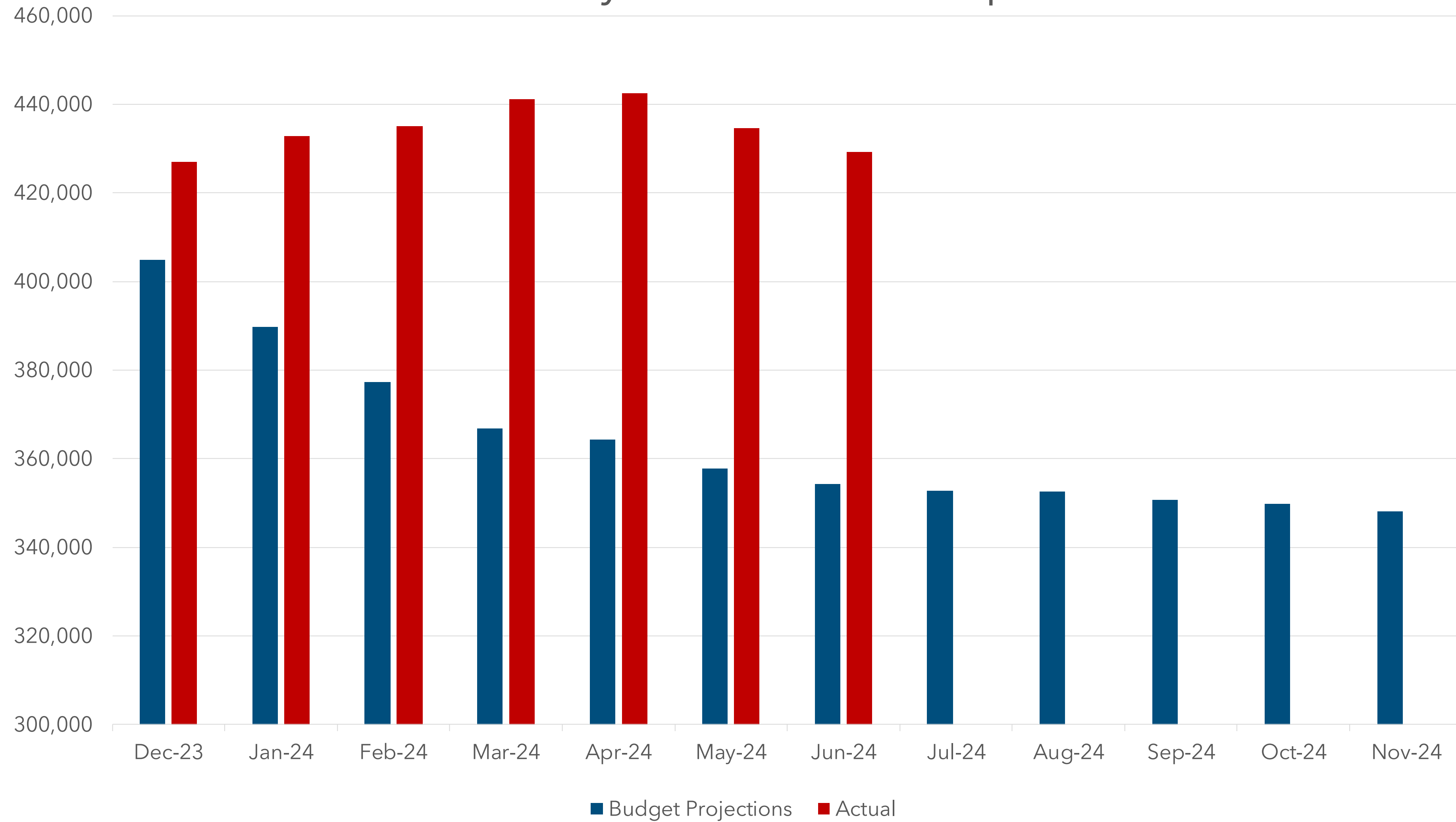


Source: [Total Care Coordination Enrollment for All Programs | HFS \(illinois.gov\)](https://www.hfs.gov/Total-Care-Coordination-Enrollment-for-All-Programs)



# FY 24 Budget | Membership

## CountyCare Membership

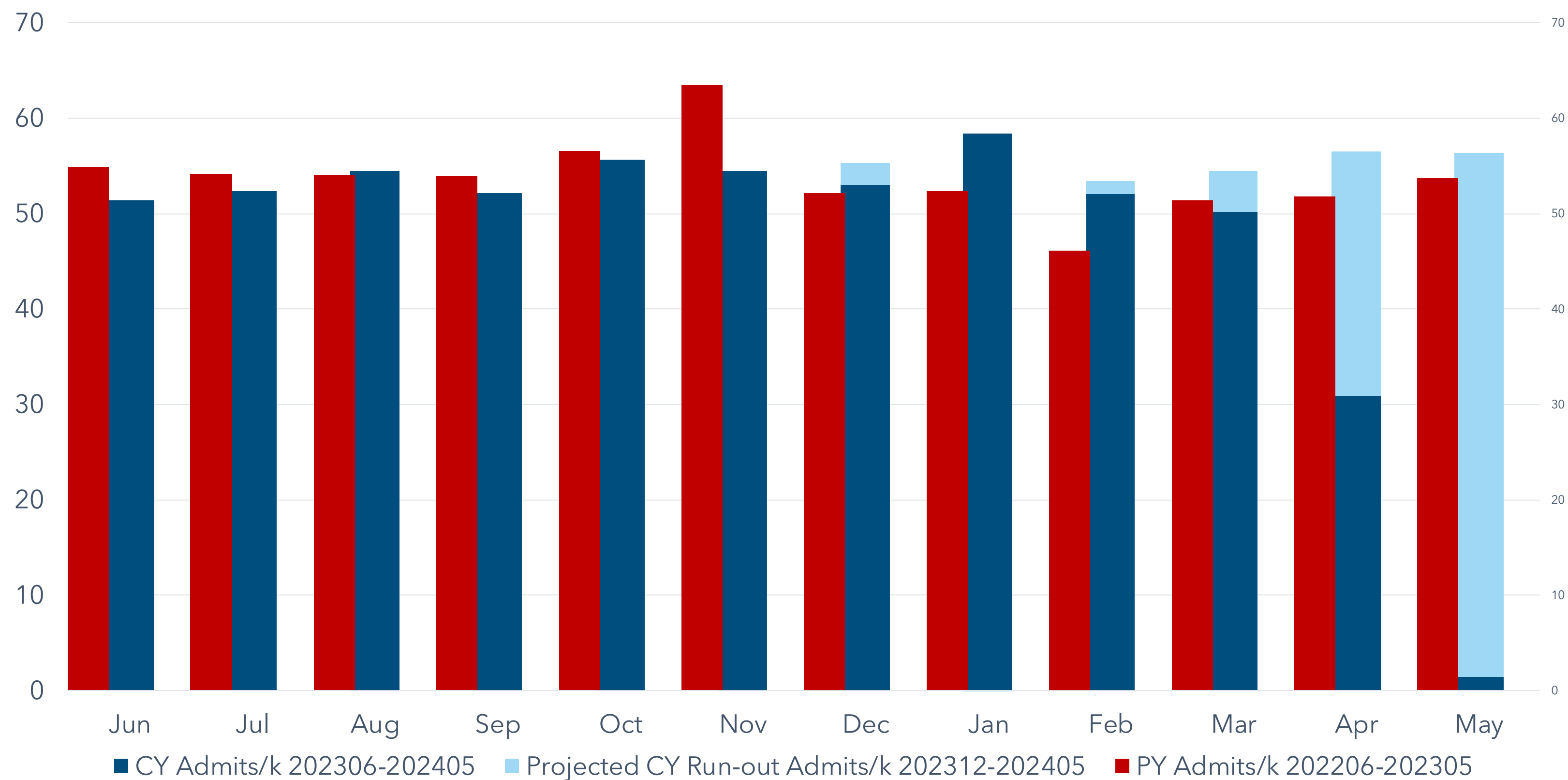


# Operations Metrics: Call Center & Encounter Rate

		Performance		
Key Metrics	State Goal	Apr 2024	May 2024	Jun 2024
<b>Member &amp; Provider Services Call Center Metrics</b>				
Inbound Call Volume	N/A	57,461	53,595	48,358
Abandonment Rate	< 5%	1.75%	2.13%	1.61%
Average Speed to Answer (minutes)	1:00	0:22	0:29	0:26
% Calls Answered < 30 seconds	> 80%	86.31%	82.56%	84.55%
<b>Quarterly</b>				
Claims/Encounters Acceptance Rate	98%	98%		

# Current v. Prior Year: IP Acute Admits/1000

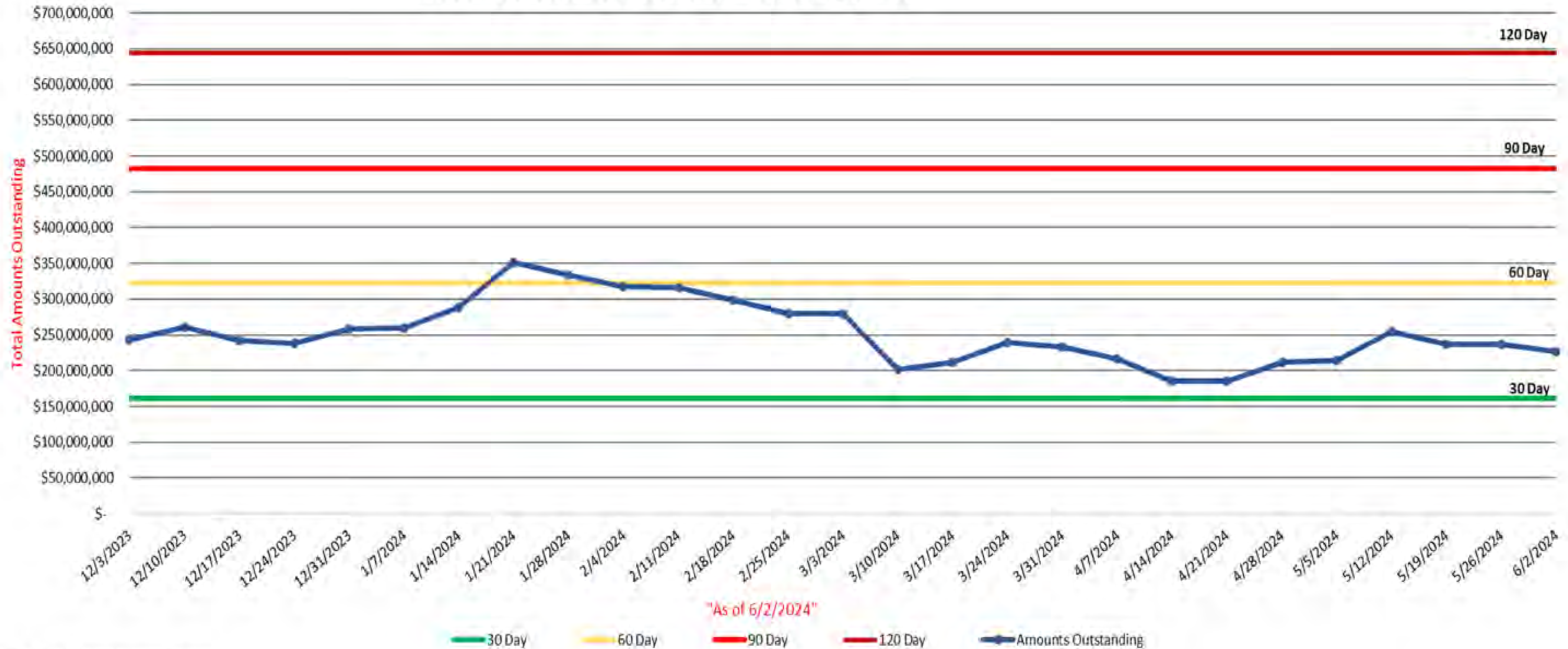
## Acute Admits/k





# Claims Payments

Received but Not Yet Paid Medical Claims



"As of 6/2/2024"

\*Assumes average of 15 days to process claims  
 \*Assumes \$80.5M 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
Q1 2022	\$ 144,241,915	\$ 12,166,101	\$ 2,958,928	\$ 2,183,828	\$ 161,550,772
Q2 2022	\$ 120,267,520	\$ 735,088	\$ 2,476,393	\$ 4,676,897	\$ 128,155,898
Q3 2022	\$ 105,262,634	\$ 16,617,110	\$ 59,407	\$ 15,171	\$ 121,954,322
Q4 2022	\$ 142,815,499	\$ 62,495,024	\$ 2,403,391	\$ 2,056,097	\$ 209,770,011
Q1 2023	\$ 110,831,299	\$ 7,841,360	\$ 3,067,736	\$ 443,885	\$ 122,184,280
Q2 2023	\$ 149,387,487	\$ 31,299,177	\$ 1,319,945	\$ 346,575	\$ 182,353,184
Q3 2023	\$ 191,389,015	\$ 38,673,162	\$ 743,469	\$ 97,943	\$ 230,903,588
Q4 2023	\$ 181,111,957	\$ 75,730,673	\$ 1,511,954	\$ 20,819	\$ 258,375,403
Q1 2024	\$ 194,081,254	\$ 5,307,661	\$ 33,846,206	\$ 160,417	\$ 233,395,538
Week of 6/2/2024	\$ 197,157,668	\$ 29,434,635	\$ 124,237	\$ 33,748	\$ 226,750,289

- \*0-30 days is increased for an estimated \$80.5M 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

Health Plan Successes:  
NACo Awards & Aster Judge's Choice Award

# Health Plan Successes

- The National Association of Counties awards program recognizes innovative county government programs in 18 different categories.
- **CountyCare won three National Association of Counties (NACo) Awards for:**
  - **Addressing food insecurity (Best in Health Category)**
  - **Engaging members during redetermination**
  - **Improving member demographics**
- The Aster Awards is the nation's most elite competition for healthcare marketing professionals for excellence in advertising, marketing, and communications.
  - **CountyCare won the Aster Judge's Choice Award for 2022-2023 Campaign "There's a Plan for That"**



## 2024 ACHIEVEMENT AWARD WINNER

*"Optimism is the faith that leads to achievement."* –Helen Keller

The National Association of Counties is proud to award  
**Cook County, Ill.**

A 2024 Achievement Award for its program titled:  
**The Great Unwinding: Engaging Medicaid Members During Redetermination**

  
Matthew Chase, CEO/Executive Director

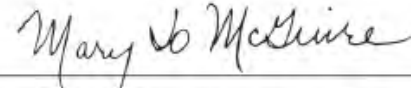
## 2024 ACHIEVEMENT AWARD WINNER

*"Optimism is the faith that leads to achievement."* –Helen Keller

The National Association of Counties is proud to award  
**Cook County, Ill.**

A 2024 Achievement Award for its program titled:  
**Medicaid Member Demographics Improvement: A Strategy for Engagement**



  
Hon. Mary Jo McGuire, NACo President

## 2024 ACHIEVEMENT AWARD WINNER

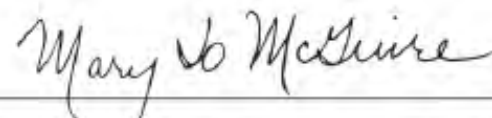
*"Optimism is the faith that leads to achievement."* –Helen Keller

The National Association of Counties is proud to award  
**Cook County, Ill.**

A 2024 Achievement Award for its program titled:  
**Addressing Food Insecurity among Medicaid Members: FoodCare by CountyCare**

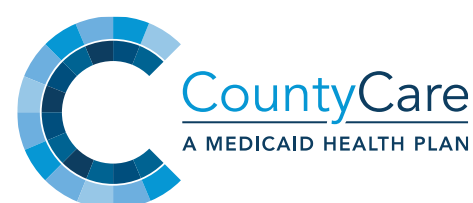
  
Matthew Chase, CEO/Executive Director



  
Hon. Mary Jo McGuire, NACo President

**NACo Achievement Awards**  
for Redetermination, Member  
Demographics, and  
FoodCare

**CountyCare's FoodCare  
program won the best  
in the health category**

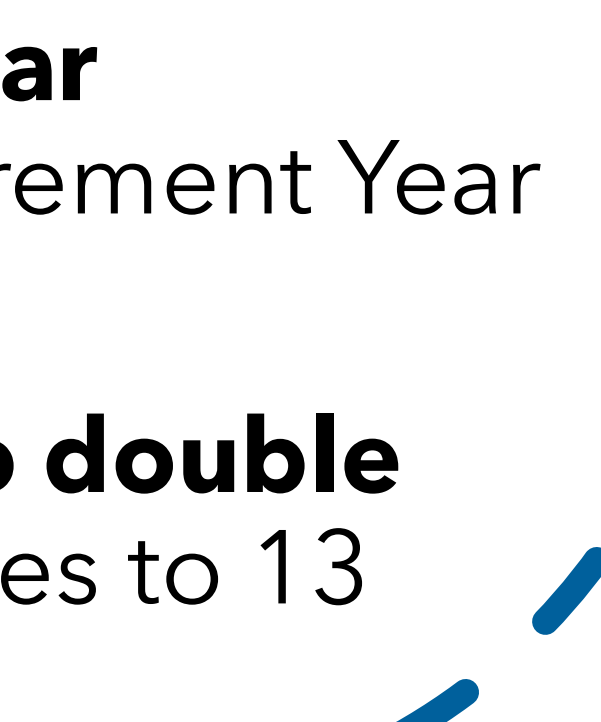




Quality: HEDIS MY2023

Scenario	# of measures at measure rating				
	5 STAR	4 STAR	3 STAR	2 STAR	1 STAR
MY2023 HFS Projected Measure Ratings	1	13	18	15	5
<i>MY2022 HFS Health Plan Measure Ratings</i>	<i>2</i>	<i>6</i>	<i>15</i>	<i>17</i>	<i>8</i>
<b>2022-2023 Change</b>	-1	7	3	-2	-3

# HEDIS MY2023 Results

- **HEDIS MY23 submitted in June**
  - **Projecting 14 measures with a 4- or 5-star measure rating** in 2024, based on Measurement Year 2023 HEDIS & CAHPS
  - **Number of 4-star measures projected to double from the prior year**, going from 6 measures to 13 measures
- 

# HEDIS MY2023 Results

Star rating change by measure category, 2022-2023

Measures with - 2 STAR decrease	Measures with - 1 STAR decrease	Measure Category	Measures with + 1 STAR increase	Measures with + 2 STAR increase
		Women's Health	3	
		Living with Illness	4	
	2	Behavioral Health	2	
		Keeping Kids Healthy	4	3

- **In MY2023, nearly half of measures increased in measure rating score from MY22**, improving by one or two stars
- Over 60% of measures with no change in measure rating score had an improved rate as compared to the prior year



# HEDIS MY2023 Results

**HEDIS MY23 focus on maternal and child health (MCH), behavioral health (BH), and primary care provider (PCP) engagement**

Priority measure	Category	MY2022	MY2023
Adult Access to Preventive/Ambulatory Services (Total)	PCP	69.56%	70.76%
Well-Child Visits (Total)	PCP	50.73%	54.36%
Follow-Up After Hospitalization for Mental Illness (7-day)	BH	23.10%	23.55%
Follow-Up After ED Visit for Mental Illness (7-day)	BH	41.64%	38.89%
Prenatal and Postpartum Care - Prenatal Care	MCH	84.23%	86.89%
Prenatal and Postpartum Care - Postpartum Care	MCH	76.70%	81.64%

# Opportunities for improvement

## Areas of focus for 2024 and 2025



### **Behavioral Health**

- Continued focus on follow up after hospitalization and emergency department visit for mental health
- New initiatives to target substance use disorder



### **Living with Illness and Chronic Disease**

- New strategies for controlling high blood sugar, diabetes, and initiation of cancer screenings



### **Maternal and Child Health**

- Continued focus on prenatal and post partum care
- New initiatives on childhood immunizations

# Performance Improvement Strategy



Though there are specific strategies for each measure, many strategies impact multiple measures.

## Performance Improvement Workgroups

- **Four performance improvement groups meet regularly** to work on interventions to impact measures and evaluate if interventions are having the intended impact.

## Provider & Care Management Partnership

- **Quality participates in provider partnership and care management meetings** to share quality performance, discuss priorities and collaborate on improvement efforts.

## Data Improvement

- **Working on expanding supplemental data sources** through payer data exchange options and the addition of new supplemental sources.

## Value-Based Care & Incentives

- **Include priority measures in VBC agreements and provider incentives** to align provider quality improvement efforts with health plan areas of focus.

Quality: 2024 CAHPS

# Quality: Adult CAHPS

# CAHPS Survey Overview

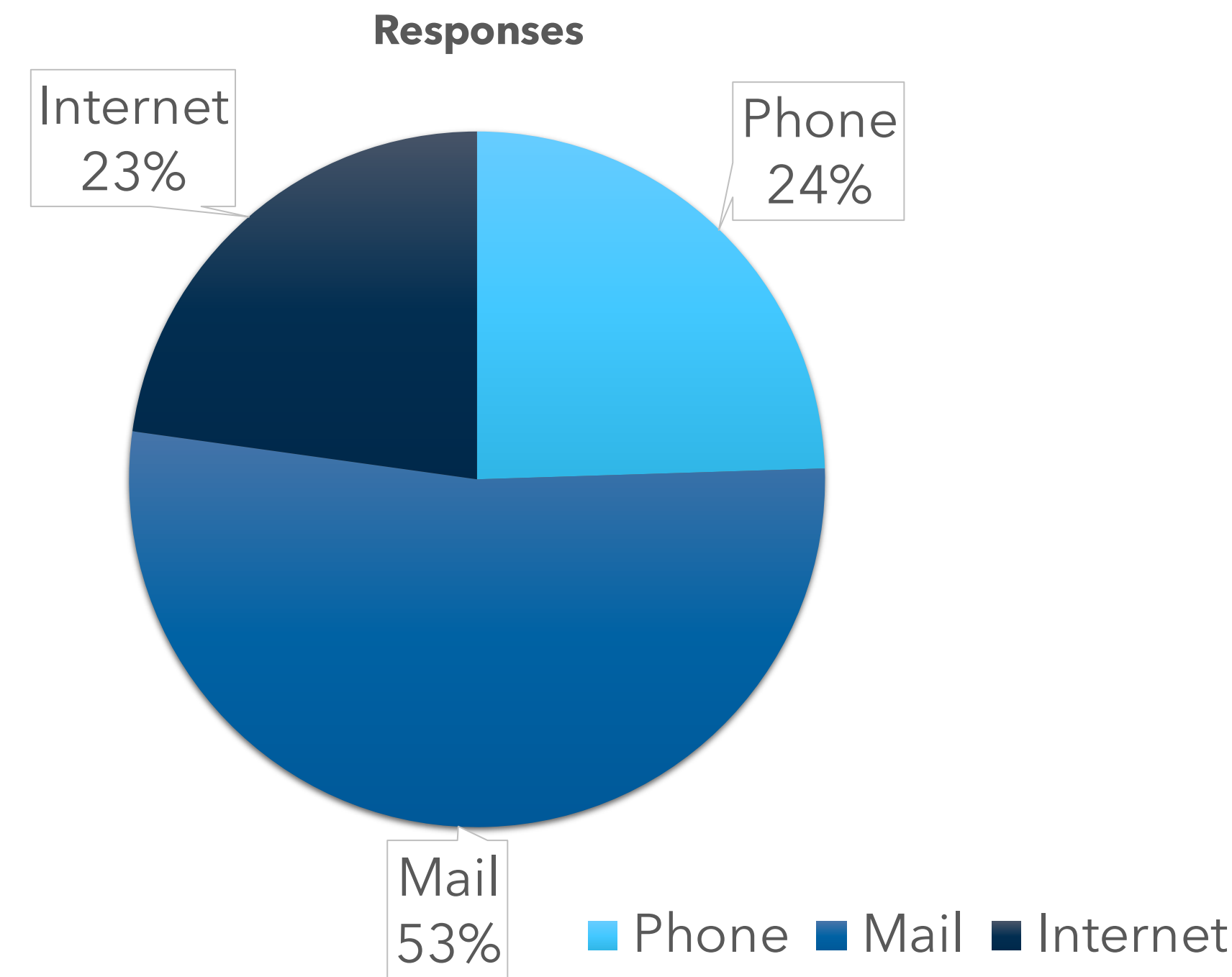
- The Consumer Assessment of Healthcare Providers & Systems (CAHPS) survey is administered to a sample of Medicaid members once annually.
- Questions asked are set by NCQA and used by all health plans
- CountyCare is allowed to add a certain number of custom questions to the survey each year

## Categories

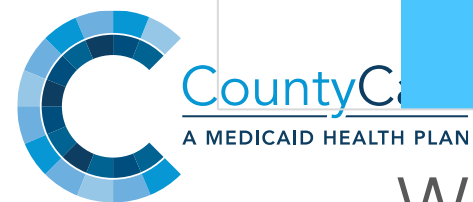
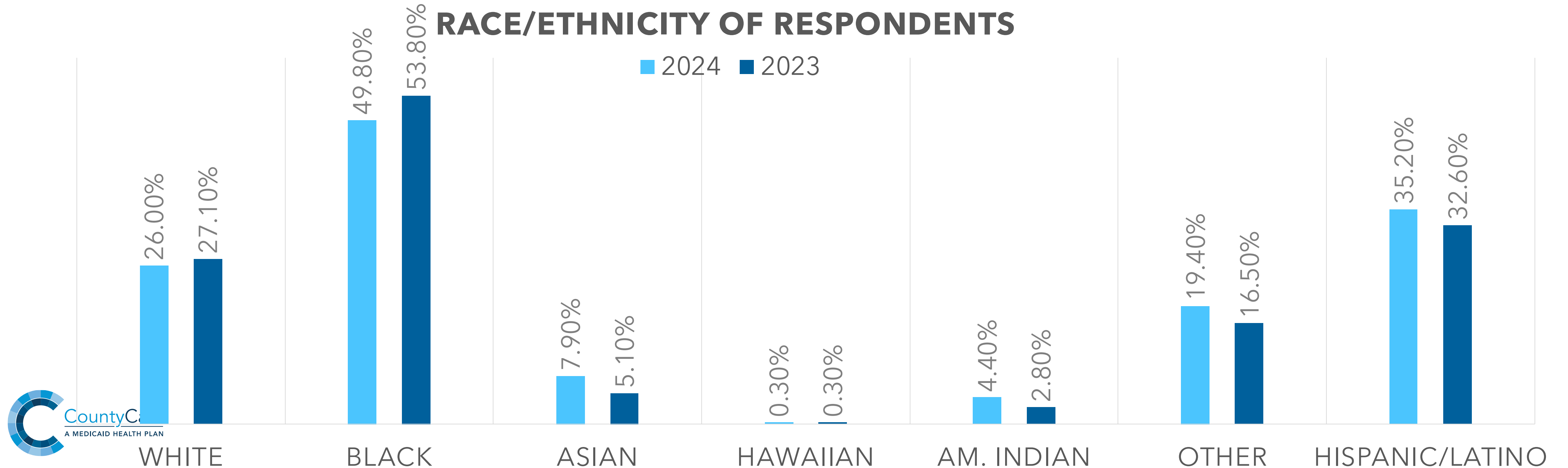


# 2024 Adult CAHPS Demographics

- Sample size=2,700
- Total complete=351
- Response rate=13.2% (compared to 14.6% in 2023)
- The survey was predominantly completed by female (62%) respondents 55+ of age.

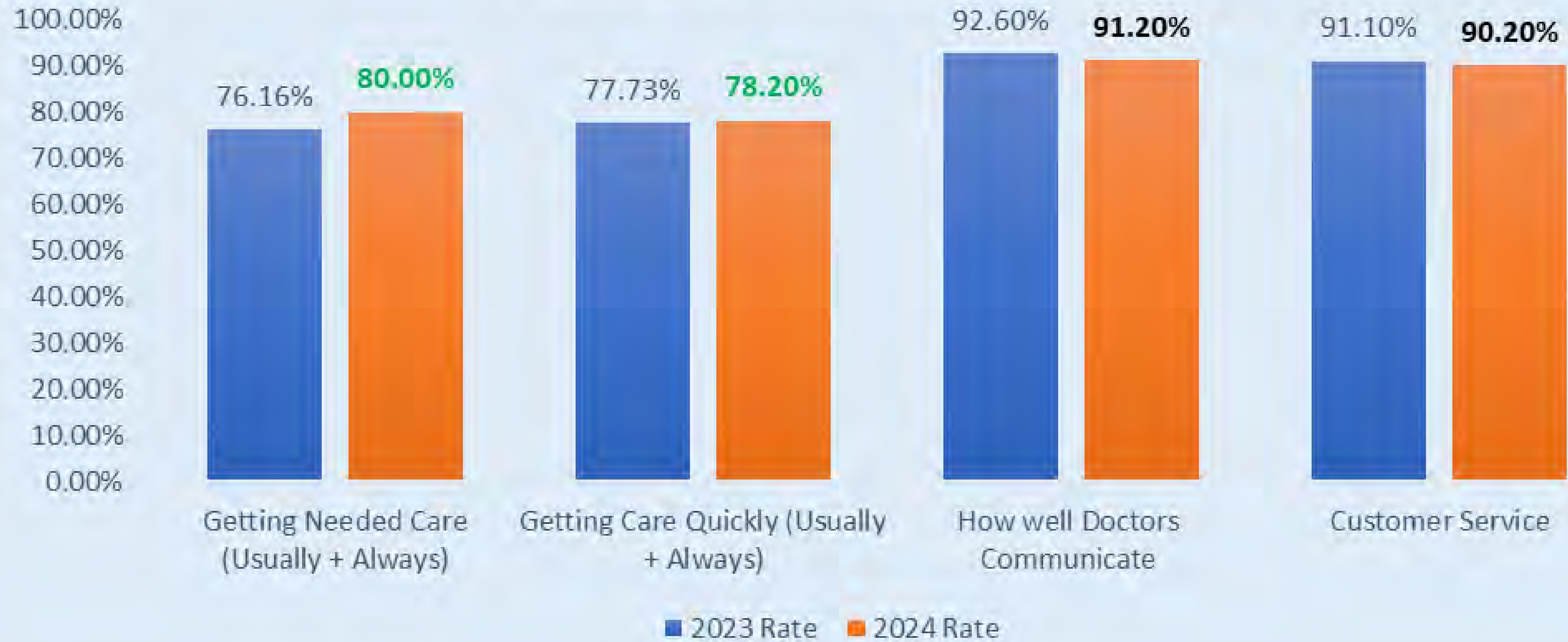


## RACE/ETHNICITY OF RESPONDENTS



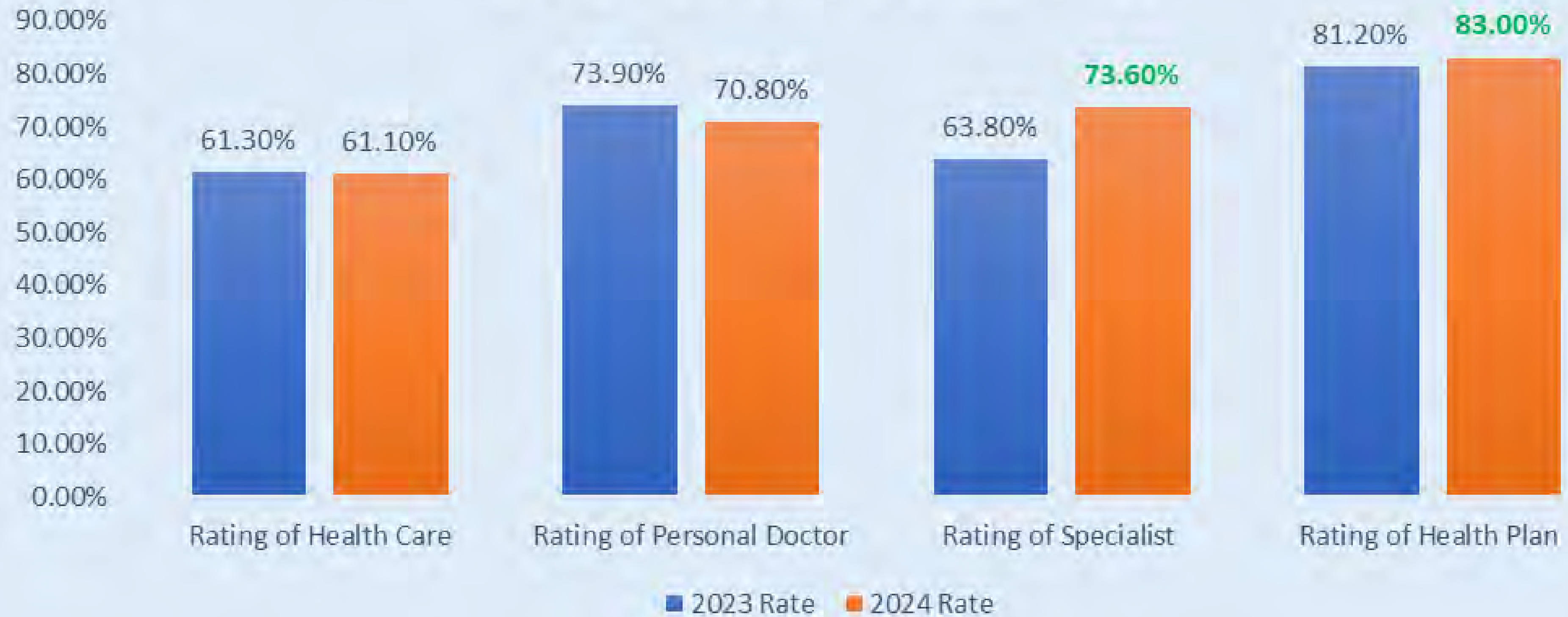


## Adult CAHPS Measure Rates





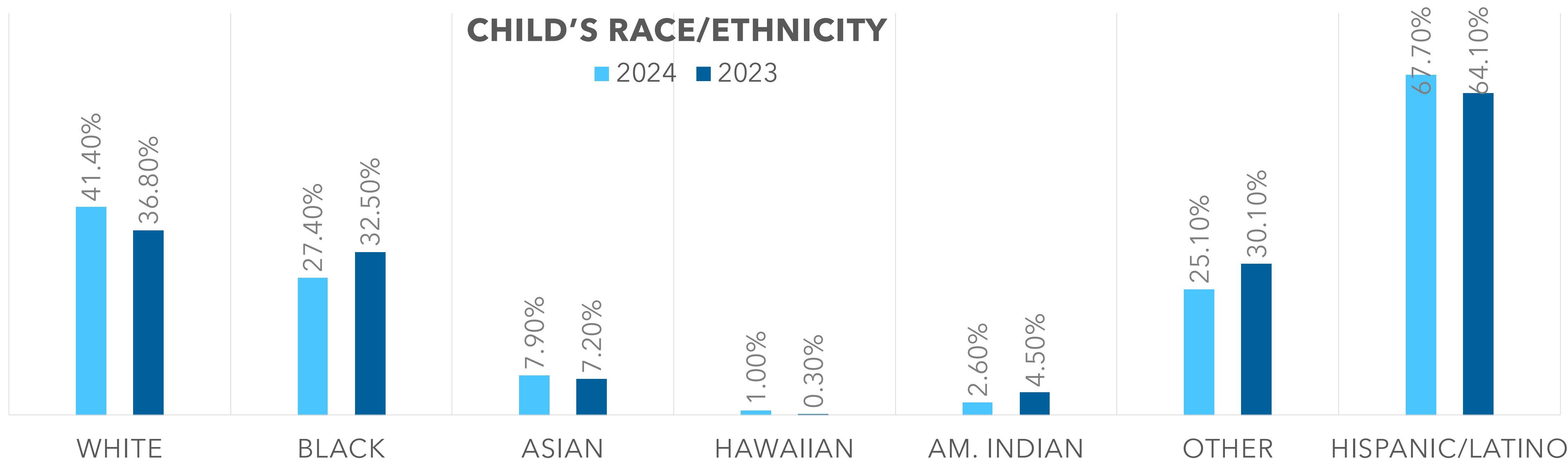
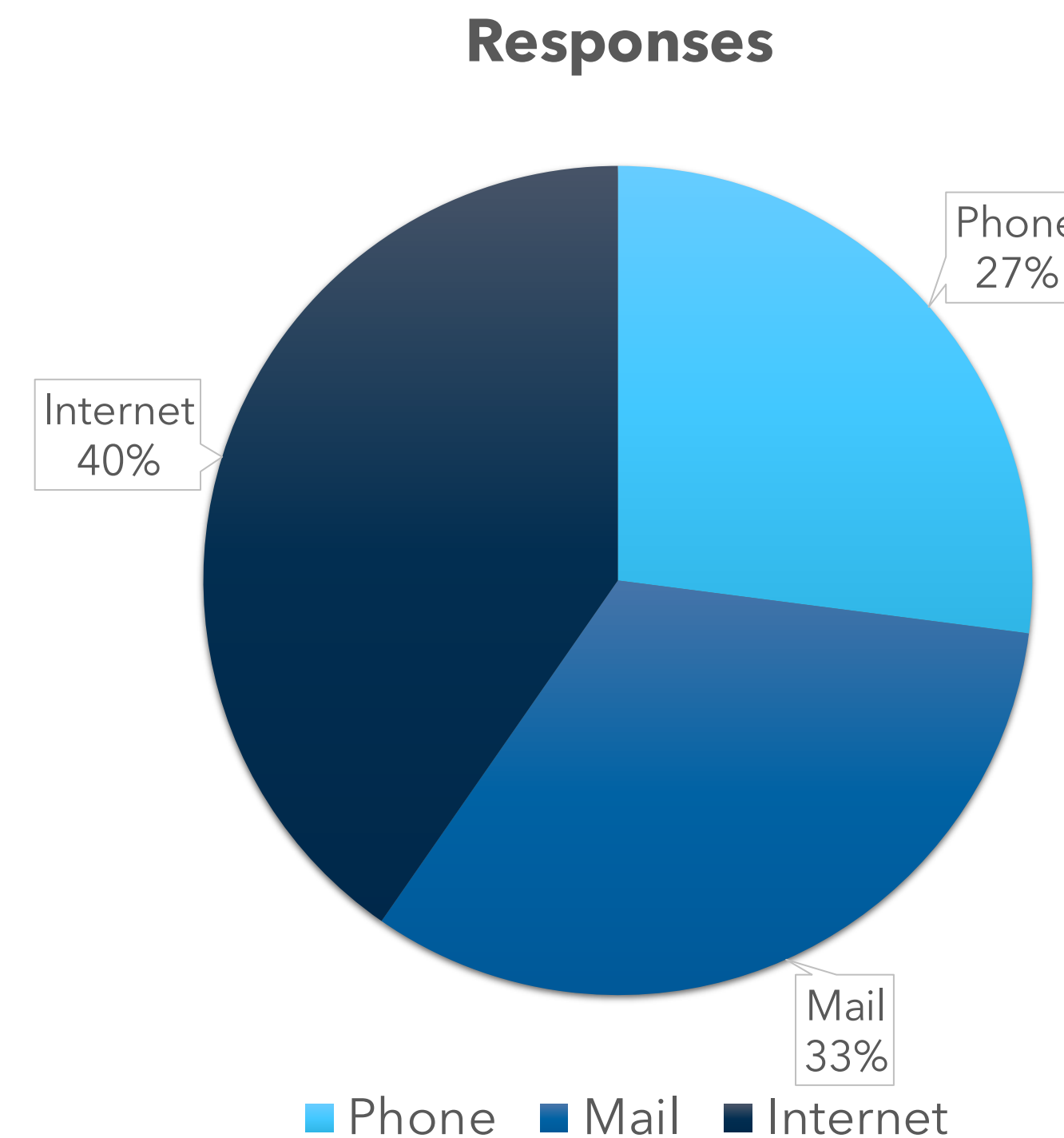
## Adult CAHPS Rating Measures



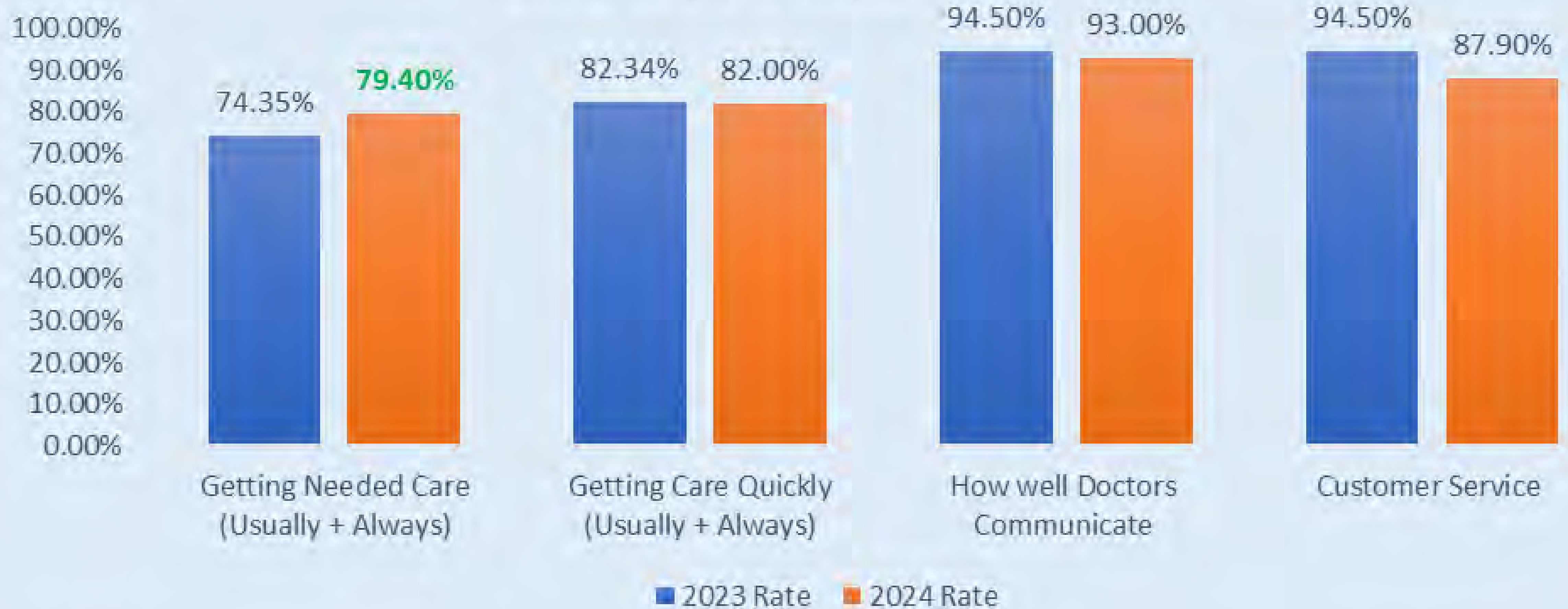
Quality: Child CAHPS

# 2024 Child CAHPS Demographics

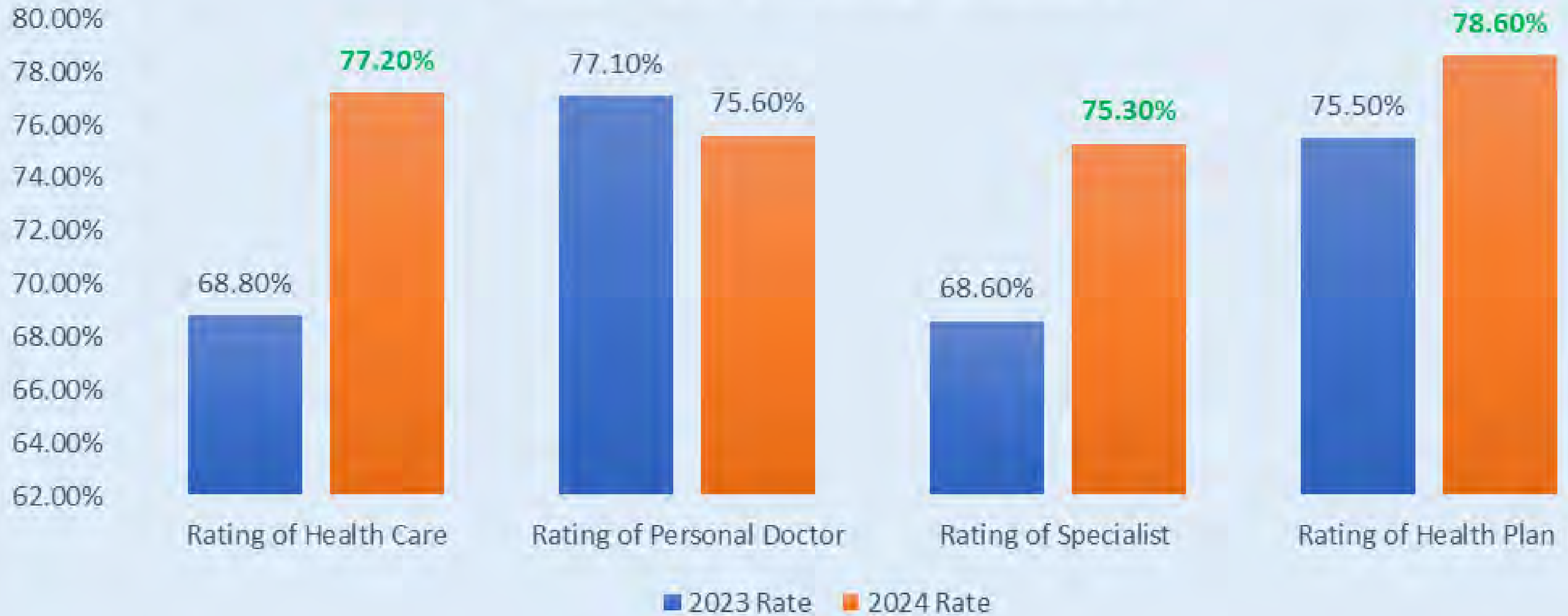
- Sample size=3,630
- Total complete=466
- Response rate=12.9% (12.1% in 2023)
- The survey was predominantly completed by female respondents between 35-44 years of age.



# Child CAHPS Measure Rates



# Child CAHPS Rating Measures



# Performance Improvement Strategy

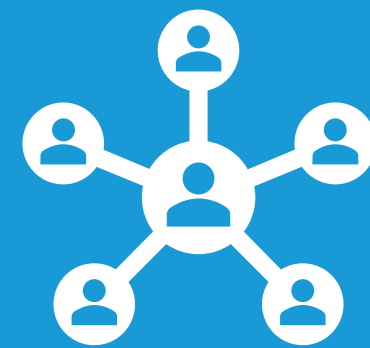
Areas of focus: Getting Needed Care, Getting Care Quickly, Rating of Health Plan

## Workgroups focused on 4 key areas



### Community engagement

- Marketing/branding
- Member communications
- Outreach
- Community partnerships
- Equity and access



### Provider network

- Provider engagement/partnerships
- Network access
- Provider friendly-MCO



### Clinical care

- Quality of care
- New clinical programs and initiatives



### Supplemental benefits

- New or improved supplemental benefits
- Address health-related social needs

# Strategic Initiatives and Priorities: 1115 Waiver Update

# Illinois Healthcare Transformation 1115 Waiver

An 1115 waiver is “an experimental, pilot, or demonstration projects that promote the objectives of the Medicaid and Children’s Health Insurance Program (CHIP) programs” [Section 1115 Demonstrations | Medicaid](#)

- Approved as of 7/2/2024 until 6/30/2029
- **The initiative specific goals of the demonstration are to provide:**

1) Medical assistance to individuals with SUD;

2) Substance Use Disorder (SUD) case management;

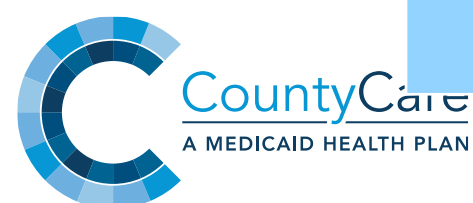
3) Supported employment services;

4) Targeted pre-release services to eligible individuals who are incarcerated and improve the health of communities and justice-involved populations in Illinois;

5) Health Related Social Needs (HRSN) services;

6) Violence prevention and intervention services; and

7) Non-medical transportation





# Strategic Initiatives and Priorities: Lead Water Filter Benefit



# Lead Poisoning Prevention

- **Background:** Lead poisoning continues to be a major health issue in the Chicago area due to lead paint and lead pipes
- **Action:** CountyCare will send a one-time coupon to CountyCare households with a child(ren) 12 years or younger. About 90,000 households will receive the coupon.
- **Next steps:** August 2024 rollout of the coupons targeting DIA zip codes for the first distribution.



## Hello from CountyCare!

Supporting your family's health is important to us! Please use this coupon to get a **free water filter** to remove lead from your drinking water.



### What is lead?

Lead is a highly toxic metal that can cause health problems, especially in children under age 6. There is no safe level of lead in children.



### Why is lead bad?

Children exposed to lead may have stomach (belly) pain, low blood count (anemia), behavior problems, and trouble paying attention in school.



### How are children exposed to lead?

80% of children's lead exposure comes from paint in homes built before 1978. Lead can break down into dust or chips that children can breathe in or swallow. Lead can also be found in drinking water when the water takes in lead from lead pipes.

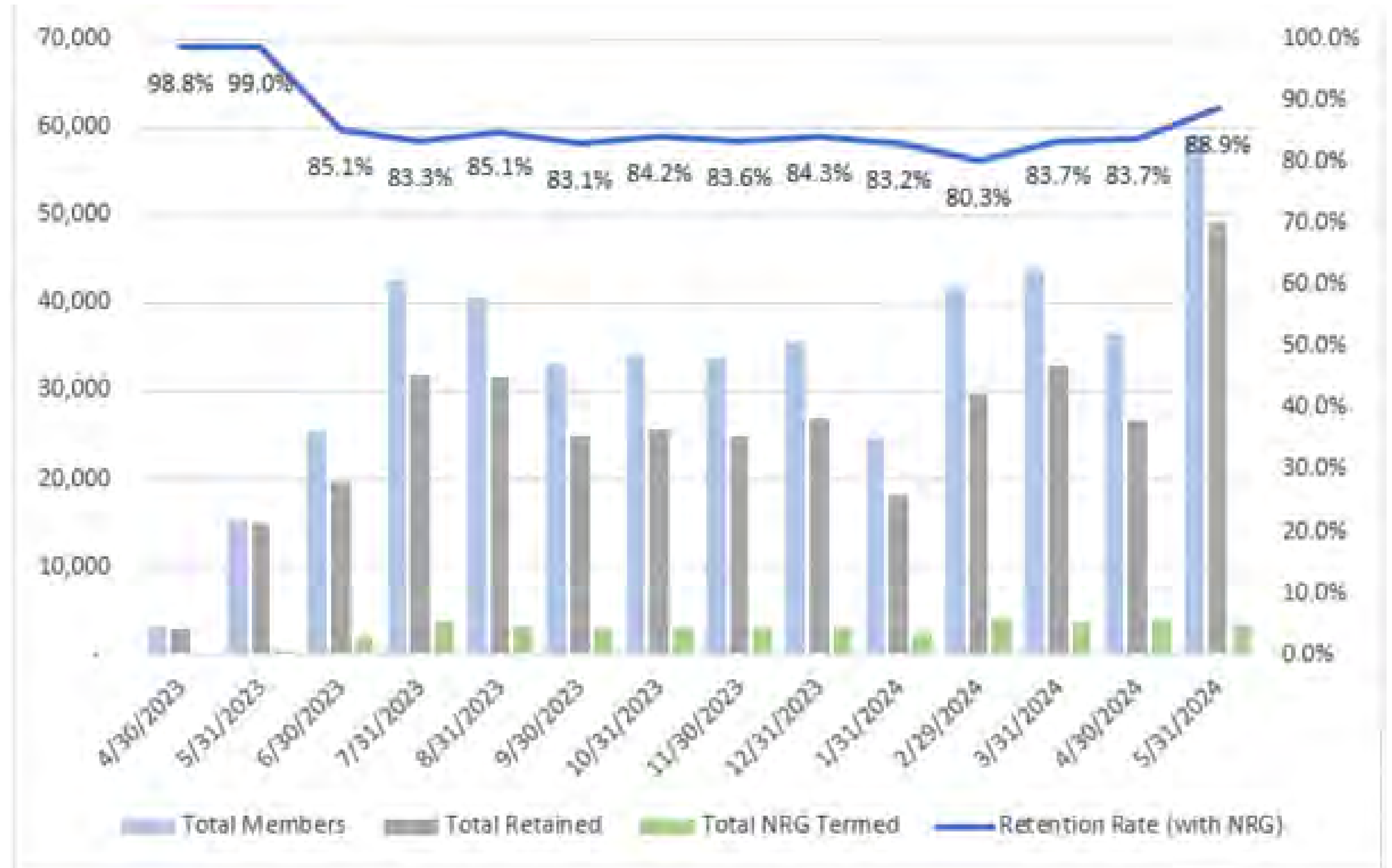


**Educational material will be sent with the coupon. Developed in partnership with the Cook County Department of Public Health and Chicago Department of Public Health**

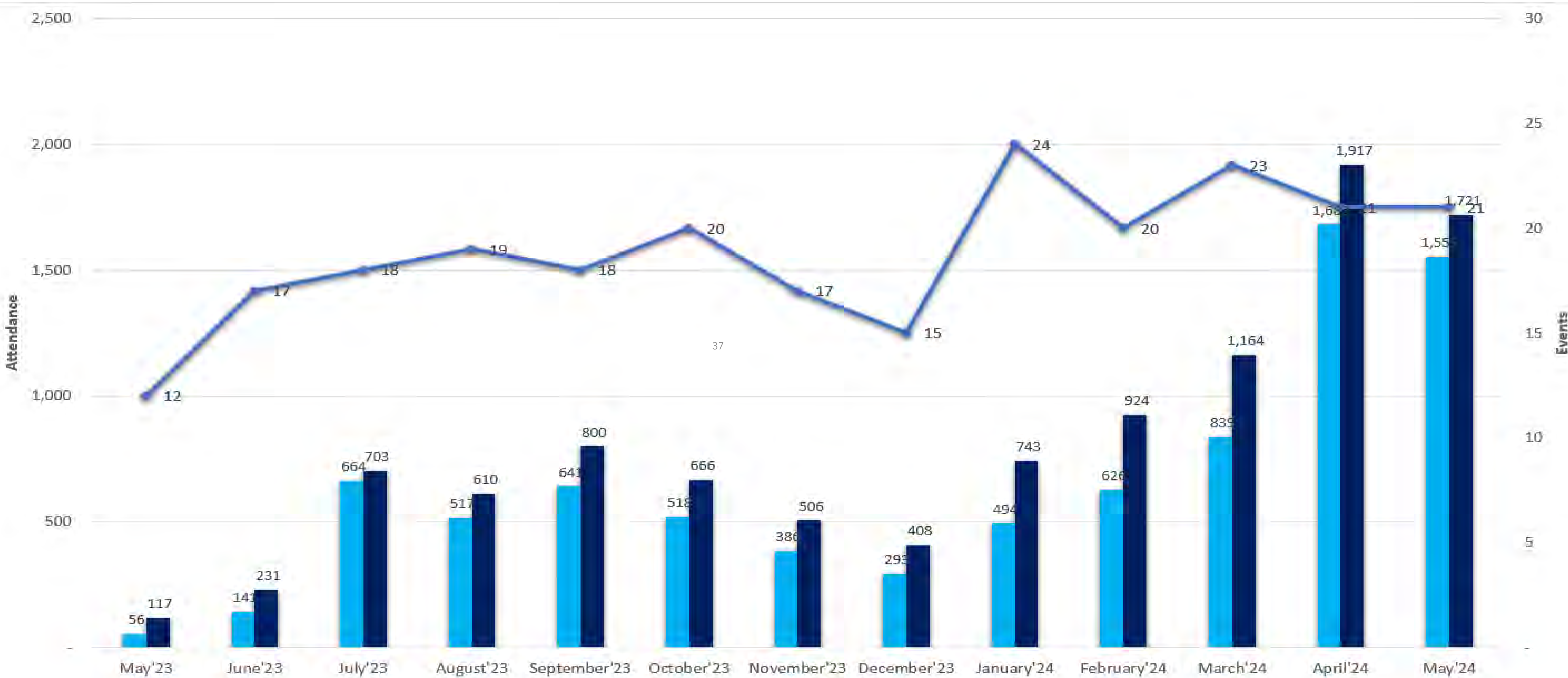
# Strategic Initiatives and Priorities: Redetermination outcomes and redetermination events

# Monthly Redetermination Outcomes

Members with a 5/31/2024 redetermination date had an adjusted retention rate of 88.9%. This is 5.2 percentage points higher than April's rate of 83.7%.



# Redetermination Events & Attendance - May'23 - May'24



<b>Events Held</b>	245
<b>CountyCare Member Attendance</b>	8,410
<b>Total Attendance</b>	10,510
<b>Average Attendance</b>	43

■ CountyCare Member Attendance
 ■ Total Attendance
 —●— Events Held

# Strategic Initiatives and Priorities: FoodCare



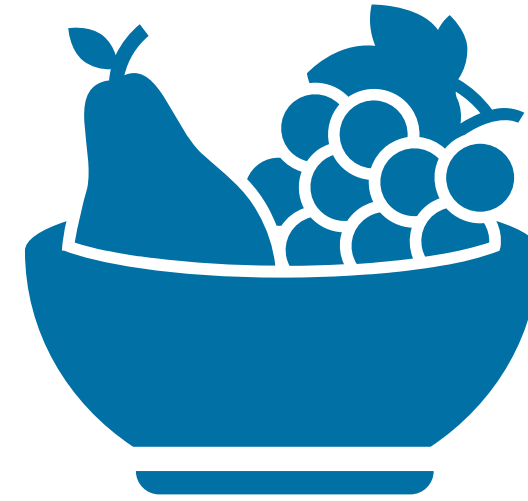
# Overview of FoodCare

## Phase 1: Emergency Meals



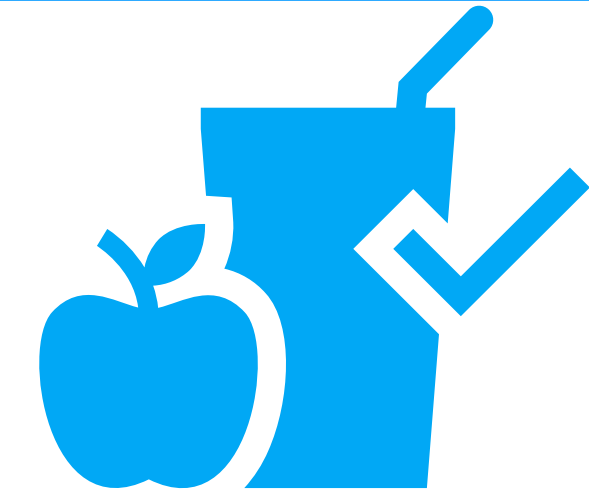
- **Start Date:** January 2023
- **Objective:** Provide immediate food support
- **Key Activities:** 14 prepared meals delivered to members within 48 hours of their request
- **Number of emergency meals:** >14,700

## Phase 2: General Nutrition Program



- **Start Date:** April 2023
- **Objective:** Nutritional guidance and support, empowering individuals to make healthier choices effortlessly
- **Key Activities:**
  - Members can access unlimited telenutrition visits
  - Grocery planning and budgeting assistance
- **Members engaged:** >45,700

## Phase 3: Medically Tailored Food



- **Start Date:** June 2023
- **Objective:** Address dietary needs for medical conditions
- **Key Activities:**
  - Delivery of prepared meals tailored to member's diagnosed condition
  - Support for chronic conditions
- **Members engaged:** >1,400

# Phase 1: Emergency Meals Program

## Emergency Meals



- **Key Activities:** 14 prepared meals delivered to members within 48 hours of their request
- **Number of emergency meals:** >14,700

>14,700 meals  
have been  
delivered

>1,000 members  
experiencing  
food insecurity  
have received  
meals

**Emergency meal referrals can be made by anyone, but most often comes from the Care Coordinator**

Data from January 2023-May 2024



# Phase 2: General Nutrition Program

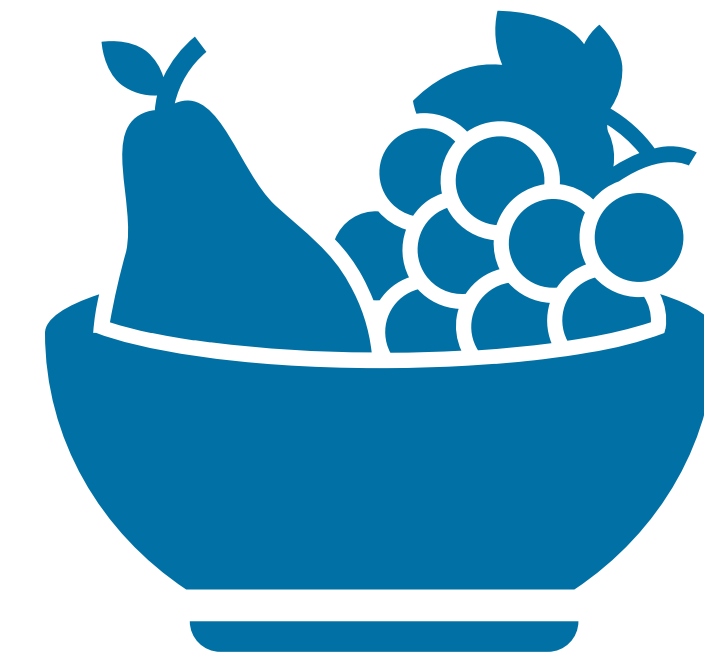
**>45,700**  
members  
enrolled

**>23,400** initial  
appointments

**>65,400**  
Follow-up  
appointments

**Members receive \$50 in Instacart grocery funds for their first dietician appointment and \$15 for follow-up appointments**

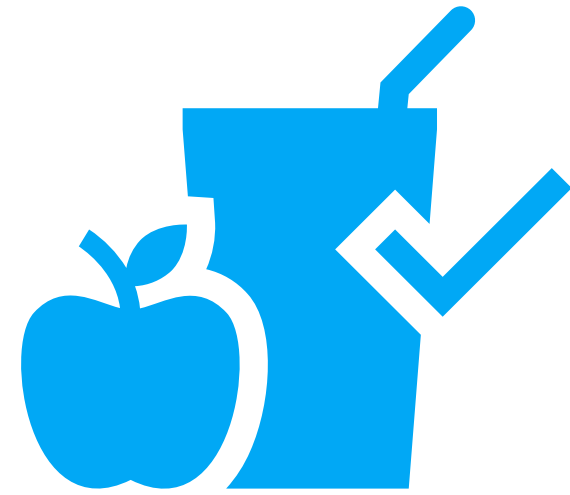
## General Nutrition Program



- **Key Activities:**
- Members can access unlimited telenutrition visits
- Grocery planning and budgeting assistance
- **Members engaged:** >45,700

# Phase 3: Medically Tailored Food (MTF) Program

## Medically Tailored Meals



- **Key Activities:**

- Delivery of prepared meals tailored to member's diagnosed condition
- Support for chronic conditions
- **Members engaged:** >1,400

1.4k members  
have received  
or are receiving  
MTF

7.8k members  
eligible for MTF  
after completing  
initial  
appointment  
with dietician

# Clinical Improvements

Metric	Foodsmart BoB	CountyCare
% of obese users with weight loss	53%	56%
Average weight loss per obese	-11 lbs	-9 lbs
% Users with any improvement in Nutriscore	56%	66%
Avg. Blood Pressure reduction among members with Hypertension	-7/-5 mm Hg systolic/diastolic	-5/-5 mm hg systolic/diastolic
% Members with Hypertension achieve 0.5 mm Hg reduction in systolic or diastolic BP	48%	55%
% Members with Diabetes Achieve 0.5% reduction HA1c	54%	57%
Avg. Change in Ha1c among members with Diabetes	-0.6%	-0.6%
Avg. Nutriscore improvement, %	3%	9%



# Meet Our Members

## Single Mom

Has been trying to get help from a RD for over 11 years but has never been able to connect with anyone.

Joined FoodCare in November to help work on a Healthy Weight and making better food decisions for her son.

**With FoodCare:** Lost 40 pounds!

- Gained a new love for fruits and veggies.
- Has gotten her son eating vegetables for the first time.

“The **combination of the grocery rewards and my RD** have been an answer to my **prayers**. I love my RD and am grateful that CountyCare offered this service as I never would have been able to afford this help alone!”



# Strategic Initiatives and Priorities: Non-emergency medical transportation transition

# Transition of non-emergency transportation

---

Beginning August 1, 2024, CountyCare will transition to a new non-emergency transportation vendor, Modivcare. Modivcare maintains a network of transportation providers that provide multiple levels of transportation services, including public transportation.

There is no change in the transportation benefit, however we will have a more extensive network. Trips must be medically necessary (ex: doctors' appointment, counseling, dialysis, etc.). Modivcare will determine the most appropriate type of transportation depending on the members health condition and mobility limitations.

This may include:

- Private Transportation Provider
- Public Transportation/Bus Passes
- Mileage Reimbursement



# Non-Emergency Medical Transportation (NEMT) Vendor Transition

Effective 8/1/2024, members can schedule rides to and from appointments with CountyCare's new partner, ModivCare, by:

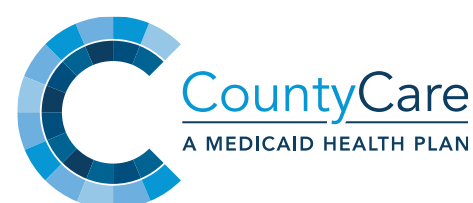
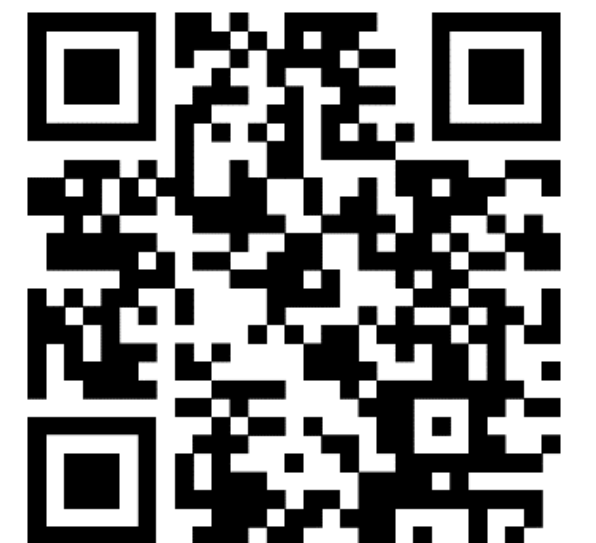


**Calling 312-864-8200**

Monday through Friday, 7:00 a.m. to 7:00 p.m.,  
Saturday and Sunday, 9:00 a.m. to 1:00 p.m.



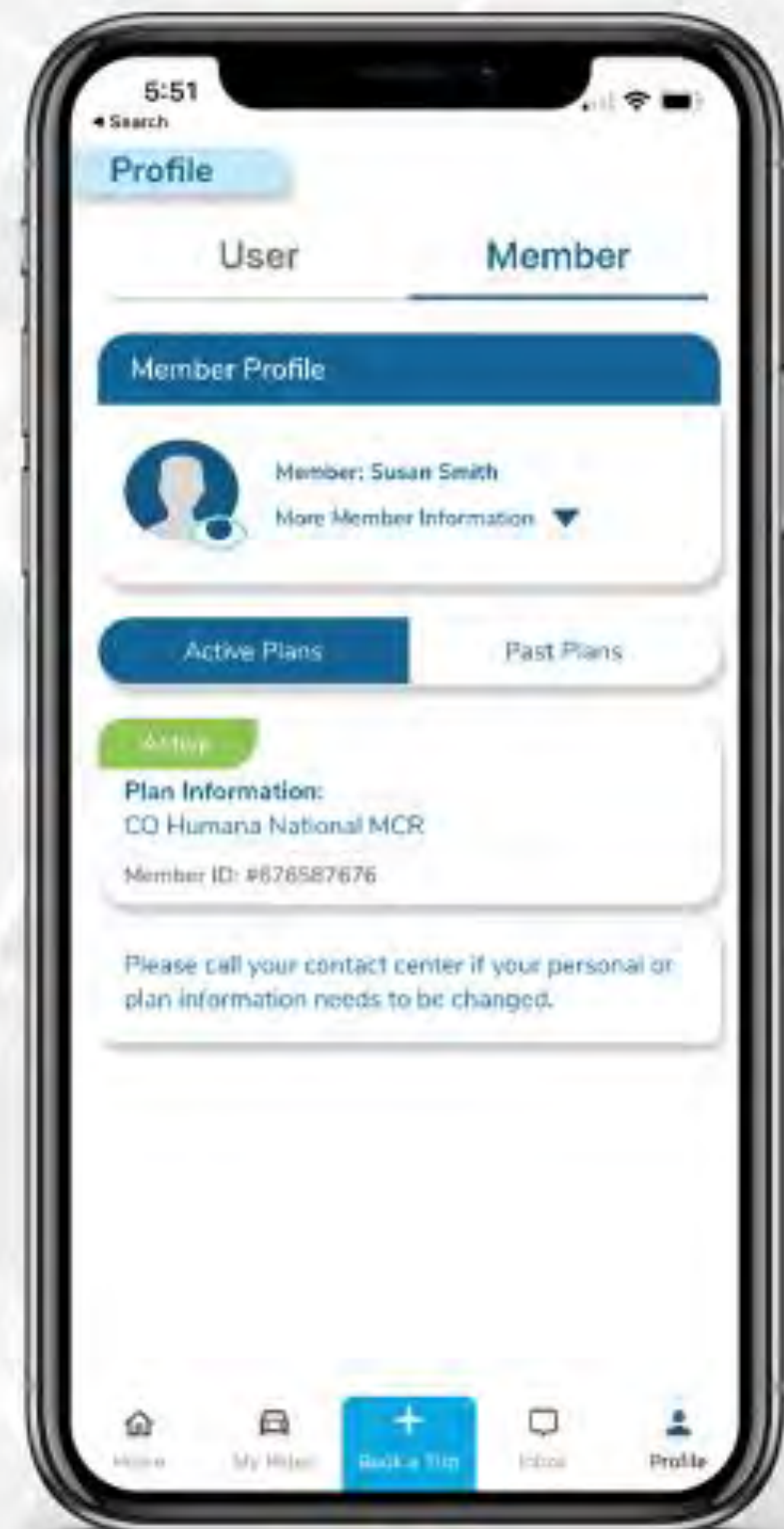
**Using the Modivcare  
mobile app or [website](#)**



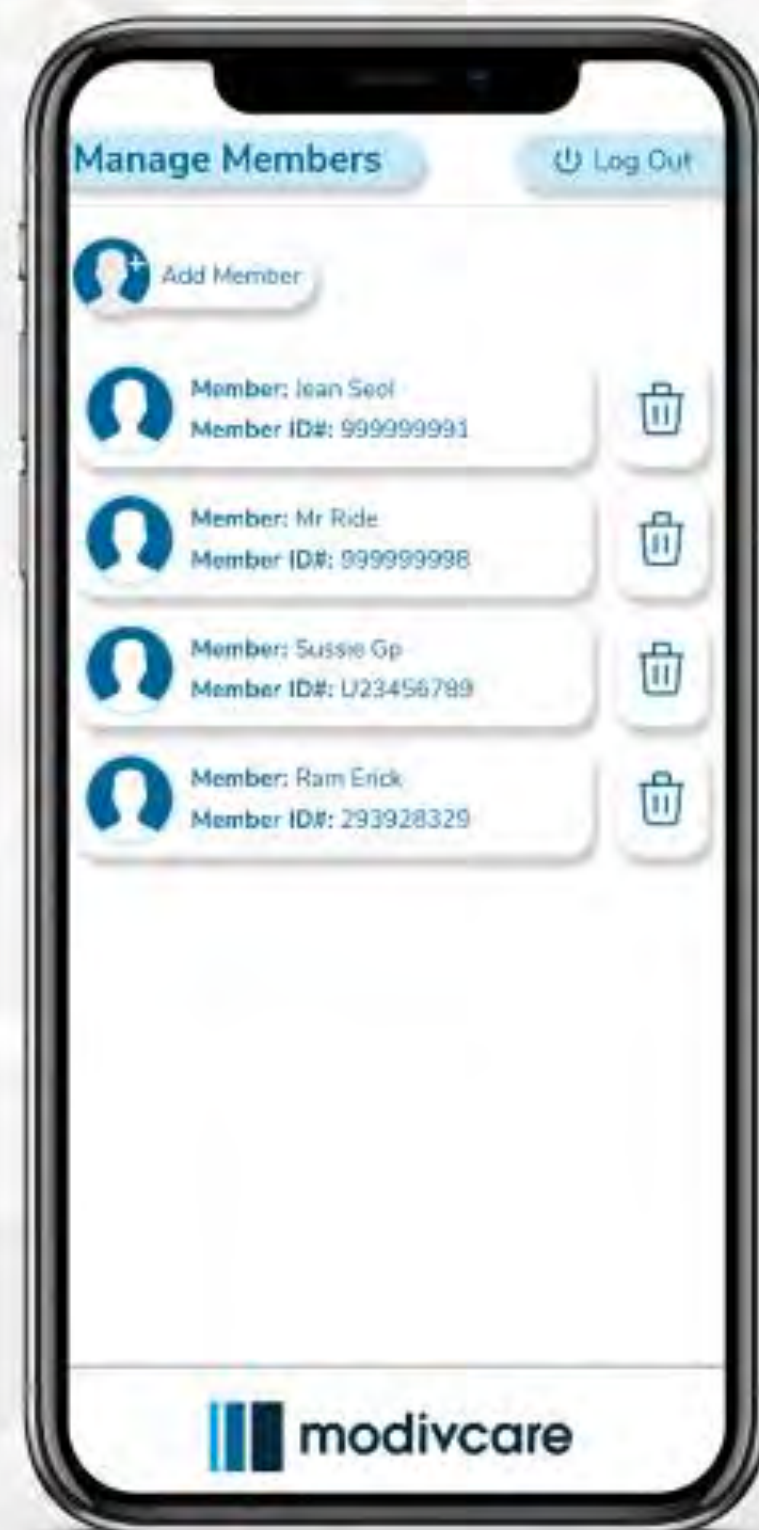


# Preview: ModivCare application

## Multiple Plan Support



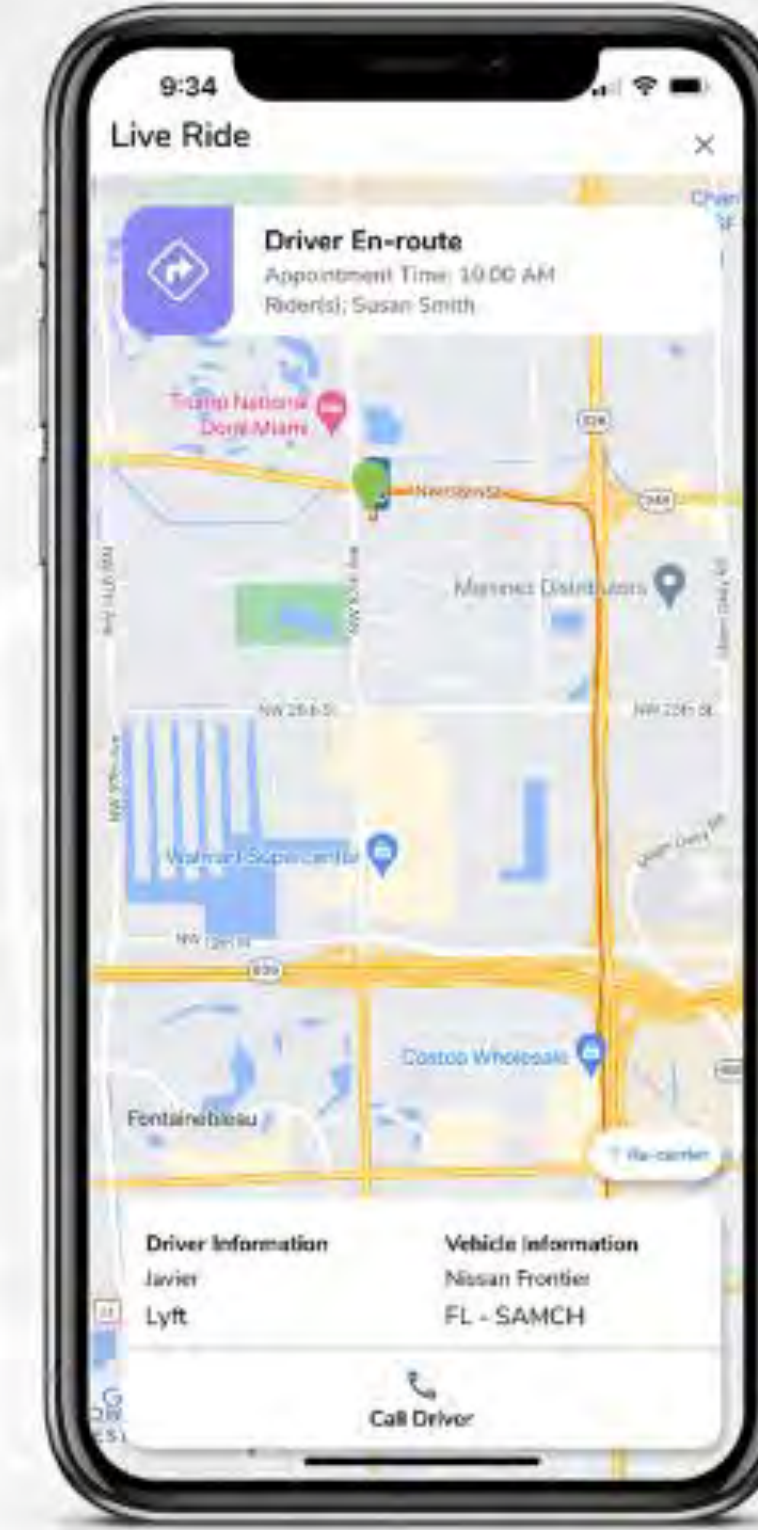
## Member & Caregiver-for-Member Support



## Book and Manage Trips



## Live Trip Tracking



## Mileage Reimbursement





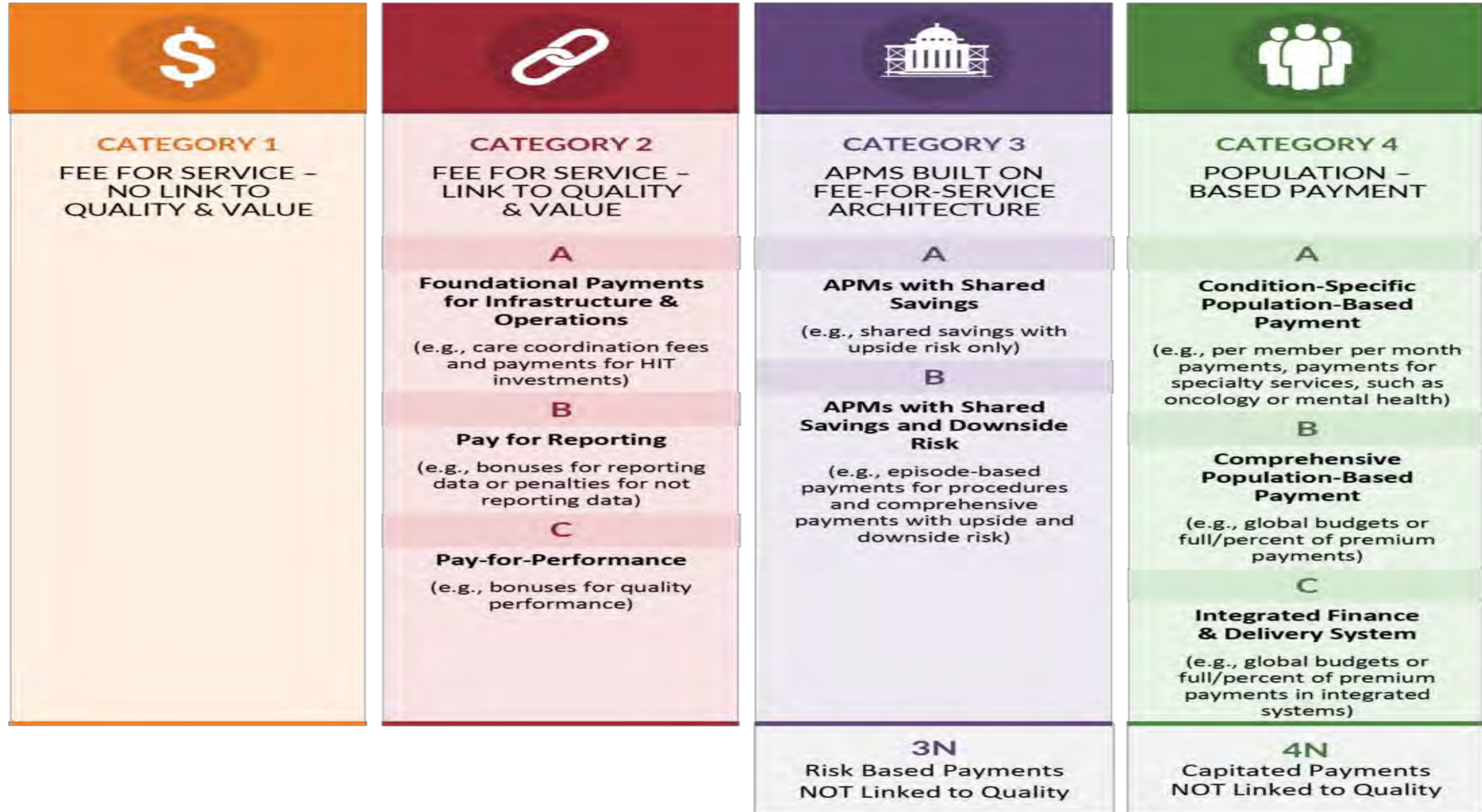
Strategic Initiatives and Priorities: Value-based strategy

# Executive Summary of Value-Based Care

- **CountyCare's value-based care (VBC) strategy is designed to improve quality, enhance member experience, and promote equity while ensuring financial sustainability**
- **CountyCare is a leader nationally and locally in terms of annual medical spend in alternative payment models**
  - Early VBC efforts focused on building robust primary care partnerships, including delegated care management
  - More recently, CountyCare has expanded its portfolio to include a variety of novel, specialty care-focused VBC programs
- **VBC delivers differentiated outcomes for our members and providers across Cook County**
  - Moreover, as a provider-led plan embedded in the safety net, CountyCare is committing to supporting provider groups on the path to value
- **Looking ahead, CountyCare is committed to continued growth and innovation in the VBC space**

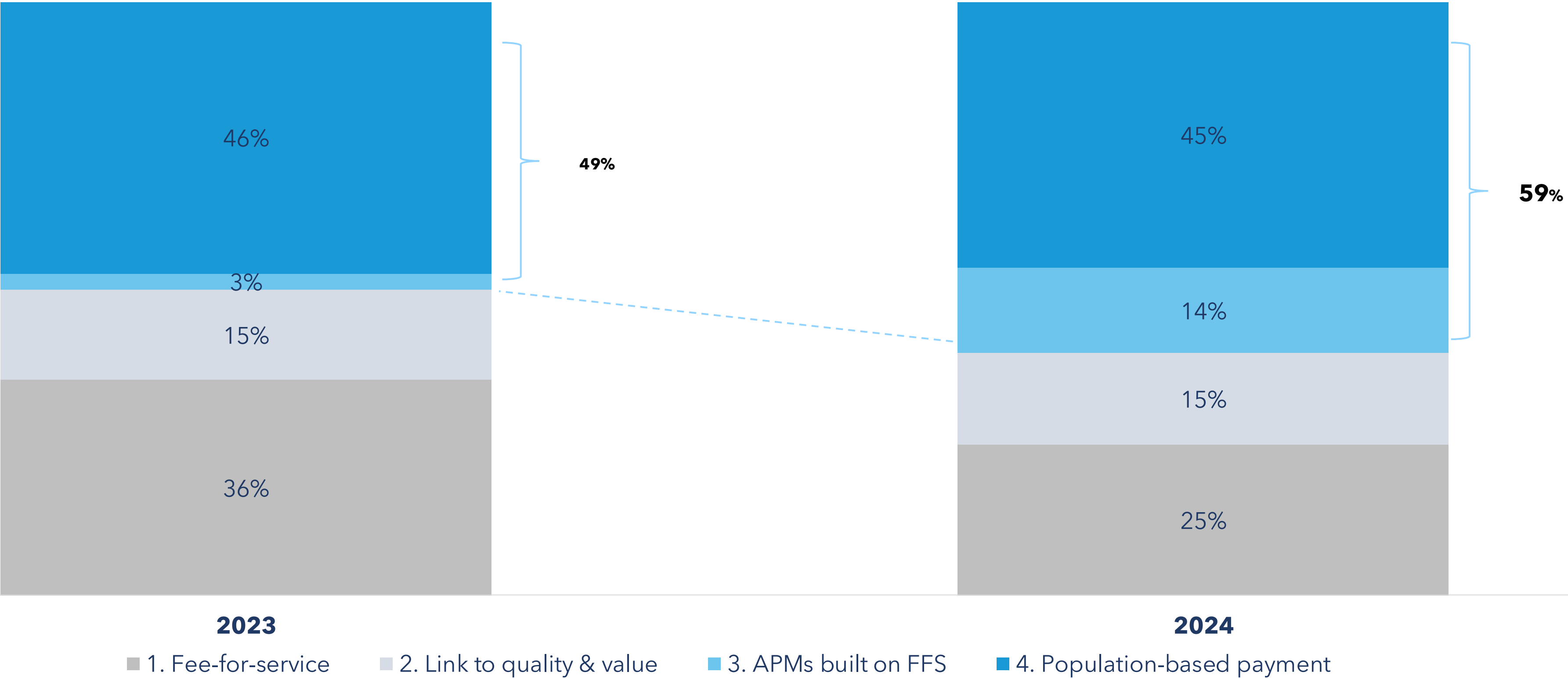


# HCP-LAN Alternative Payment Model framework

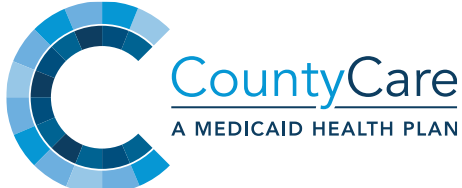


# Category 3-4 APMs projected to account for nearly 60% of CountyCare medical spend in 2024

Percentage of total CountyCare medical spend (estimate)



CountyCare performance exceeds Medicaid industry experience of ~40% in Category 3-4 APMs as reported by HCP-LAN



Source: CountyCare 2024 Value Based Payment report to HFS (5/1/24). Note: Estimates exclude HBIA/S population.



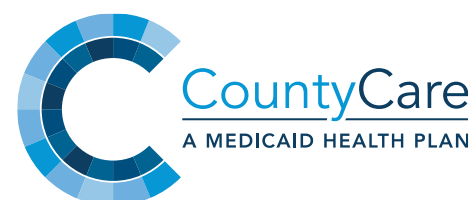
# CountyCare's robust, value-based primary care partnerships benefit providers...

*"CountyCare has been a leader among the MCOs in investing in Cook County's robust community health system and in their willingness to delegate Care Management so it is fully integrated into the primary care medical home. Through MHN ACO, **CountyCare has become an economic engine for job creation and reinvestment of earned value-based dollars back into our services and into our communities for 16 Cook County safety net organizations.** In addition to the industry-leading Care Management services we provide to CountyCare, **our value-based arrangement allows us to retain and grow our staff, better serve uninsured and under-insured members, and to create more vibrant economies in many of the State's most disproportionately impacted area (DIA) zip codes.** We are grateful to the Cook County HHS and CountyCare leadership for their vision and partnership."*

*- Lee Francis, MD, CEO, Erie Family Health*

*"**CountyCare is one of our best health plan partners to work with in value-based care and delegated care coordination.** CountyCare's leadership team is organized, consistent, and collaborative with ACCESS' leadership with mutual goals to improve our patients' health outcomes."*

*- Anh Reiland, APN, MBA, VP of Population Health & Quality, ACCESS*



# ... As well as our members

Primary care partners in value-based arrangements outperform on key quality measures

		Measurement Year 2023 HEDIS performance		
Clinical area	Measure	CountyCare	VBC partner 1	VBC partner 2
<b>Equity</b>	Adults' Access to Preventive / Ambulatory Health Services	70.76%	<b>76.73%*</b>	<b>76.87%*</b>
	Breast Cancer Screening	55.25%	54.25%	<b>72.82%*</b>
	Cervical Cancer Screening	56.07%	<b>66.67%*</b>	<b>65.32%*</b>
<b>Maternal &amp; child health</b>	Prenatal & Postpartum Care - Prenatal	86.89%	84.01%	86.51%
	Prenatal & Postpartum Care - Postpartum	81.64%	80.26%	<b>82.12%*</b>
	Childhood Immunization Status - Combo 10	28.35%	<b>29.47%*</b>	<b>33.08%*</b>
	Childhood Immunization Status - Combo 3	58.51%	54.66%	<b>65.32%*</b>
<b>Behavioral health</b>	Follow-up After Hospitalization for Mental Illness - 30 day	42.75%	38.70%	<b>50.91%*</b>
	Follow-up After Emergency Department Visit for Mental Illness - 30 day	47.69%	<b>52.07%*</b>	<b>52.51%*</b>

**\*Performance exceeds overall CountyCare rate**

# VBC Goals for 2024 and Beyond

- **Executing new value-based agreements to achieve 75% medical spend in Category 3/4 APMs<sup>1</sup>**
  - Continue supporting primary care providers on path from FFS to shared savings and/or global risk
  - Explore alternative payment models with new provider types, such as home health agencies and waiver providers
- **Enhancing core capabilities**
  - Standardize and scale infrastructure to support value-based provider partners
  - Build more robust data exchange and analytics capabilities
  - Rigorously evaluate provider performance and adjust agreement terms, as needed
- **Aligning value to equity**
  - Measure and incentivize equity-related outcomes
  - Grow value-based partnerships among safety net providers
  - Expand the collection and utilization of social determinants of health-related data



# In 2024, CountyCare and Cook County Health Entered into a New Value-Based Payment Arrangement

**In addition** to traditional fee-for-service payment and care coordination fees, CCH will be eligible for:

- ✓ Pay-for-performance incentives tied to key quality outcomes
  - Adults' Access to Preventive/Ambulatory Health Services
  - Cervical Cancer Screening
  - Hemoglobin A1c Control for Patients with Diabetes
  - Prenatal & Postpartum Care - Timeliness of Prenatal Care
  - Prenatal & Postpartum Care - Postpartum Visit
  - Childhood Immunization Status - Combo 10
  - Follow-up After Emergency Department Visit for Mental Illness
  - Colorectal Cancer Screening
- ✓ Shared savings opportunity based on risk-adjusted medical loss ratio

Annual quality and cost performance will be assessed for  
~33,000 members empaneled to CCH primary care providers

# Strategic Initiatives and Priorities: Marketing Campaign



**Taking care  
of your  
health is  
important**



**Earn \$50 for  
your annual  
checkup with  
CountyCare**

**CountyCare Rewards You**



**COUNTYCARE.COM  
312-864-8203**

\*For details, check CountyCare website or call 312-864-8203. Rewards are available for members who are eligible for health plan services in the U.S. © 2024 by CountyCare. HealthChoice Illinois and CountyCare are trademarks of CountyCare. All other trademarks are the property of their respective owners. CountyCare is a registered trademark of CountyCare. Rewards are available for members who are eligible for health plan services in the U.S. © 2024 by CountyCare. HealthChoice Illinois and CountyCare are trademarks of CountyCare. All other trademarks are the property of their respective owners. CountyCare is a registered trademark of CountyCare.

**Taking care  
of your  
health is  
important**



**Earn up to \$260  
for prenatal  
visits with  
CountyCare**

**CountyCare Rewards You**



**COUNTYCARE.COM  
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**Taking care  
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**Get premium  
benefits like  
free LASIK  
with CountyCare**

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**\$50 for your annual checkup = grocery run**

**CountyCare Rewards You**



  [COUNTYCARE.COM](https://www.COUNTYCARE.COM)



**Up to \$260 for prenatal visits = lots of onesies**

**CountyCare Rewards You**



  [COUNTYCARE.COM](https://www.COUNTYCARE.COM)



**Get premium benefits like free LASIK with CountyCare**



**CountyCare Rewards You**



  [COUNTYCARE.COM](https://www.COUNTYCARE.COM)



# Media Buy: Year-Over-Year Investment & Results

2023-2024	2024-2025
	
<p>Budget: \$2.5M</p>	<p>Budget: \$3M</p>
<ul style="list-style-type: none"> <li>• 702.9M Impressions</li> <li>• 40K Calls</li> <li>• 350K Clicks</li> <li>• 417.4K Campaign Page Views</li> <li>• 8.75M Digital Video Views</li> </ul> <p><i>*Actuals</i></p>	<ul style="list-style-type: none"> <li>• 741M Impressions (+24%)</li> <li>• 45K Calls (+12%)</li> <li>• 400K Clicks (+14%)</li> <li>• 480K Campaign Page Views (+15%)</li> <li>• 10M Digital Video Views (+15%)</li> </ul> <p><i>*Estimated</i></p>

# Media Buy Strategy Highlights



Omnichannel campaign



Extended flight (Sept. '24 - May '25)



New OOH and hyperlocal/  
multilingual tactics



Increase video assets (broadcast/  
streaming TV, digital)



More weight in Spanish  
language media



Creative variation/swaps, and dynamic  
adjustments to digital based on  
performance



Prioritize action through  
calls and clicks



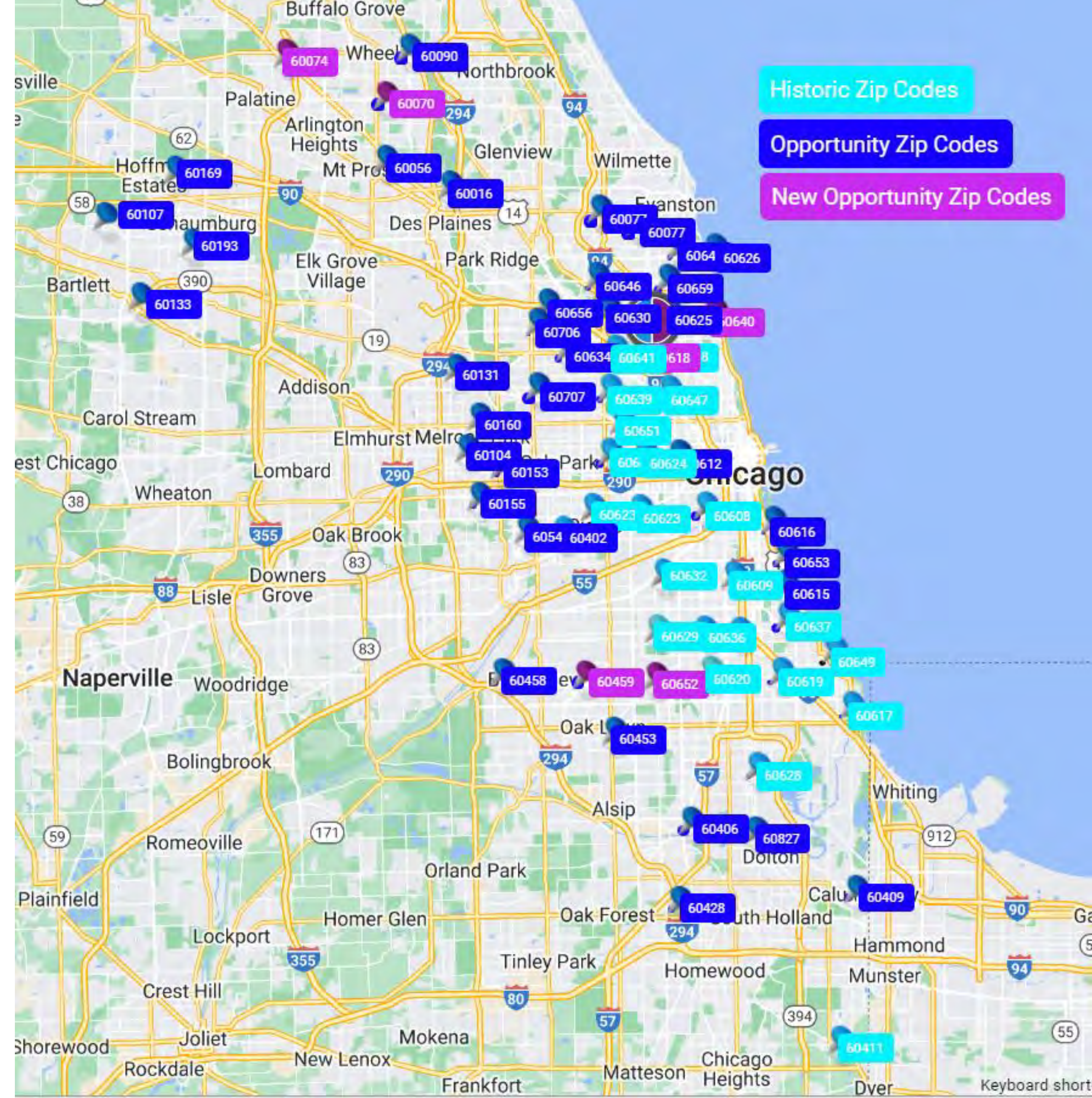
# Priority Zip Codes

## Zip Code Strategy

All historic and opportunity zip codes will be targeted in media buy

Opportunity zip codes determined based on:

- Prospect for significant market share growth
- Proximity to other targeted zip codes with a large pool of potential enrollees
- Existing network strength





**Questions?**  
**Thank you!**

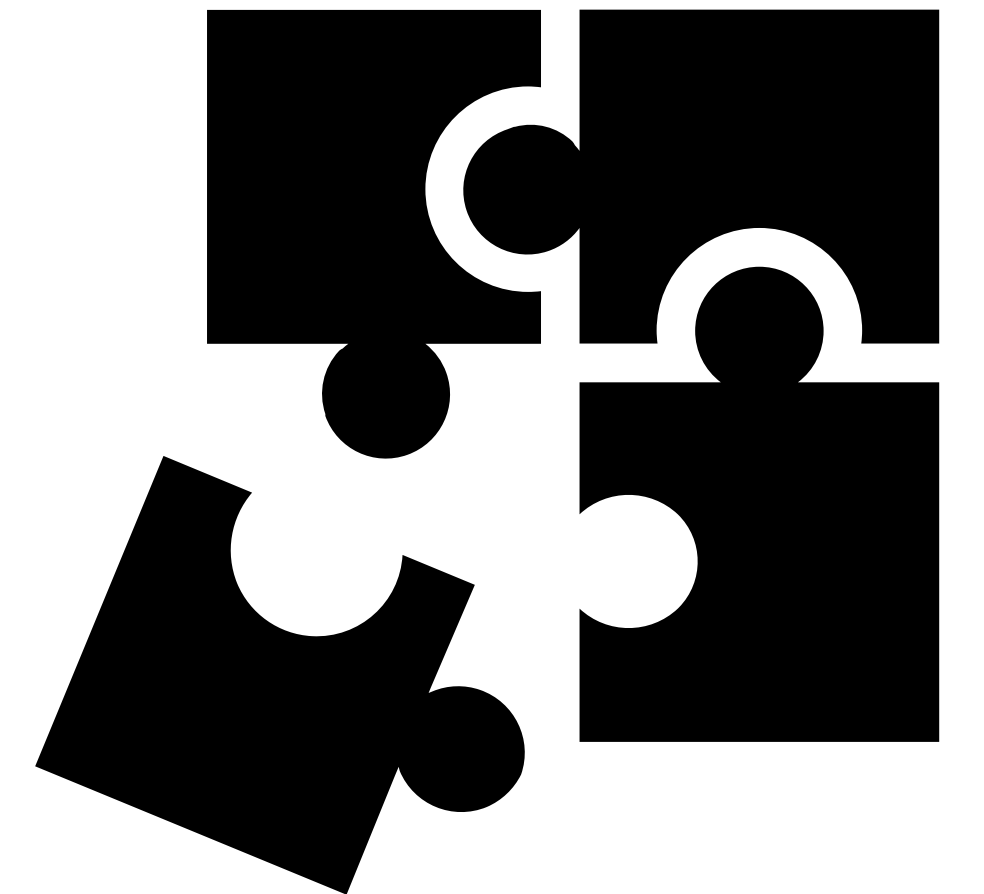
# Appendix

# Illinois Healthcare Transformation 1115 Waiver Requests not approved:

1. Safety Net Hospital Health Equity and Access Leadership Grant Program which would provide funding to safety-net hospitals;

2. Cook County Disproportionate Share Hospital (DSH) which would have redirected DSH funding to create a pool of funding to fund strategies and interventions that tie to improving the health in underserved communities; and

3. Healthcare Transformation Collaboratives (HTC) which would include funding for social determinant of health assessments and training community health workers.



# FoodCare Member Satisfaction

Survey Question	% of participants providing a rating of "Satisfied" or greater
Amount of time provider spent with you	94.07%
Appointment available within a reasonable amount of time	97.64%
Convenient hours of operation	85.71%
Ease of making your appointment	95.31%
Effectiveness of our health information materials	85.71%
Efficiency of the check-in process	91.67%
Explaining things in a way you could understand	93.22%
Getting advice or help when needed during office hours	82.18%
Instructions regarding follow-up instructions and care	89.92%
Knew important information about your medical history	84.03%
Our practice	89.43%
Provided care with empathy and compassion	92.44%
Quality of audio and video connection during visit	88.60%
Quality of your medical care	87.80%
Taking time to listen and answer your questions	93.28%
Your ability to contact us after hours	68.97%
Your phone calls, emails, and portal questions answered promptly	83.19%