



Health Literacy in Managed Care Prevention Programs

MetroPlus Health Plan

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MetroPlus Background

- MetroPlus began operations in 1985
- MetroPlus is a wholly owned subsidiary of the NYC Health and Hospitals Corporation (HHC), the largest municipal hospital system in the U.S., serving 1.3 million New Yorkers
 - 11 acute care hospitals, 4 skilled nursing facilities, 6 large diagnostic and treatment centers and over 80 community based clinics
- HHC and MetroPlus serve the same low-income, inner-city population

MetroPlus Products

• MetroPlus offers

- Medicaid, Family Health Plus and Child Health Plus
- Medicaid HIV Special Needs Program (SNP), called Partnership in Care, for people with HIV/AIDS
- MetroPlus Gold for HHC employees and their dependents
- Medicare for Dual Eligibles and HIV SNP; full Medicare product in January 2010

• MetroPlus operates in Manhattan, Brooklyn, Queens and the Bronx; four of the five New York City counties

MetroPlus Membership

• Membership grew 100K in the last two years

| Products | Members Sept. 2009 |
|------------------------|-------------------------------|
| Medicaid | 308,384 |
| Family Health Plus | 34,608 |
| Child Health Plus | 19,403 |
| HIV Special Needs Plan | 3,099 |
| Medicare | 2,069 |
| MetroPlus Gold | 2,914 |
| TOTAL | 370,477 |

MetroPlus Provider Network

• MetroPlus hospitals

- 11 HHC hospitals
- Hospitals of Continuum Health Partners, Long Island College, Lutheran Medical Center, Maimonides Medical Center, Mount Sinai Hospitals, NYU, NY Eye and Ear Infirmary, Peninsula, SUNY Downstate

• Primary and specialty care through over 12,000 HHC and community providers

- Primary Care Providers: 2,614 (158 HIV PCPs)
- OB/GYN: 774
- Other Specialists: 8,573

Quality Driven Organization

- Rated #1 in quality for 3 of the last 4 years, based on indicators chosen by the NY State Department of Health
 - Published in Consumer's Guide to Medicaid Managed Care
- Chronic Disease Pay-for-Performance (P4P)
 - Rewards improvements in Asthma and Diabetes outcomes; began in 2005
- Quality Assurance Reporting Requirements (QARR) awards
 - Annual quality measures reported to the NYSDOH, based on NCQA HEDIS measures; began in 1998
- Medical Provider Performance Pool (MPPP)
 - Quarterly profiles reward improvements in the process of care, based on 14 claims-based indicators; began in 2002

Why MetroPlus Considers Health Literacy Important

- Health literacy affects MetroPlus' members ability to:
 - Navigate the healthcare system, including the ability to locate providers, enroll and renew coverage
 - Share personal and other health information
 - Engage in self-care and chronic disease management programs
 - Adopt health-promoting behaviors, such as a healthy diet and the right amount of exercise
- We believe that improved health literacy will improve members' health outcomes and quality of life and will lower healthcare costs

MetroPlus Members Are At Risk For Limited Health Literacy

- Limited or no English proficiency in at least 30% of our member population
- Limited education
- Low income population
- Older adults

MetroPlus Members Speak Over 65 Different Languages

- 72% English
- 20% Spanish (70K)
- 2.2% Bengali (8K)
- 1.2% Chinese (4K)
- .8% French/Haitian Creole (2.7K)
- .7% Urdu (2.6K)
- 60 other languages and dialects, each less than 0.5% of our member population

How MetroPlus Serves Members Who Don't Speak English

• Customer Services

- Live customer services available in 13 languages from Monday – Saturday, 8 am – 8 pm
- Automated phone line available in five languages (English, Spanish, Chinese, Russian and Haitian Creole)
- More languages supported through Pacific Interpreters
- Language cards available on site for members to point to their language

• Website in English and two additional languages

- Spanish and Chinese

How MetroPlus Serves Members Who Don't Speak English

- Member newsletters published in four languages in addition to English and sent to all member households
 - Spanish, Chinese, Bengali, Haitian Creole
- All member materials including marketing and health education information published in multiple languages and available both in print and on the plan website
- MetroPlus staff reviews translations before publication as a quality check of the certified external translation company
 - Over 70 languages spoken by MetroPlus diverse work force

How MetroPlus Helps Members with Limited Health Literacy

- ÿ Offer Care Management programs for members with chronic diseases
 - Behavioral Health
 - Asthma Plus
 - Diabetes CARE
 - MetroMom
 - Complex/Transplant
 - HIV/SNP (Partnership in Care)
- ÿ Every program has multilingual staff and materials published in multiple languages
- ÿ Conduct health screening for all Medicare members, includes health literacy topics

How MetroPlus Helps Members with Limited Health Literacy

- ÿ Provide multilingual patient navigators at HHC hospitals
 - Help patients evaluate treatment options, obtain referrals and apply for assistance
- ÿ Use simple, plain language, 4th grade reading level
 - In brochures, newsletters, health information, member handbook and other materials

Other MetroPlus Initiatives to Address Limited Health Literacy

- ÿ Established MetroPlus Member Advisory Committee to solicit feedback and advice from members
- ÿ Expanded the customer satisfaction survey to improve feedback from English and Spanish speakers
 - Utilize the NCQA CAHPS survey which is only available in English and Spanish
 - Provided survey vendor with language flags for the sample population
 - Spanish speaking members were sent the Spanish survey rather than requiring members to call and request a Spanish survey (usual protocol)
 - Excellent response rate – 42%

Other MetroPlus Initiatives to Address Limited Health Literacy

- Work with HHC on initiatives to address health literacy
 - Actively participate on the HHC Equity Council where one major focus is to encourage initiatives to ensure high quality care for all, overcoming language and comprehension as a barrier
 - Analyzed our quality data by primary language to identify potential disease or language specific variance in the quality of care
- Partner with civic and faith-based organizations to ensure that the health information that members receive is accurate, current and reliable

How MetroPlus Will Continue To Address Limited Health Literacy

- ÿ Continue the programs that we have established
- ÿ Create and identify quality health education materials written at varying literacy levels, in various formats and in multiple languages
- ÿ Further analyze the impact of language and literacy barriers on the clinical outcomes of our member population
- ÿ Direct members to trusted health education web sites that have the potential of enhancing the health literacy of our membership