

SoonerCare Program Operations & Benefits November 2007 MAC Meeting

ER Utilization Program: Persistent Utilization

- Beginning July – Sept 2006 individuals with “persistent” ER utilization were identified for intensive intervention.
- Identification is based on at least 10 ER visits each quarter for three consecutive quarters.

Profile of One Individual Identified with Persistently High ER Utilization

- One individual was identified for intervention in July – Sept 2006 based on 62 ER visits for the three quarters Oct 2005 – June 2006; 6 PCP visits during this same 9-month period.
- Interventions included:
 - Face-to-face interviews by Nurse ENC / Member Services Coordinator team
 - Facilitation of PCP change
 - Routine contact by ENC every 3 weeks
 - Specialty care referral
 - Coordination of weekly outpatient behavioral health visit, monthly home health visit
 - monthly PCP visit, non-emergency transportation, and social services for utilities assistance
- Member’s ER use over subsequent 4 quarters:
 - Jul – Sept 2006: 27 ER visits
 - Oct – Dec 2006: 29 ER visits (Initial face-to-face interview Oct 4, 2006)
 - Jan – Mar 2007: 12 ER visits
 - Apr – June 2007: 9 ER visits
 - July – Sept 2007: 6 ER visits (2nd face-to-face interview Aug 17, 2007)

Perinatal Dental Program

OHCA’s Perinatal Dental Program provides a dental care benefit for pregnant and post-partum women 21 and older and enrolled in SoonerCare Traditional, Choice or Insure Oklahoma Individual Plan. Since the program began May 1, 2007:

- 23,476 unduplicated women have had access to this benefit.
- 1,614 women have received services (based on paid claims as of 10-26-07); fillings have been the most frequently accessed service.
- \$244,736.08 has been paid to providers for this benefit.

Insure Oklahoma/O-EPIC

- In partnership with Griffin Communications the statewide media marketing campaign was launched October 15, 2007.
- Preliminary results through October 31, 2007, indicate that the Insure Oklahoma call center volume has increased approximately 80% since the campaign began.
- The average number of calls from insurance agents has increased from 15.7 to 21.6 calls per day.