

Connections

July 2020

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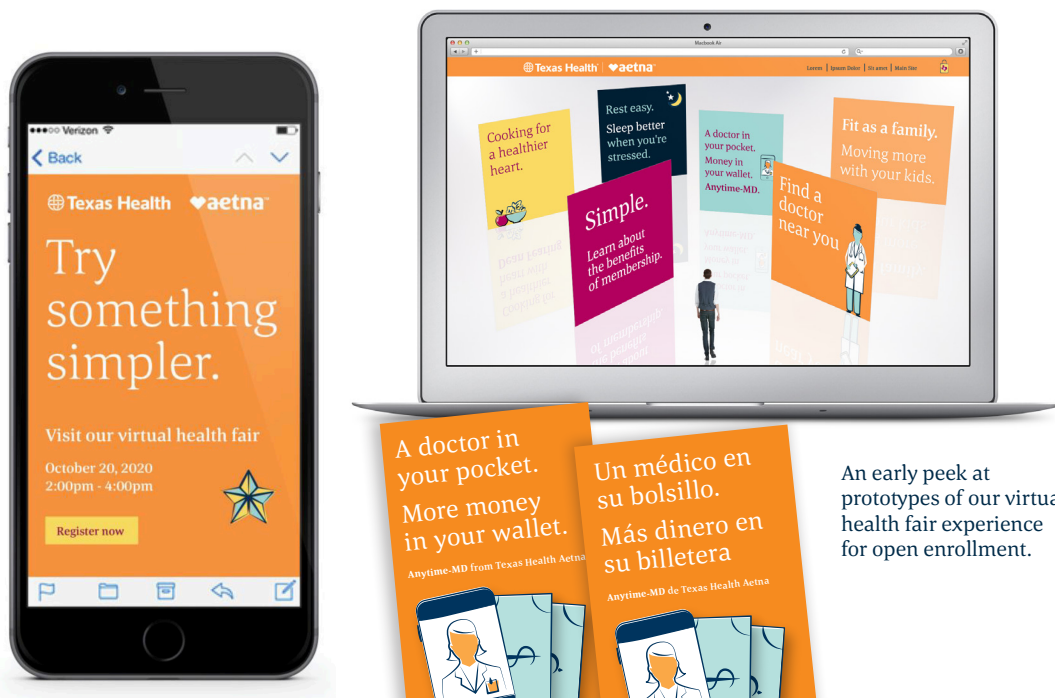
WELCOME

Crisis can't stop our search for new ways to help

Over the past few weeks I have heard many questions about how to “get things back to normal.” But why should doing things the old way be our goal? Texas Health Aetna was born as a health innovation company, and the pandemic has only spurred us to keep improving services, expanding others, and finding new ways to care for our members, especially the most vulnerable. In this month’s newsletter you’ll see several great examples of how we are enhancing our member experience during the Covid-19 era— all to address head-on the health care fragmentations and disparities in our communities. The past few months have been tough, but perhaps this crisis will catalyze a different set of conversations about how to improve U.S. health care. Please to take care of each other, our members and your loved ones. We will get through this, together.

Genevieve

Genevieve Caruncho-Simpson
President and
Chief Operating Officer



An early peek at prototypes of our virtual health fair experience for open enrollment.

Planning for open enrollment when so much is closed

Texas Health Aetna was built to solve problems, and that mindset is more important than ever as we all cope with the disruption of the Covid-19 pandemic. As open enrollment season approaches we’re putting that innovative spirit to work developing new methods and materials to reach and inspire people wherever they might be. We’re taking a broad approach so we’ll be ready to meet potential members in person, online or on demand, with a completely revamped website and new virtual open enrollment experience coming this fall.

For open enrollment, we can’t predict how many offices will be prepared to host onsite health fairs, so we’re working on a virtual event that will guide potential members

through our benefits and network — and provide some fun activities along the way. We’re also compiling a host of other materials and resources for employers and brokers that will be available online. In the coming weeks we’ll be working with account teams to best match our efforts to specific customer needs, with items such as:

- + Videos and webinars
- + Educational presentations
- + Updated brochures, flyers and collateral
- + On-site booths and displays where possible

We expect most materials to be ready by late August. In the meantime, contact your account manager if you’d like to learn more.

INNOVATIONS

For members with increasing needs, care gets closer

From the start Texas Health Aetna has relentlessly focused on controlling the factors that drive the majority of health costs by dedicating direct, personalized attention to the roughly 5% of members with the most challenges. Starting this fall we'll be expanding that focus by incorporating a text-based health-monitoring service into our care team's operation. Now we'll be able to give extra attention to members who show indications that they might be developing more serious health issues, and we'll have more ways to reach them to offer help and guidance.

Who's on the care team?

The team consists of a nurse, social worker and care management associate, and they bring in additional health resources as needed. The team assesses each case and determines the best type of outreach.

How do we identify members?

We combine claims data, analytics, real-time alerts and member addresses (which can indicate the likelihood of certain impediments to good health) to assign a risk score. If that score is rising, we'll find out why— and offer help.

What conditions do we monitor?

We'll use remote monitoring for members with diabetes, hypertension and asthma, anyone who has recently been discharged from an emergency room, and those whose health could be endangered by a lack of certain resources. The care team will continue direct outreach for conditions such as chronic kidney disease, low back pain, or when we detect gaps in someone's care.

Are primary care doctors involved?

Absolutely. The team will always alert the member's doctor, and arrange visits as needed. If the member doesn't have a primary care doctor, we'll help find one.

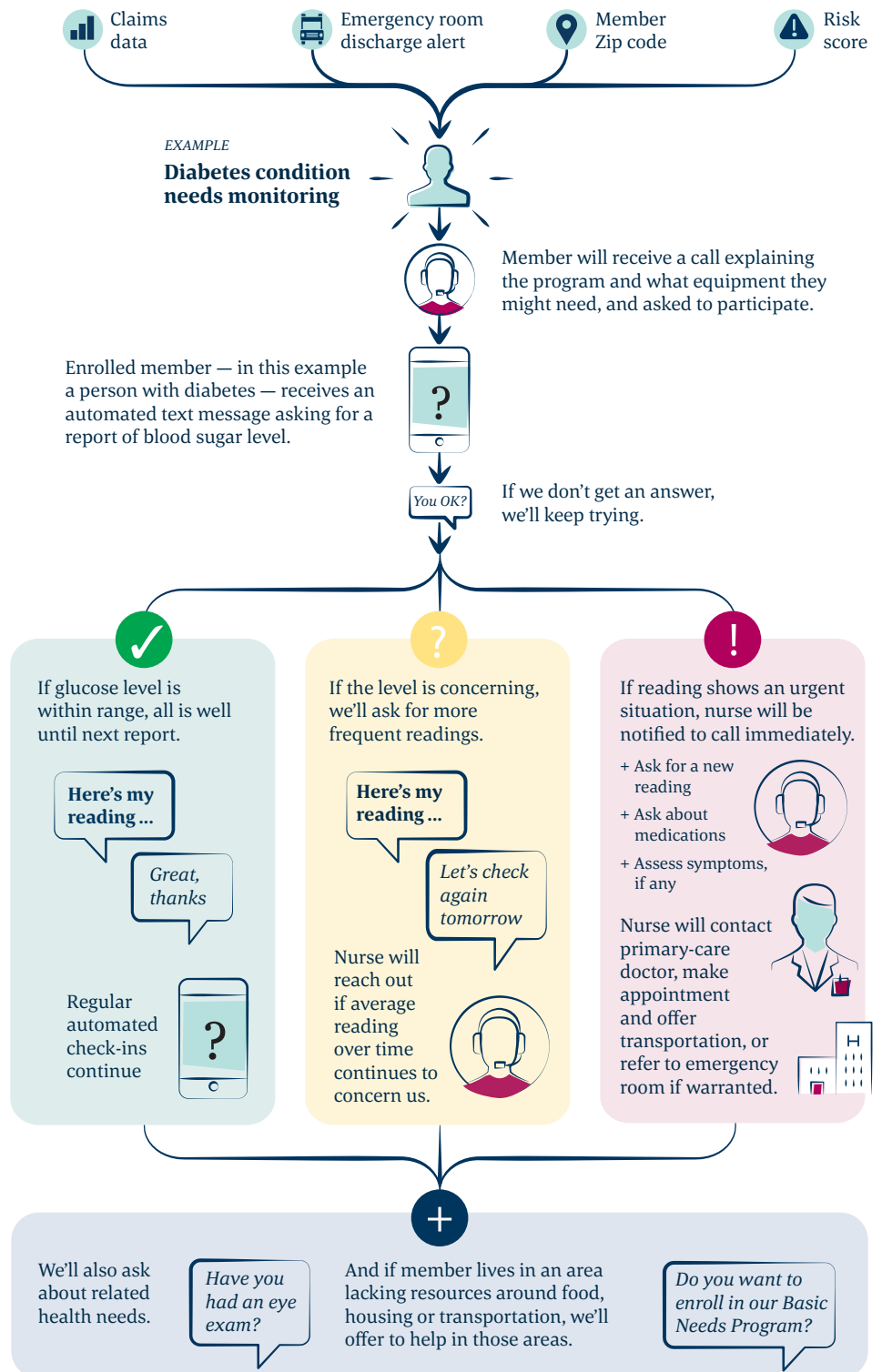
Do members pay more for this?

No. The service is free to all fully insured Texas Health Aetna members.

To learn more: Contact your account manager for more information.

HOW REMOTE MONITORING WORKS

When our systems identify someone living with or at risk of developing a more serious condition, our care team uses a combination of digital tools and personal outreach not just to address the immediate situation, but also to help the member on their journey to a healthier future.



CARE STORIES



Dianne Dominguez at the Acropolis in Greece earlier this year.

Sometimes a trick is the best medicine

In the end, the answer was a sneaky smoothie.

That's just one way registered dietitian Dianne Dominguez helped an anxious mother expand the food horizons of a 7-year-old boy who just wanted to eat macaroni and cheese. But this isn't every parent's story of dealing with a picky eater. This boy had Autism Spectrum Disorder, and he was highly sensitive to smells, textures and flavors.

Acting on a referral from our social worker, Dianne called the boy's mother to see how she might help.

"Working over the phone, you have to be very creative because you don't have the person right in front of you to see all the physical things," Dianne said. "You have to pay close attention to the details to learn everything that might be going on."

Dianne quickly discovered that the mother was wrestling with some misinformation from the internet, and needed someone who could explain the science behind the advice.

She couldn't have done

better than Dianne, who really has spent her whole life studying nutrition. Her mother was a dietitian in Puerto Rico, and when Dianne was young she helped around the office. "It might sound like a cliché, but it's my passion."

Over the course of two months Dianne helped the boy's mother introduce new foods—particularly vegetables—into his diet. That's where the smoothie came in. By blending broccoli and spinach into some strong fruit flavors the boy already liked, he'd be eating better without really knowing it. And all the while his taste buds were adjusting to new flavors so eventually those vegetables could be presented alone.

That's just one of the many strategies Dianne provided, and now the boy is eating a wider variety of healthy food and the mother has a trusted source of information.

"She thanked me and said, 'I have learned so much. There is no internet that can replace everything you have taught me.' That was really rewarding."

PROGRAM UPDATES

Flu shots more important than ever

As coronavirus cases continue to rise in Texas and much of the nation, health experts fear an added threat as flu season approaches later this year. That's why we're launching a redoubled campaign to encourage members to get flu shots, and for all providers to encourage them as well. For our members, flu shots are conveniently available at all MinuteClinic® and HealthHUB® locations at CVS stores.

Anytime-MD now in Spanish

In an effort to reach even more of our members, we've recently expanded Anytime-MD to include a Spanish-language landing page and a dedicated interpreting service. Anytime-MD, our integrated telehealth app, is available 24 hours a day for medical consultations with a live, local doctor.

Online cancer support center

Members and families dealing with five prevalent types of cancer—breast, prostate, women's reproductive, colorectal, lung—have access to the online support center from our partners at Aetna. The site, which can be reached through the member portal, features videos from our medical teams, educational information, emotional and community support resources and much more.

Extra support for expectant mothers

Our maternity program has expanded to help members through pregnancy during a pandemic. All eligible women will receive additional information about Covid-19 and pregnancy, plus text-based alerts and a free blood-pressure cuff for them to use during telehealth checkups.

Attain health app adds local integration

Developed in partnership with Apple, the Attain by AetnaSM app combines a member's health history and Apple Watch[®] activity to offer health referrals, personalized goals and rewards such as gift cards from popular retailers. And now the app is integrated with our Anytime-MD telehealth service to help members avoid unnecessary emergency room visits.



Member materials available

We've recently developed an easy-to-use set of clinical education cards to provide members with simple guidance on managing conditions such as diabetes and kidney disease.

We've also updated our core member collateral.