CSG Medicaid Leadership Academy

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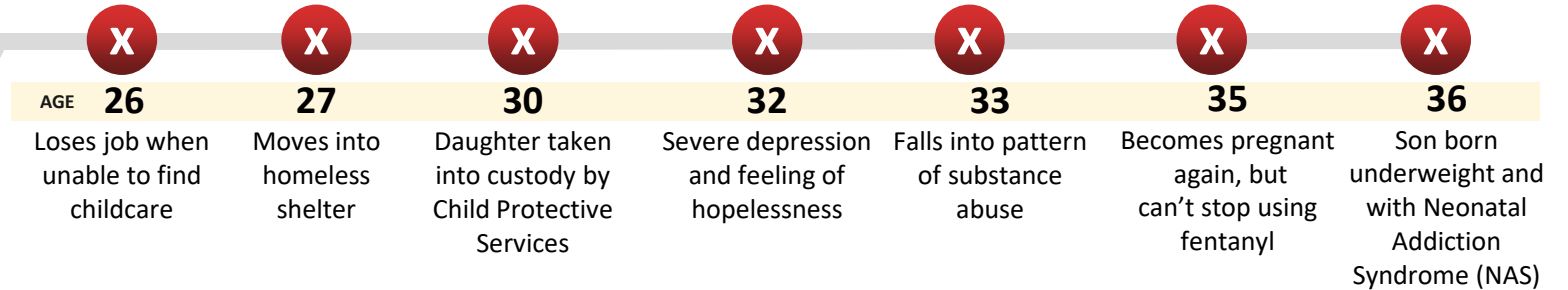CMO, AmeriHealth Caritas
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Focusing on life outcomes and knowledge development, skilled professionals with support from digital assets (data, applications, AI) proactively respond to member social and health needs
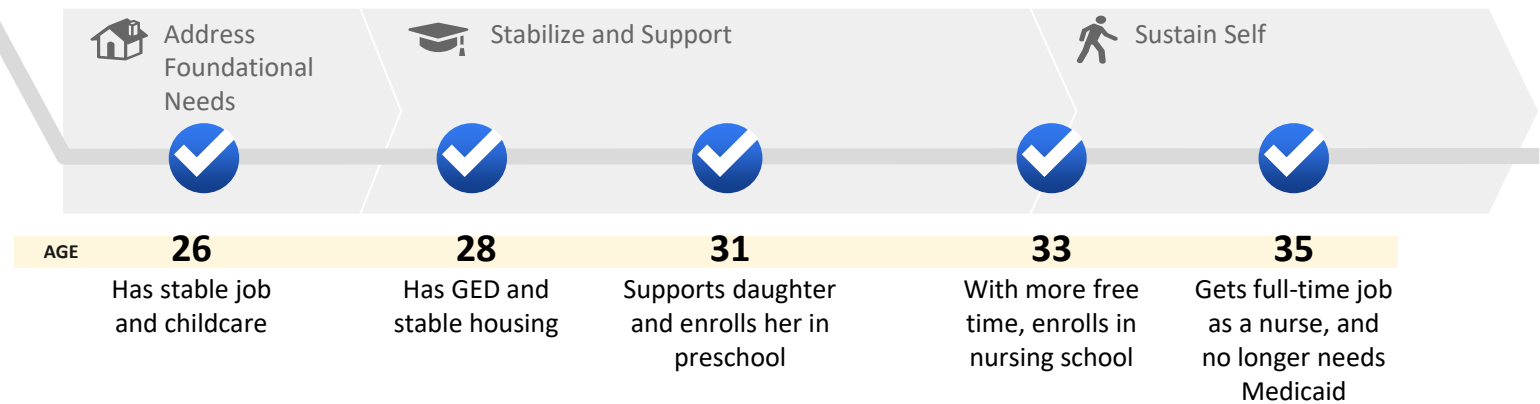
*Lori is a **25 year old, pregnant single mother living in transitional housing**. She suffers from **anxiety and post-traumatic stress disorder** stemming from childhood abuse. She didn't graduate high school and can only **find part-time, minimum wage jobs** with rotating shifts. She frequently has difficulty finding child care to cover her unpredictable working hours and has **trouble holding a steady job** as a result. Lori frequently eats fast food because it's cheap, convenient, and familiar. Combined with lack of exercise, **Lori's poor diet has contributed to obesity and gestational hypertension.***

TODAY - Unaware and Not Engaged

AGE	26	27	30	32	33	35	36
	Loses job when unable to find childcare	Moves into homeless shelter	Daughter taken into custody by Child Protective Services	Severe depression and feeling of hopelessness	Falls into pattern of substance abuse	Becomes pregnant again, but can't stop using fentanyl	Son born underweight and with Neonatal Addiction Syndrome (NAS)

TOMORROW - Resilient, Supported and Self Sustaining

Address Foundational Needs — **Stabilize and Support** — **Sustain Self**

AGE	26	28	31	33	35
	Has stable job and childcare	Has GED and stable housing	Supports daughter and enrolls her in preschool	With more free time, enrolls in nursing school	Gets full-time job as a nurse, and no longer needs Medicaid

Journey map's identify areas where "predictive analytics" s can be applied to build trust, transfer knowledge and create sustainable change with each member in a unique and meaningful way

Unique Persuasion Profiles developed from enriched longitudinal data and machine learning tools inform the "next best action"

STEP 1: Aggregate

Traditional and non-traditional data, ethically, to create a unified member/patient record for clinician and patient access

Traditional Healthcare Sources

EHR, Claims, Case Management, Labs, Pharmacy, Clinical Trials, patient portal

Ecosystem Sources

Social sources, Bio-metric, Digital Wellness & Prevention, HIE, Integrated Clinical Networks

Member Sources

Apple Health, Google Fit, PHR, Alexa

Connected Care Sources

Patient-Reported Outcomes, Glucose Monitor, Cardiac Monitoring, Medication Adherence

STEP 2: Curate

A personalized health blueprint from a library of health solutions with next best actions

Enriched Longitudinal Health Record

Unified and enriched w social source data, Consumer / Behavioral / Preferences

Co-Development Analytics Platform

Develop predictive, prescriptive and AI based models

Commercial App Development Platform

Low Code, Pro Dev, human-centered design UX/UI, emerging UI

Solution Store

Personalization Engine, Behavior Change, Next Best Actions

STEP 3: Orchestrate

Patient/Member, Clinician, and Caregiver experiences and nudges

Care Manager

Marketer

Clinician

External Caregiver

Member

Social Worker

Home Health Nurse

Consumer Relationship Management

Call Center Agent

Director of Population Health

The future journey and experience of a high-risk pregnancy patient

EXAMPLE

Lori receives outreach from Jim, via phone call to set up regular, weekly appointments

Using a **Teams** Telehealth conference, Jim and the Physician, Dr. Jeffries, can work with the Patient to keep track of recommendations

One recommendation is to join a mothers' support group, made up of women being treated for OUD (opioid use disorder) who are pregnant or who have recently given birth. Lori joins the group on a weekly **Teams** video chat, as part of her OUD treatment plan

Because she is at risk for post-partum depression, Lori is prompted on her mobile app, every 2 weeks with a 5-question mental health questionnaire

Health bot launches to collect a few key pieces of information to guide her through her high-risk pregnancy and ensure that barriers to important care aspects (including nutrition, pre-natal vitamins, and obstetrician appointments) are overcome

Power BI

Power BI dashboard is referenced to find a local obstetrician, using **Caritas Atlas**, who has the best outcomes for high-risk patients

Lori attends natural childbirth, contraception, and lactation classes using **Teams** Telehealth to ensure better outcomes for mother and baby and lower overall healthcare costs

Lori delivers an 8-pound 5-ounce baby girl, Eliza, through normal delivery. An IUD is placed in-utero immediately

Key aspect of Dr. Jeffries' plan is for Lori to monitor weight gain and the potential for gestational diabetes

Caritas provides an internet-connected scale and blood glucose monitoring device that collects Lori's weight and blood glucose levels throughout her pregnancy and send data to Caritas through the using **Azure FHIR IoMT API**

Lori is connected to a dietician on the Caritas mobile app who helps her with food choices and receives food delivered through a partner on Caritas health platform

In her last trimester, Lori's buprenorphine was increased because of cravings; this is a common occurrence in pregnancy, the **AI** pathway anticipated the possibility of such an increase and did not require prior authorization for the dosing change

Eliza is at risk of withdrawal; she is monitored in the hospital for 5 days outside the NICU; her care team monitors and collaborates on her status using **Teams**

At her first post-partum treatment, Lori wants to decrease her buprenorphine dose since her cravings have diminished. Dr. Jeffries develops a 3-month plan. Lori continues to attend the new mothers' support group.

HL7 FHIR

As a learning organization, Caritas ingests all longitudinal data, complex data from multiple sources, onto their health platform, to be able to continue to use sophisticated analytics that drive the best maternal and neonatal outcomes. The goal is to ingest such data in order to continuously update and modify algorithms given new treatments (like for Hepatitis C), new data inputs (as more IoMT devices come online), and new knowledge (from the medical literature) in order to create informed, personalized patient pathways.