

Care Coordination for the Maturing CCaH Plan

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Longwood at Home



A Presbyterian SeniorCare Network Program

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Friends Life Care Partners



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CCAH PROVIDERS

FORUM

Agenda

1. CCAH profiles: Longwood at Home & Friends Life Care
2. Interacting with healthy members
3. Managing service eligibility, care planning and care monitoring
4. Lessons learned
5. Discussion

CCaH Profile: Longwood at Home

CCaH Profile: Longwood at Home

Year Launched: 2003

Number of Current Members: 329 Consultative Care: 38

Total Enrollment: 460

Healthy	297	90%
Receiving Home Care	21	7%
Residing in ALF/NH	12	3%
Total	329	100%

Minimum Age at Entry: 60

Maximum Age at Entry: NA

Average Age at Entry: 73

Average Age of Members: 79

CCaH Profile: Longwood at Home

Number of Care Coordinators: 5 FTEs

Care coordinator Credentials: Social Worker (2 MSW, 3 Bachelor)

Employee	Years LaH	Years Parent Co.
Anna	15	29
Petrina	10	10
Lisa	8	8
Jean	3	15
Debbie	2	2
Joan *	16	21

CCaH Profile: Longwood at Home

Unlimited Care Coordination for all Plans

No lifetime cap

Platinum Fee 90% Refundable

Plan	In-Home Service	Facility-Based	Monthly Fee	Entrance Fee 60-88 age
Platinum	\$286 daily cap	Covered	\$717	\$66-181K
Gold	\$286 daily cap	Covered	\$717	\$39-106K
Bronze	\$174 daily cap	Not Covered	\$374	\$19-53K



CCaH Profile: Friends Life Care Partners

CCaH Profile: Friends Life Care

Year Launched: 1990

Number of Current Members: 2,527 Total Enrolled: 5,240

Well	1,894	75%
At-Risk	466	18%
Receiving Home Care	127	5%
Residing in ALF/NH	40	2%
Total	2,527	100%

Minimum Age at Entry: 40

Maximum Age at Entry: 85

Average Age at Entry: 65

Average Age of Members: 74

CCaH Profile: Friends Life Care

Number of Care Coordinators: 12 FTEs

Titles	Credentials
Associate Directors of Care Coordination	2 MSW
Wellness Coordinators	2 MSW, 1 OTR/L, 2 MS, 1 MPH, 1 BA (Gerontology)
At-Risk Coordinators	2 MSW, 1 RN, 1 OTR/L
Care Coordinators	2 MSW, 1 RN, 1 OTR/L

CCaH Profile: Friends Life Care

FLC Fee Structure

1. Home Care, Life Care, Care Coordination Only
2. Maximum daily benefit (\$75 - \$250/day)
3. Maximum lifetime benefit (2, 3, 4, 5 and 7 years)
4. Optimal pricing features: inflation protection, elimination period
5. Entrance fee equivalent to first year's annual fee; entrance fee paid over first 5 years of membership (annual fees ranges from \$1500 to \$10,000; average annual fee: \$3000)

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Healthy Members: Longwood at Home (1 of 2)

1. Quarterly phone call
2. Required in-home annual assessment by Care Coordinator
3. Annual member satisfaction surveys
4. Members call care coordinator with concerns 24/7
5. Formal requests by LaH for updated medical cards, medical record of annual physical and update on travel plans

Healthy Members: Longwood at Home (2 of 2)

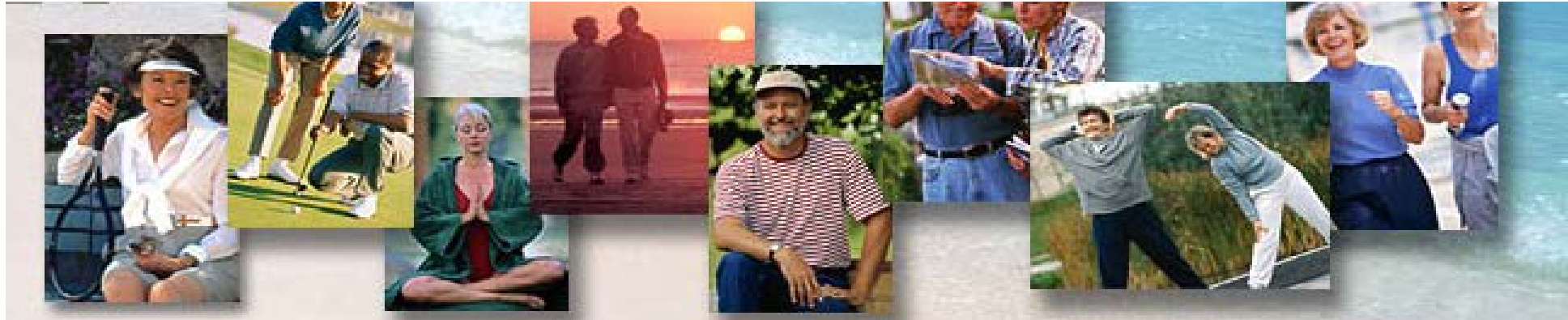
6. Biannual home safety assessment
7. Referral list of non-medical services
8. Care coordinators each host 1 wellness event annually
9. Care coordinators attend all LaH social and business meetings
10. Member's family contacts care coordinators
11. Technology

Healthy Members: Friends Life Care (1 of 2)

1. Highly personalized approach that begins on initial visit
2. Contact Schedule based on members age & acuity level
3. 12 Assessment tools administered annually (proprietary & standardized)
4. 4 Evidence-based prevention programs
5. Early intervention of resources to reduce risk factors (transfer to At Risk Coordinator)
6. Home assessment and modifications by CAPS certified OTR/L
7. Quarterly member meetings in 5 locations
8. Technology (GPS ERS, falls detector, home sensor monitoring)
9. Overall goal: prevent or delay changes in health

Healthy Members: Friends Life Care (2 of 2)

VigR™



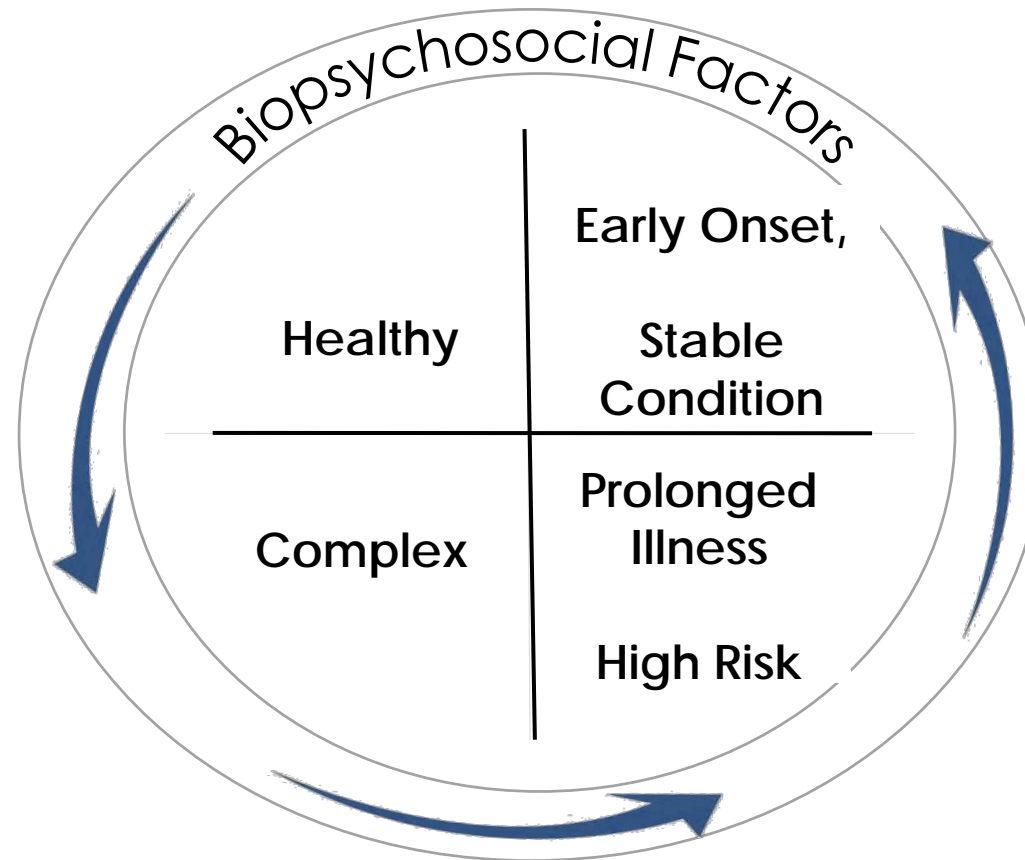
Vitality • Independence • Growth • Resilience

Service Eligibility: Longwood at Home

1. Care Coordinators are gatekeepers
2. Member Agreement & Handbook outline eligibility & services covered
3. Standards for care including standardized assessment forms
4. Every member has a care plan that is updated for any service or event
5. Members can call to request service
6. Weekly care coordination meeting to discuss current care issues
7. Care Coordination Team includes member, his/her designee, representative of administration & medical director
8. Appeal Process has never has been used

Service Eligibility: Longwood at Home

Stratification of Risk



Service Eligibility: Friends Life Care

1. Member & family engagement throughout continuum
2. Objectivity & consistency using eligibility criteria through Risk & Functional Assessment Tool
3. FLC-CATS database for clinical and billing – includes care plan, assessment tools, service events for care.
4. Bi-monthly care coordination meetings to discuss current care issues
5. Care Coordination Team includes member, his/her designee, representative of administration & medical director
6. Service provider network with quality credentialing checks
7. Multiple methods for monitoring and maintaining quality

Lessons Learned: Longwood at Home

1. Importance of underwriting
2. Standards are important
3. Need for constant monitoring of services provided
4. Care Coordination starts at initial pre-screen assessment
5. Provide opportunities for care coordinators to become familiar with all members
6. Access to member information via technology is vital
7. Longevity of staff contributes to excellence in care
8. We are coming into member's life at end of story

Lessons Learned: Friends Life Care

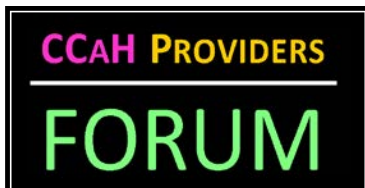
1. Ineffective underwriting can be a costly error
2. Early engagement with members builds trust and a more effective partnership
3. A proactive approach to identifying and mitigating risk factors can ultimately reduce care costs
4. Eligibility criteria must be consistently implemented in order to prevent unnecessary care
5. Technology is necessary to manage larger numbers of members

About Joan Krueger



Joan Krueger, Executive Director, MSW, ACSW, QCSW, LCSW

- Valparaiso University – BA Social Work
- St. Louis University – MSW
- Started as Director of Care for LaH in 2003
- Member of National Association of Social Workers in Aging Practice, National Association of Social Workers and the Academy of Certified Social Workers
- Consultant to Continuing Care at Home Communities

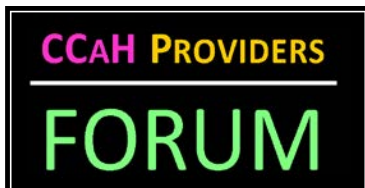


About Elise Lamarra



Elise N. Lamarra, Chief Operating Officer, MS, BSN, RN

- University of Cincinnati – Bachelor of Science degree in nursing
- Philadelphia College of Osteopathic Medicine – MS in Organizational Development & Leadership
- Started as Director of Care Coordination for FLCP in 2007
- Serves on the boards of LeadingAge PA, Friends Services for the Aging and Penn Foundation
- Consultant to Continuing Care at Home Communities



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