WYhealth Due Date Plus

Medicaid Innovations Forum
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James Bush MD
Wyoming Medicaid Medical Officer
Wyoming and its Rural nature

- Covering nearly 98,000 square miles
- 10th largest state, as measured by geographic area.
- One of two states in the nation to be considered a “frontier state.” This designation defines a state, which has a population to land area ratio of less than six people per square mile.
- Wyoming has two metropolitan statistical areas and seven smaller micro-statistical areas. Seventy-three (73%) percent of the state’s residents live in these nine communities and most of these communities are located near one of Wyoming’s borders.
- These demographics create unique healthcare challenges, including physician recruitment, maintaining an adequate emergency medical service (EMS) system, and outmigration of residents who seek healthcare services in neighboring states.
## Pregnancy Complications Drive Significant Cost

$9.3 \text{ Million}

Annual costs for 195 premature births for 2015 - $47,700/ Newborn

<table>
<thead>
<tr>
<th>Claims</th>
<th>Billed</th>
<th>Medicaid Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mothers</td>
<td>$8,671,864</td>
<td>$2,055,004</td>
</tr>
<tr>
<td>Newborns</td>
<td>$50,227,505</td>
<td>$7,247,492</td>
</tr>
<tr>
<td>Total</td>
<td>$58,899,369</td>
<td>$9,302,496</td>
</tr>
</tbody>
</table>

Mothers’ Claims for Medical, Outpatient, Inpatient, and Pharmacy – 10 months prior to delivery date.
Newborns’ Claims Medical, Outpatient, Inpatient, and Pharmacy – 12 months after birth

Source: Wyoming Medicaid Claims
Millennial Moms are Tech Savvy

90% of the 1.5M new mothers in 2014 are Millennials.

85% of all millennial moms own a smartphone, 20% of which only access the internet through their smartphone.

Moms spend more than 6 hours a day on their smartphone.
Wyoming is Harnessing the Smartphone to Address Pregnancy Complications

WYhealth Due Date Plus, a smartphone-based maternity program

Launched statewide in January 2014

Application developed by Wildflower Health and configured for Wyoming

Application promotes:
- Wyoming pregnancy care management
- Wyoming public health nurses
- Find a provider in Wyoming
- State benefits such as travel assistance
- Local resources such as WIC centers
How it Works

1. WYhealth outreach and promotion of app
2. Pregnant women register with zip code or Medicaid ID
3. Application drives risk stratification & interventions
4. Program is measured and adjusted

Continuous Engagement

% Population Enrolled
35% 75%
# Enrolled
Outreach Conducted by Providers and Community-Based Organizations

Marketing Tactics

- Direct mail
- Inserts in enrollment packages and other mailers
- Referral tear-off pads for provider offices
- Email outreach
- SMS text messaging
- Web-based enrollment referrals
- Web-based promotions
- Social media and search engine marketing
- Events such as Community Baby Showers
The App Combines Consumer Features Configured for State Medicaid Health Resources

- **Consumer features + health information**
  - Weekly / daily content
  - Health milestones
  - User-empowered health issue look-up
  - Daily centering tool

- **Configured for Wyoming Medicaid**
  - WYhealth branding
  - Benefits information
  - Program risk stratification
  - Program care management referral
  - Look up a provider such as OBs and pediatricians; locate nearest WIC, Head Start, and home visiting programs

- **Appropriate for Medicaid populations**
  - Literacy level is customized
  - Application is free of charge
  - Access issues (works offline without data use)
WYhealth Due Date Plus Impact Summary

- More than 2,000 users since launch
- App registration percentage highest within the first trimester of pregnancy
- Statistically significant association between app use and completion of a prenatal visit at least six months prior to delivery
- Borderline significant association found between app use and low birth weight

FREE PHONE APP

To download, go to: WYHealth.net/app
By improving interventions and connections to preventative care, claims data analyses indicate that Due Date Plus users are statistically more likely to complete a first trimester prenatal visit—a critical HEDIS measure.

Table 2. Summary of Outcome Measurements Between App and Non-App User Groups

<table>
<thead>
<tr>
<th>Outcome Measure</th>
<th>App User Group (N=85)</th>
<th>Non-App User Group (N=5,158)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six-Month or More Prenatal Visit</td>
<td>60 (70.6%)</td>
<td>2,974 (57.7%)</td>
</tr>
<tr>
<td>C-Section</td>
<td>23 (27.1%)</td>
<td>1,405 (27.7%)</td>
</tr>
<tr>
<td>Low Birth Weight</td>
<td>2 (2.4%)</td>
<td>458 (8.9%)</td>
</tr>
<tr>
<td>NICU Admission</td>
<td>4 (4.7%)</td>
<td>289 (5.6%)</td>
</tr>
</tbody>
</table>

By using the Table 2 from the previous slide, we are able to calculate the Return on Investment (ROI).

**Table 3. Summary of Calculated Return on Investment**

<table>
<thead>
<tr>
<th>Premature Outcome Measure</th>
<th>Avoided Outcomes</th>
<th>Cost ($47,700/Newborn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Birth Weight</td>
<td>6</td>
<td>$286,200</td>
</tr>
<tr>
<td>NICU Admission</td>
<td>1</td>
<td>$47,700</td>
</tr>
<tr>
<td>Total Savings</td>
<td>7</td>
<td>$333,900</td>
</tr>
<tr>
<td><strong>Investment</strong></td>
<td><strong>$110,000</strong></td>
<td><strong>ROI = 3:1</strong></td>
</tr>
</tbody>
</table>

**Note:** Avoided Outcomes calculation – Low Birth Weight – \((8.9% / 100) \times (X / 85) - 2\) = 6
NICU Admissions – \((5.6% / 100) \times (X / 85) - 4\) = 1
Investment Cost of 2 years.
WYhealth Due Date Plus Engagement Data

Usage:
Each user opened the app an average of 8 days per month

64% of users accessed Wyoming Medicaid health benefits information
26% of users accessed the WYhealth nurseline referral screens
35% of users accessed the symptom lookup

Top 5 symptoms accessed:
1. Daily prenatal vitamins
2. Nausea
3. Signs or symptoms of labor
4. Managing stress
5. Haven’t scheduled 1st prenatal visit

Feature usage:
Milestones: 39%
Weight gain calculator: 23%
What’s happening this week: 55%
External links to health information: 10%
Hot list (saves issues for upcoming appointments): 10%
Baby Boost (relaxation tool): 18%
Quotes from Care Managers

• “My clients love it. They call me about things in the app. We go over the milestones during our calls.”

• “One of my teenage clients used it throughout her pregnancy. She would take it to her doctor appointments and she uses the ‘Hot List’ for issues that come up, as well as when we talk on our weekly calls.”

• “At one of her doctor's appointments, the doctor kept her after her allotted time so he could look through the app. He was really impressed with it and said he would refer his other patients to it.”

• “My client reached out to the Public Health Nurses through the app to get set up with them for all the Public Health Services that are provided locally.”
What’s Next

**Grow** is a family health application developed by Wildflower Health that helps members:

- Stay on track with health milestones for the whole family
- Tap into local healthcare resources and health benefits when issues arise
- Organize the family’s health info in one application
Grow Builds a Personal Health Profile for Each Family Member

**Personalized for the family**

- Health milestones based on gender & DoB, including key quality measures (e.g., HEDIS)
- Condition, medication look-up + personalized messaging
- Immunization, weight and height trackers
- Referrals to programs & tools based on profile
- Client-initiated messaging & campaigns
- Plan benefit information

**Member-specific promotion of client programs**

- Clinical services
- Nurse hotlines
- Benefits

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- Clinical services
- Nurse hotlines
- Benefits
## Opportunities for Grow in WY

<table>
<thead>
<tr>
<th>Long Term Goals</th>
<th>Planned Functionality</th>
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<tbody>
<tr>
<td>• Improve children’s health in WY by increase EPSDT compliance -- promoting regular pediatric screenings and early intervention for children and families</td>
<td>• Engage families in the management of their children’s health by promoting the Grow family health application</td>
</tr>
<tr>
<td>• Support families in the nutrition and feeding of their infants and toddlers by providing enhanced nutritional content and by promoting the state WIC program</td>
<td>• Mobile-enable pediatric screening Q&amp;A and enable sharing with clinician via EMR and other integration</td>
</tr>
<tr>
<td></td>
<td>• Connect families with local resources related to pediatric well-child visits, screening and interventions</td>
</tr>
<tr>
<td></td>
<td>• Connect families to their local WIC program and encourage engagement past 1st birthday</td>
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