

MEDICARE ADVANTAGE &
PRESCRIPTION DRUG PLAN

Rx
**FALL CONFERENCE
AND WEBCAST**
September 6, 2018
9:30 am – 4:30 pm EDT
CMS Grand Auditorium

Tackling the Opioid Crisis in Medicare Advantage & Part D

Jaclyn Jacobson

Martin's Point Health Care

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Cigna-HealthSpring

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WellCare Health Plans, Inc.



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Promoting Benefit Strategy & Clinical Opioid Strategy Alignment

Jaclyn Jacobson

Martin's Point Health Care

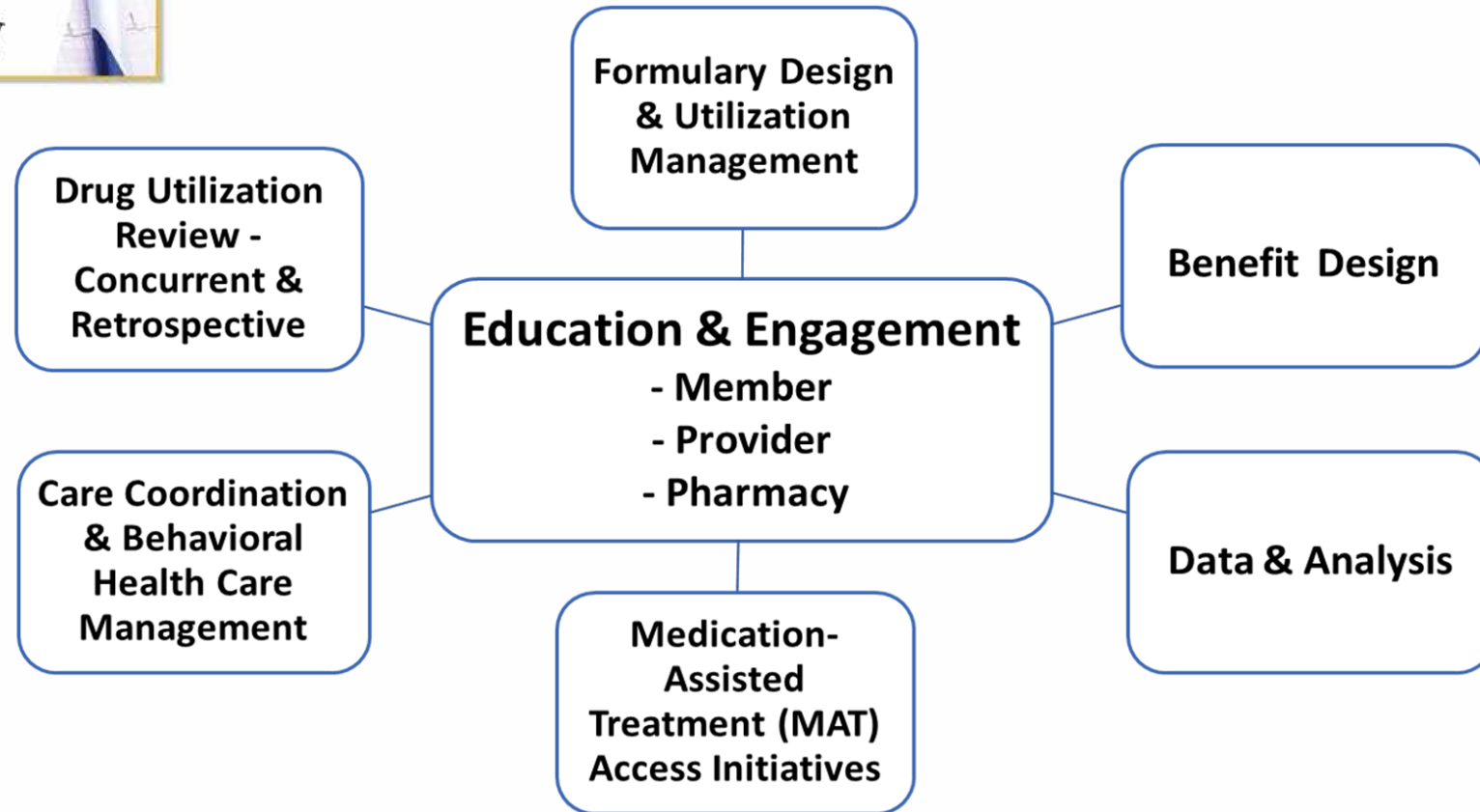


Promoting Benefit Strategy & Clinical Opioid Strategy Alignment

Martin's Point Health Care

Elements of a Comprehensive Strategy	Principles	Bid Development Best Practices	Advancing Benefit Agility	2019 Benefit Design	Looking Forward
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Opioid Mitigation Strategy





Opioid Mitigation Principles

Understand
Community
Needs

Engage Member

Remove
Barriers *and*
Provide Support

Prevent
and
Alleviate

Work with
(versus against)
Providers

Think Creatively
Amid Lack of
Access to
Services

Key Consideration: How can Part C benefits support and complement Part D goals?

- Engage Strong Clinical Advisers
- Identify opportunities to provide cooperative programs, benefits, and services

- Fully integrate Part D & Clinical Programs
- Assess member access and coordination activities

- Prioritize maintaining and strengthening supportive Part C benefits



Poll: Benefit Agility

Select the statement that best reflects your organization's readiness to incorporate new benefit opportunities for CY2019:

- Elimination of the Meaningful Difference Test
 - Uniformity Flexibility
 - Expanded Scope of Health-Related Supplemental Benefits
-
- a) Fully prepared and incorporating for CY2019
 - b) Incorporating on a small scale or pilot for CY2019
 - c) The timeliness of the final guidance impacted ability to incorporate for CY2019
 - d) Waiting to see what other health plans do

Strategies to Advance Benefit Agility

Understand community needs

Continuously catalogue gaps in benefit and care model

Regularly assess provider and partner landscape

Explore and evaluate possibilities beyond current guidance

Community-based organizations

Health plans

Providers

Anticipate and be responsive to new MA opportunities

Value-Based Insurance Design Model

Proposed Rules

Advance Notices



2019 Benefits & Opioid Strategy

Principle	Opportunity	Target Disease State	Benefit Strategy
<ul style="list-style-type: none"> Remove Barrier Prevent + Alleviate 	<ul style="list-style-type: none"> Uniformity Flexibility 	<ul style="list-style-type: none"> Opiate Use Disorder 	Eliminate cost sharing: <ul style="list-style-type: none"> Individual & Group Therapies
<ul style="list-style-type: none"> Remove Barrier Prevent + Alleviate 	<ul style="list-style-type: none"> Uniformity Flexibility Primarily Health Related Scope 	<ul style="list-style-type: none"> Opiate Use Disorder Chronic Pain Syndrome 	Supportive supplemental benefit: <ul style="list-style-type: none"> Additional alternative therapies for non-opioid pain management
<ul style="list-style-type: none"> Provide Support Engage Member 	<ul style="list-style-type: none"> Uniformity Flexibility 	<ul style="list-style-type: none"> Opiate Use Disorder Chronic Pain Syndrome 	Prerequisite participation in plan-sponsored wellness or CM program: <ul style="list-style-type: none"> Behavioral health focus Care coordination Address social determinants of health

Opioid Strategy: Looking Forward

Mission

Live out mission to
create a healthier
community

Data

Improve collection and
use of information to
better enhance care

Partnerships

Grow multidisciplinary
stakeholder
engagement
Amplify impact with
limited resources

Innovation

Remain open to novel
ways to address the
opioid crisis



Questions?

- Jaclyn Jacobson, MBA, MPH:
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Tackling the Opioid Crisis In Medicare Part D

Erin K. McKenna

Aetna Medicare Chief Pharmacy Officer



Comprehensive Opioid Strategy

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Activities beyond the regulatory requirements

Prevent

Prevent opioid misuse and abuse

Intervene

Identify at-risk behavior & intervene

Support

Support access to evidence-based treatments



Prevent

- Formulary and utilization management tools
- Point of sale edits
- 7-day limits on initial opioid script
- Pharmacy and case management education
- Access to reversal agents
- Fraud, waste and abuse efforts



Intervene

- Opioid Drug Utilization Review Policy and Overutilization Monitoring System
- Targeted use of pharmacy and medical claims algorithms to identify at-risk members
- Comprehensive case management team trained on pain treatment guidelines and acting on at-risk scenarios
- Outreach to prescribers with high outlier opioid prescribing patterns



Support

- Advocate for changes needed to combat opioid crisis
- Provide education on pain treatment guidelines
- Engage in activities in the community to educate on risks of opioids and alternative pain therapies
- Support local initiatives in the community to combat opioid crisis
- Offer grants to community resources
- Provide grants to provide Narcan for first responders



Aetna's Guardian Angel Pilot Program

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A lifeline for our members in need



Data Analytics

- Identify Aetna members who recently overdosed via claims data
- Collect and interpret clinical data and background

Outreach

- Specially trained nurse provides telephonic outreach to these members
- Use a specific script developed by EAP and BH leadership
- Leverage various resources including Aetna MAT par provider list

Impact

- Assess etiology of opioid overdose and understand member's psychosocial setting
- Provide medication reconciliation
- Guide members to BH and addiction service providers
- Offer info on obtaining naloxone
- Coordinate care with primary care and community services

Measure

- BH Care Management and GAP will longitudinally monitor member throughout course of care
- Follow up calls as needed
- Track outcomes

Key Takeaways

- CMS requirements provide a strong foundation with room for additional interventions.
- Our solutions were developed through our enterprise-wide engagement of health care disciplines across lines of business.



Questions?

- Erin McKenna: ekmckenna@aetna.com



Tackling the Opioid Crisis In Medicare Advantage & Part D

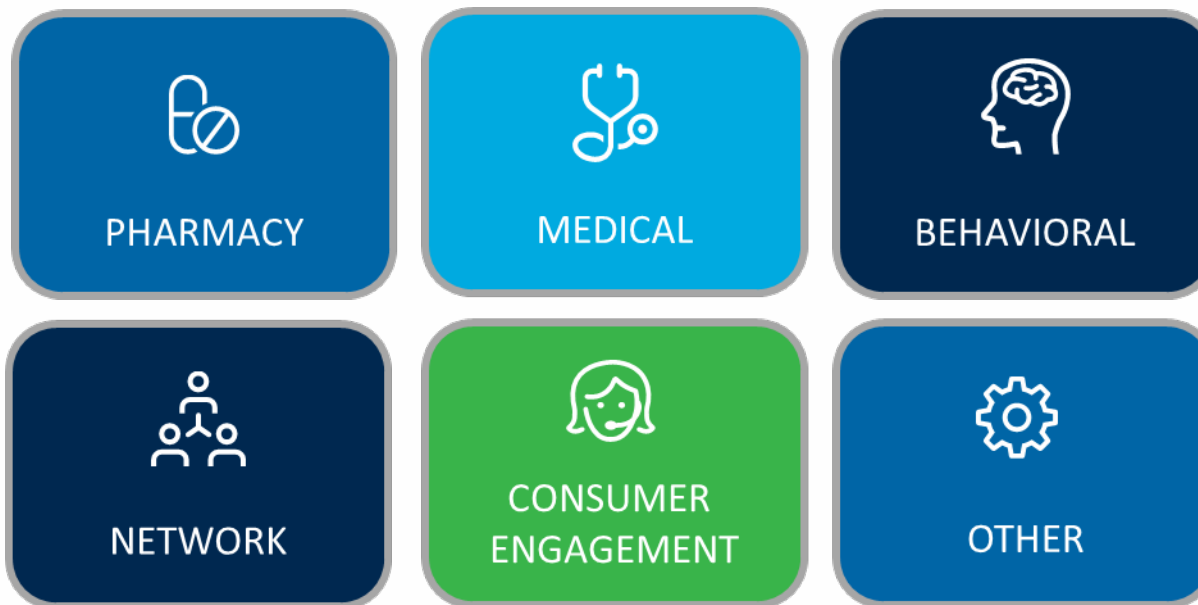
Annie Schuster

Cigna-HealthSpring



First: Internal Collaboration

- Cigna-HealthSpring developed a multi-modal approach to management and reduction of high utilization of opioids:



First: Internal Collaboration (cont.)

- Cigna-HealthSpring Opioid Workgroup
 - Pharmacy, Medical, Behavioral
 - Quality metrics
 - 25% goal, 7-day acute use measure
 - 12-week substance use coaching program
 - rDUR prescriber letters

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Second: *Physician-Partnership*

Engagement with providers

**1**

CHS provider engagement model

2

Use of pledge

3

Educational materials

4

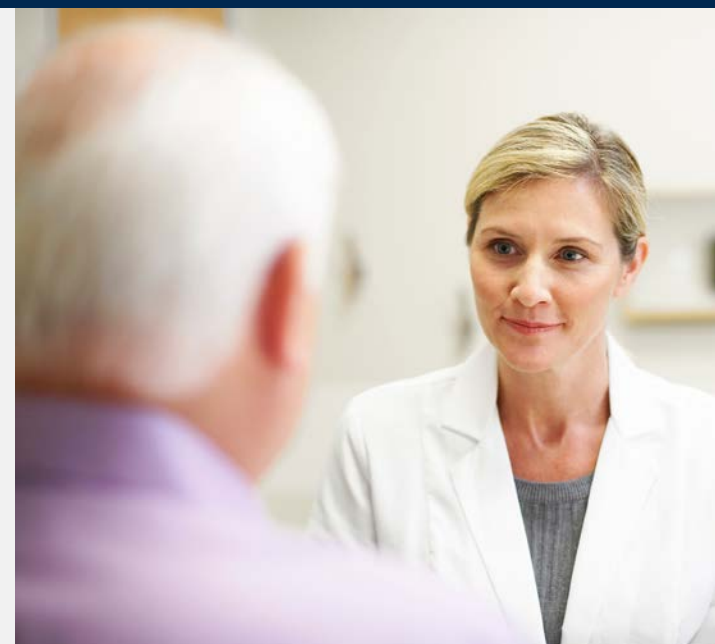
Provider prescribing data



Third: Consumer Engagement

In May 2018, Cigna introduced a consumer-focused awareness campaign to:

- Advance the concept of a “pain plan”
- Encourage conversations among individuals and health care providers about the safe use of opioids and other pain management options.
- Cigna's dedicated pain resource hub that provides educational material and resources about pain, how it manifests, how it's treated, and how to manage it safely.





Questions?

- Annie Schuster: annie.schuster@healthspring.com

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Opioid Use Disorder: Health Plan Tools

Howard Shaps

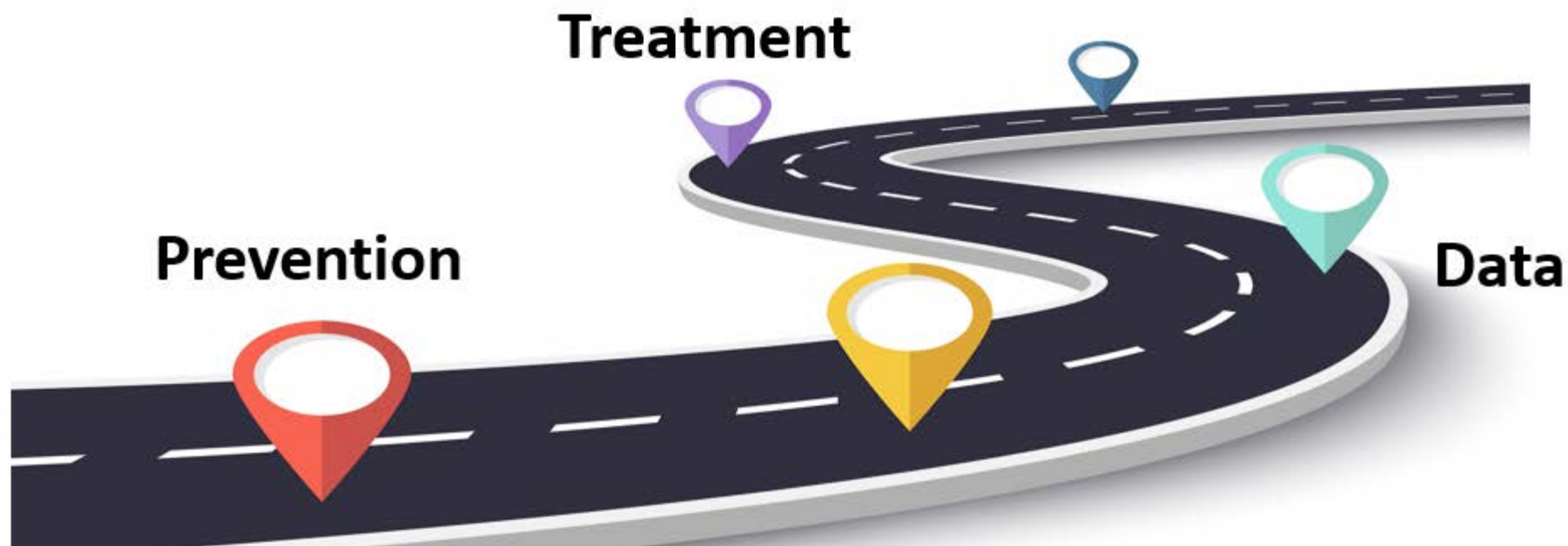
WellCare Health Plans



Agenda

- Background
- WellCare's Road Map
- Successful Programs
- Future Considerations

Road Map



Successful Programs

**Pharmacy
Initiatives**

**Care
Management**

**Provider
Partnerships**



Pharmacy Management Program

30

- Multiple opioids, multiple prescribers, and multiple pharmacies
- Aberrant use of the Emergency Department
- One
 - Care Manager
 - Prescriber
 - Pharmacy



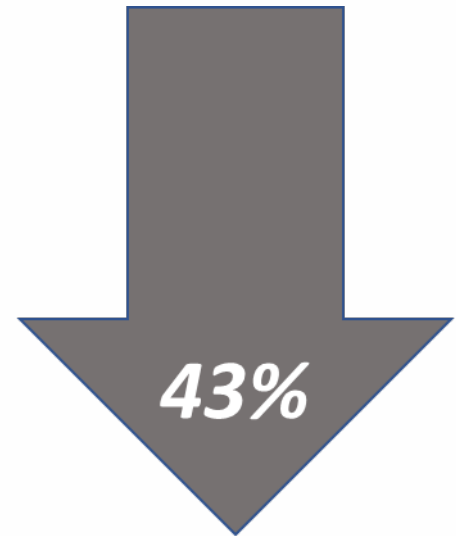
Pharmacy Management Program (cont.)

31

Brand Name	% Mthly Change Pre vs Post
Gabapentin	-23%
Hydrocodone/Acetaminophen	-56%
Oxycodone/Acetaminophen	-60%
Clonazepam	-34%
Promethazine	-38%
Alprazolam	-31%
Tramadol	-58%
Cyclobenzaprine	-40%
Diazepam	-36%

Opioid Overutilization Program

- 2100 Medicare members receiving over 120 Morphine Milligram Equivalents
- Interventions
 - Alternative Medications
 - Prescriber Outreach
 - Behavioral Health Care Management





Future Considerations

- Prescription Drug Monitoring Programs
- Electronic Prescribing
- Physician Continuing Medical Education
- Telehealth
- Beneficiary Education
- Community Support Systems



Questions?

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