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## SPOTLIGHT on OAH Member Plans:

### Ohio's Health Plans Win Awards for Innovative Programs

The Ohio Association of Health Plans (OAH) honored the 2010 winners of its Pinnacle Awards for best practices in the Business/Operational Performance, Health Care Programs, and Community Outreach and Partnerships categories at its annual convention and trade show in May.



## OHIO ASSOCIATION OF HEALTH PLANS HOLDS ANNUAL CONVENTION; HEALTH FAIR EMPHASIZES HEALTH AND WELLNESS

The OAH recently held its Annual Convention and Trade Show in Columbus. This two-day event featured dynamic speakers and informative breakout sessions that highlighted changes that are occurring in health insurance benefits, and allowed health plan employees the opportunity to talk with state regulators and policy makers about issues impacting health insurance benefits.

This year for the first time we also paired our annual convention with a health and wellness fair by our member plans at the Statehouse. (see story below)

Promoting health and wellness has so many benefits. In addition to the most important benefit of improved health for employees, there are also financial benefits. A recent study by Healthways looked at the experience of 4.2 million privately insured people up to the age of 64 and found **\$945 billion could be saved nationwide** by cutting the onset of chronic diseases by **25 percent**.

Ohio's health plans are committed to helping reshape the health care system - not just being there in times of illness, but helping their members live healthier lives in a variety of different ways including:

- incentives for consumers to make appointments for screenings and other routine visits to catch problems early
- partnerships with organizations like the YMCA to offer free classes on healthful eating and exercise for people at risk of developing diabetes
- access to online health and nutrition information
- health coaching to make lifestyle changes

These are just some of the ways Ohio's health plans are making a positive impact in Ohioans' lives. For more about the innovative programs coming from our health plans, I invite you to read sidebar story to the left. It outlines the winners of the OAH's 2010 Pinnacle Awards, which recognize the top programs in three

2010 Pinnacle Award Judge Mary Gallagher, Senior Vice President and Chief of Staff for the Ohio Hospital Association, was a co-presenter for the awards

**Anthem Blue Cross and Blue Shield** was a co-winner with **Humana** in the Business and Operational Programs category for the Availity Initiative. The Availity Initiative is a partnership between Ohio health insurance plans and health care providers which optimizes the information exchange between multiple health care stakeholders through a single, secure network. The online network helps providers conduct administrative functions, including claims inquiries, billing, pre-authorizations and eligibility inquiries for Ohio health plans. Ohio is one of two states in the nation participating in this pilot effort.



Kim Ashley of Anthem Blue Cross and Blue Shield accepting the Pinnacle Award

**Anthem** also received the Pinnacle Award in the Community Outreach and Partnerships category for its Radio Disney "Move It!" Program, promoting healthy lifestyles to kids to help combat the obesity epidemic. Anthem sponsored Radio Disney's "Move It" program, and it is estimated for the fall School Challenge, kids "moved" for 21,150,000

categories: Business/Operational Performance, Health Care Programs and Community Outreach Programs.

It is an exciting time in health insurance and Ohio's health plans are creating ideas and leading the efforts of change.

As always, if you have questions about the health insurance industry, please do not hesitate to contact me.

Kelly McGivern  
President and CEO  
Ohio Association of Health Plans

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## OAHP Health Fair Features Health and Wellness Tips for all Ages



One of the 16 tables at the OAHP health and Wellness Fair at the Ohio Statehouse

*The Ohio Association of Health Plans' held its 2010 Health Fair at the Statehouse on May 25, with fourteen member plans on hand through the lunch hour to meet the public and offer health and wellness tips.*

*Plans did a variety of health and wellness demonstrations for health fair visitors.*

*For example, there were demonstrations of how much sugar is in common food and beverages, what an ideal Body Mass Index (BMI) is and also steps to help alleviate stress. Several of the plans had their mascots on hand to help promote health and wellness messages to kids.*

minutes.

**Paramount Health Care** was the winner in the Health Care Programs category for its renal management program “Aggressive Steps 2 Reduce the Burden of Chronic Kidney Disease.” The program identifies and intervenes early, resulting in significant decreases in acute care utilization rates an annual cost savings of over \$4,000,000 a year. The most important results achieved were no disease progression in 84% and disease regression in 7% of members.

**AultCare** was a Meritorious Award winner in the Health Care Programs category for its Education Kit Referral Program. The program decreased emergency room visits 10%, inpatient claims 37% and inpatient days 33%.

“Ohio’s health plans have long played a vital role in improving quality of care and health outcomes for Ohioans,” said Kelly McGivern, president and CEO of OAHP. “Ohio’s health plans have created and implemented innovative initiatives that have improved quality in internal practices and administration, clinical disease management, delivery of programs and services and community outreach.”

All OAHP member plans are invited to participate in the annual Pinnacle Awards, which provides health plans an opportunity to demonstrate what they are doing to provide exemplary care and service for their members and

*“Ohio’s health plans play a vital role in helping Ohioans achieve optimal health and wellness,” said OAHP President and CEO Kelly McGivern. “By reaching out to the public and helping them better understand health, wellness and preventive care, health plans not only help Ohioans live healthier lives, they also can help reduce more costly care that comes when health problems are ignored or neglected.”*

*The health fair and the health and wellness messages were covered by Columbus media outlets, helping to extend our reach to the public. In addition, the OAHP invited the public to the health fair and shared the Health Care Home message on an electronic sign at the corner of Broad and High Streets pictured below.*



community. A panel of health professionals judged the submissions and selected the winners.