



## Ohio Report

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### HEALTH CAMPAIGN PROMOTES WELL BEING FOR MEDICAID BENEFICIARIES

Groups behind a movement to educate needy Ohioans about good health habits said Tuesday they hope Medicaid recipients find a "health care home" in the program.

The Ohio Association of Health Plans is behind the campaign launched this week that promotes the health care approach of the state's Medicaid Care Coordination Plans, officials said during a conference call with reporters.

Health Care Home aims to advance patient-primary care provider relationships, encourage responsible ER use, celebrate a philosophy of prevention and wellness and continue building alliances with Ohio's social service community, officials said.

The campaign has created six consumer cards addressing wellness elements that require constant reinforcement. They include eat well, move well, visit well, sleep well, unwind well and age well. The visit well card reminds Medicaid recipients to visit their primary care physician regularly, and the unwind well item offers suggestions for reducing stress.

"Each of the six cards stresses the importance of knowing the name and number of their primary care provider," OAHF President and CEO Kelly McGivern said.

Additionally, a coloring book for children is intended to not only keep children occupied in waiting rooms, but to provide information to parents on how to better engage the healthcare system for their whole family, Ms. McGivern said.

Milenthal Group Account Director Dan Farkas said the fact cards and coloring books are available free on Health Care Home's new website and will also be distributed through 1,200 Ohio Benefit Bank sites in 88 Ohio counties, including through Benefit Bank mobiles.

The campaign intends to distribute 250,000 fact cards and 60,000 coloring books through Care Coordination Plans, the Benefit Bank, Second Harvest Food Banks and Family Children First councils, he said.

The website also offers information for consumers, a "find a plan" program, information on the economic benefits of Care Coordinator Plans, and tools and forms for Medicaid providers.

Health Care Home will also be conducting informational meetings throughout the state over the next couple weeks, officials said.

Dr. Kevin Smith, chief medical officer for Molina Healthcare of Ohio, said 1.5 million Ohioans are currently enrolled in seven Care Coordination health plans that help with both standard benefits under Medicaid plus value-added benefits.

Those extras include transportation to appointments, a 24-hour nurse hotline, chronic disease management and wellness promotion, incentives to maintain good health and no co-pays, he said.

Those programs also offer benefits to medical providers, such as incentive payments for high quality performance, support for medical home creation, and quick payment, Dr. Smith said.

Care Coordination Plans are responsible for the creation of more than 3,500 jobs in Ohio and the generation of \$4.3 million in payroll taxes and \$1.2 million in charitable support, he said. In fiscal year 2010-11, the financial benefit to Ohio was \$1 billion.

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