

Minutes of the Meeting of the Managed Care Committee of the Board of Directors of the Cook County Health and Hospitals System held Monday, October 24, 2022 at the hour of 10:30 A.M. This meeting was held by remote means only, due to the determination that a public health emergency exists.

## **I. Attendance/Call to Order**

Chair Currie called the meeting to order.

Present: Chair Robert Currie and Directors Joseph M. Harrington and Mike Koetting (3)  
Director Sam A Robinson, III, PhD

Absent: None (0)

The Managed Care Committee's regular meeting schedule for 2023 has not yet been determined; however, it is expected that the Committee will begin holding their quarterly meetings starting in January 2023.

Additional attendees and/or presenters were:

Yvonne Collins, MD – Chief Medical Officer,  
Managed Care  
Aaron Galeener –Chief Administrative Officer,  
Health Plan Services

Jeff McCutchan –General Counsel  
Deborah Santana – Secretary to the Board  
Caryn Stancik – Chief Communications and  
Marketing Officer

## **II. Public Testimony**

There was no public testimony submitted.

## **III. Report on Health Plan Services (Attachment #1)**

The following individuals provided an overview of the Report: Aaron Galeener, Chief Administrative Officer of Health Plan Services; Dr. Yvonne Collins, Chief Medical Officer of Managed Care; and Caryn Stancik, Chief Communications and Marketing Officer. The Committee reviewed and discussed the information.

The presentation included information on the following subjects:

- CountyCare Plan Metrics
- CountyCare 10 Year Anniversary
- Strategic Pillar: Member Safety, Clinical Excellence & Quality
  - 2022 Quality Overview
- Strategic Pillar: Health Equity, Community Health and Integration
- Strategic Pillar: Growth, Innovation & Transformation
  - Open Enrollment Campaign Overview

During the review of this presentation, close to the end of the meeting, Director Harrington served as Acting Chair through adjournment, as Chair Currie had an existing conflict.



Cook County Health and Hospitals System  
Minutes of the Managed Care Committee Meeting  
October 24, 2022

ATTACHMENT #1



# Health Plan Services Update

*Prepared for: CCH Managed Care Committee*

Aaron Galeener

Chief Administrative Officer, Health Plan Services

October 24, 2022

**CountyCare**

A MEDICAID HEALTH PLAN

# Agenda

- CountyCare Plan Metrics
- CountyCare 10 Year Anniversary
- Strategic Pillar: Member Safety, Clinical Excellence & Quality
  - 2022 Quality Overview
- Strategic Pillar: Health Equity, Community Health and Integration
- Strategic Pillar: Growth, Innovation & Transformation
  - Open Enrollment Campaign Overview



# Metrics



# Current Membership

Monthly membership as of Oct 5<sup>th</sup>, 2022

Category	Total Members	ACHN Members	% ACHN
FHP	269,265	20,500	7.6%
ACA	122,673	18,496	15.1%
ICP	30,053	4,931	16.4%
MLTSS	8,715	0	0%
SNC	7,589	498	6.6%
<b>Total</b>	<b>438,295</b>	<b>44,425</b>	<b>10.1%</b>



**ACA:** Affordable Care Act

**FHP:** Family Health Plan

**ICP:** Integrated Care Program

**MLTSS:** Managed Long-Term Service and Support (Dual Eligible)

**SNC:** Special Needs Children

# Managed Medicaid Market

Illinois Department of Healthcare and Family Services July 2022 Data

Managed Care Organization	Cook County	Cook Market Share
*CountyCare	435,299	32.7%
Blue Cross Blue Shield	341,467	25.7%
Meridian (a WellCare Co.)	314,943	23.7%
IlliniCare (Aetna/CVS)	129,690	9.8%
Molina	98,732	7.4%
YouthCare	9,745	0.7%
<b>Total</b>	<b>1,329,876</b>	<b>100.0%</b>

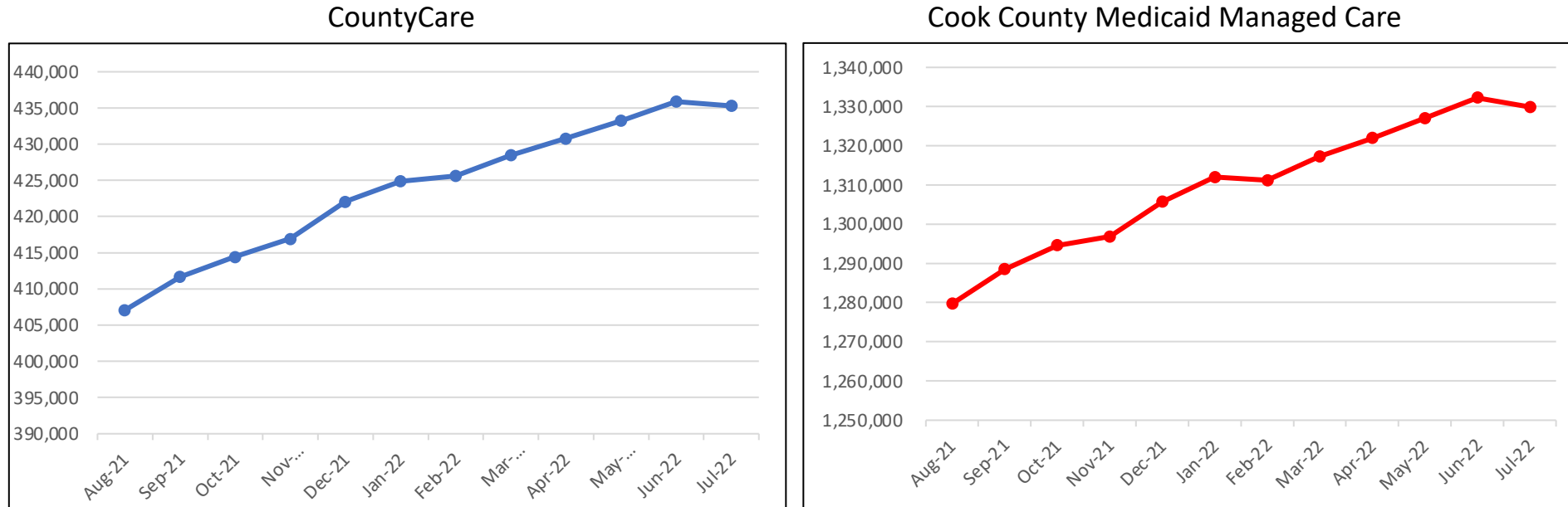


\* Only Operating in Cook County



# IL Medicaid Managed Care Trend in Cook County

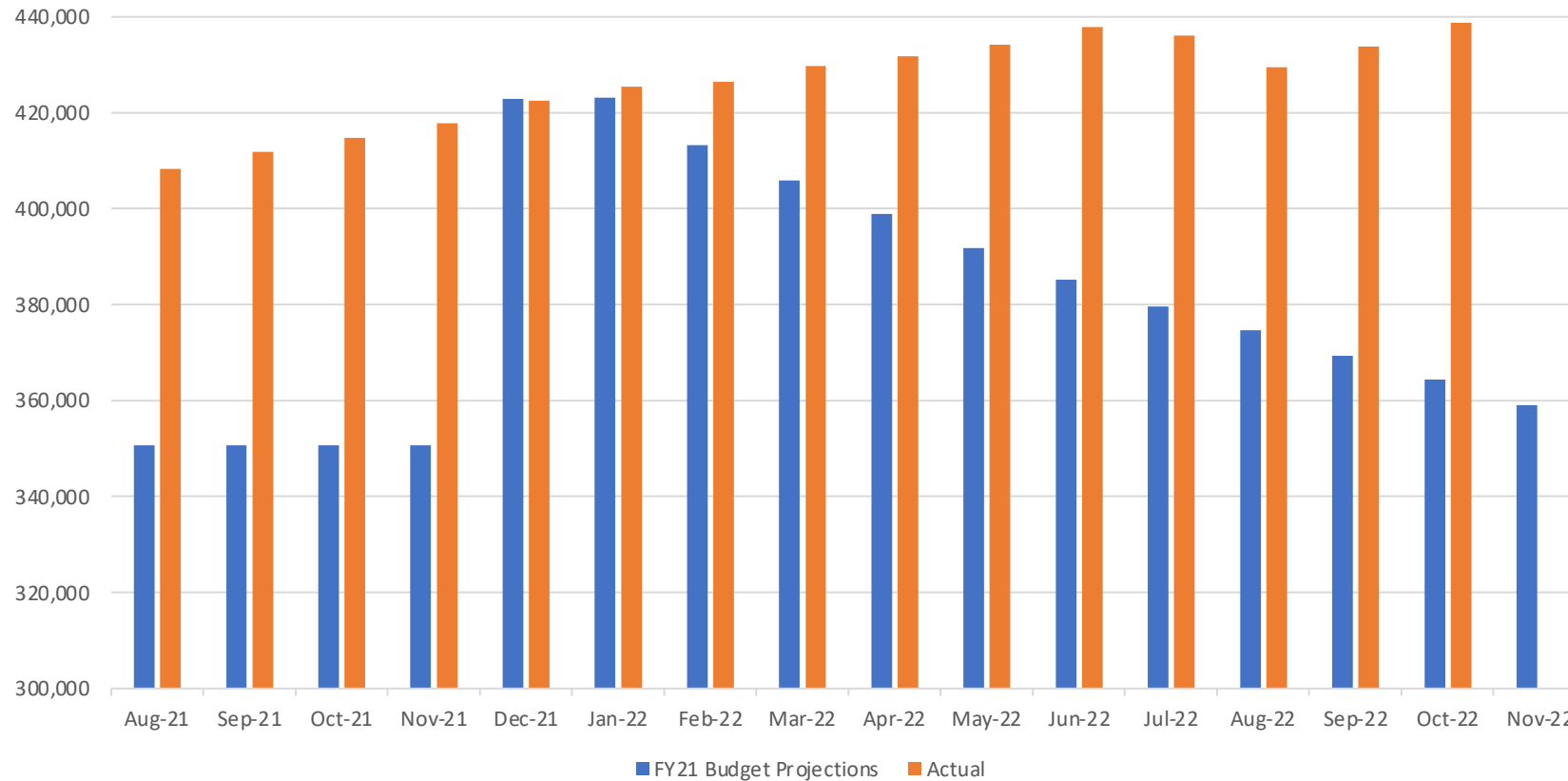
(charts not to scale)



- CountyCare’s enrollment has increased 7% over the past 12 months, ahead of the Cook County increase of 4%
- CountyCare’s enrollment decreased 0.1% in July 2022 compared to the prior month, ahead of the Cook County decrease of -0.2%

# FY 22 Budget | Membership

CountyCare Membership

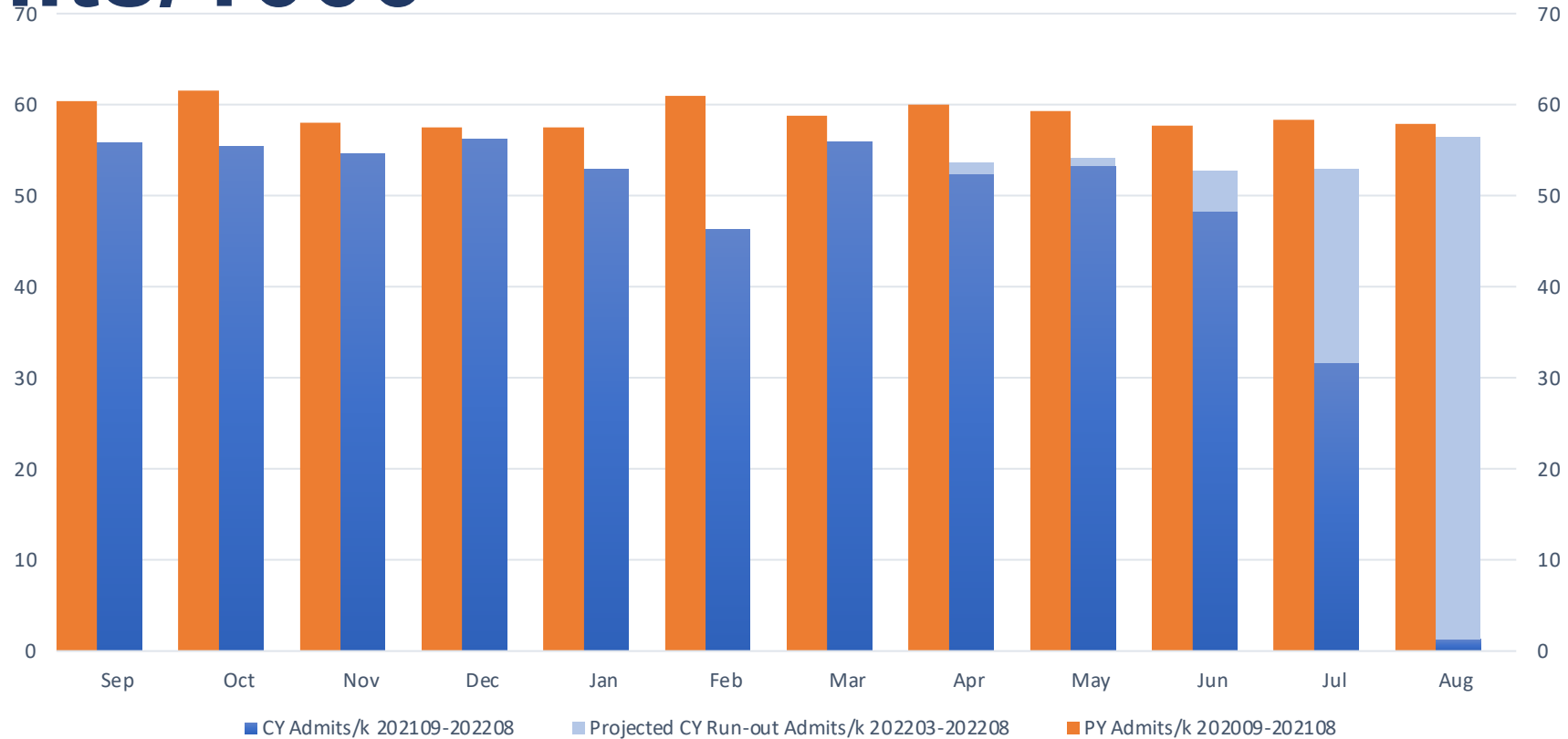


# Operations Metrics: Call Center & Encounter Rate

Key Metrics	State Goal	Performance		
		Jul 2022	Aug 2022	Sep 2022
<b>Member &amp; Provider Services Call Center Metrics</b>				
Abandonment Rate	< 5%	1.22%	2.35%	3.69%
Hold Time (minutes)	1:00	0:09	0:20	0:40
% Calls Answered < 30 seconds	> 80%	91.93%	82.56%	76.98%
<b>Quarterly</b>				
Claims/Encounters Acceptance Rate	98%	98%		



# Current v. Prior Year: IP Acute Admits/1000



Updated monthly, paid through August 2022  
 All acute and surgical cases + approved acute authorizations  
 Domestic admissions are not included since they do not require Prior Authorization

# CountyCare COVID Vaccination Rates

Age Category	Total	At Least 1 Dose	2 <sup>nd</sup> Dose		Booster/3 <sup>rd</sup> Dose	
	Eligible Members	% of Total Eligible Members	Member Counts	% of Total Eligible Members	Member Counts	% of Total Eligible Members
Infants <1y	8,519	2.02%	68	0.80%	4	0.05%
Children 1-11y	106,918	26.41%	23,469	21.95%	3,099	2.90%
Adolescents 12-18y	70,904	57.67%	37,303	52.61%	10,771	15.19%
Young Adults 19-25y	49,176	55.32%	23,742	48.28%	7,869	16.00%
Adults 26-65y	188,427	60.00%	103,131	54.73%	49,107	26.06%
Seniors >65y	14,351	75.35%	10,189	71.00%	7,378	51.41%
<b>Total</b>	<b>438,295</b>	<b>50.28%</b>	<b>197,902</b>	<b>45.15%</b>	<b>78,228</b>	<b>17.85%</b>



Data as of 10/4/2022

# Claims Payments

## Received but Not Yet Paid Medical Claims



"As of 10/16/2022"



\*Assumes average of 15 days to process claims  
 \*Assumes \$57.5M in pending claims not yet adjudicated  
 \*Medical claims only- does not include pharmacy, dental, vision or transportation claims. These claims typically average a 30-60 day payment timing.

# Claims Payments

## Received but Not Yet Paid Claims

Aging Days	0-30 days	31-60 days	61-90 days	91+ days	Grand Total
Q1 2020	\$ 109,814,352	\$ 53,445,721	\$ 46,955,452	\$ 9,290,569	\$ 219,506,093
Q2 2020	\$ 116,483,514	\$ 41,306,116	\$ 27,968,899	\$ 18,701,664	\$ 204,460,193
Q3 2020	\$ 118,379,552	\$ 59,681,973	\$ 26,222,464	\$ 71,735	\$ 204,355,723
Q4 2020	\$ 111,807,287	\$ 73,687,608	\$ 61,649,515	\$ 1,374,660	\$ 248,519,070
Q1 2021	\$ 111,325,661	\$ 49,497,185	\$ 4,766,955	\$ 37,362	\$ 165,627,162
Q2 2021	\$ 131,867,220	\$ 49,224,709	\$ 566,619	\$ 213,967	\$ 181,872,515
Q3 2021	\$ 89,511,334	\$ 25,733,866	\$ 38,516	\$ 779,119	\$ 116,062,835
Q4 2021	\$ 125,581,303	\$ 90,378,328	\$ 112,699	\$ 1,114,644	\$ 217,186,974
Q1 2022	\$ 144,241,915	\$ 12,166,101	\$ 2,958,928	\$ 2,183,828	\$ 161,550,772
Q2 2022	\$ 120,267,520	\$ 735,088	\$ 2,476,393	\$ 4,676,897	\$ 128,155,898
Q3 2022	\$ 105,262,634	\$ 16,617,110	\$ 59,407	\$ 15,171	\$ 121,954,322
Week of 10/16/2022	\$ 115,114,869	\$ 22,953,513	\$ 6,769	\$ 47,930	\$ 138,123,080

\*0-30 days is increased for an estimated \$57.5M of received but not adjudicated claims

\*Medical claims only-does not include pharmacy, dental, vision or transportation claims

\*All amounts in the table are clean claims





# 10 Year Retrospective

- October 23, 2022
  - Metrics
  - Membership
  - Accomplishments
  - Choice Campaigns



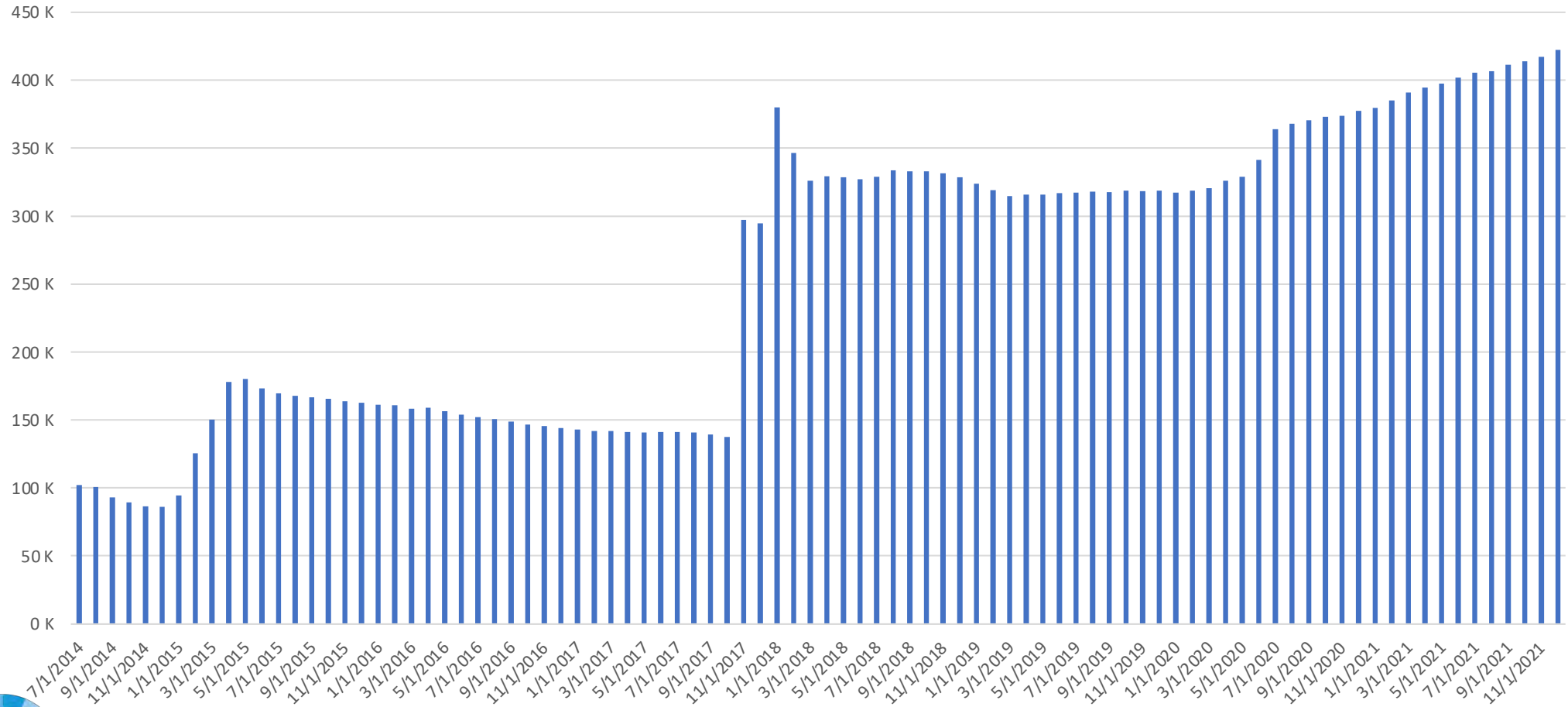


# 2012 – The Beginning

- CountyCare was established on October 26, 2012, under CMS 1115 Waiver to early enroll **Affordable Care Act (ACA)** eligible adults.
  - The goal was to assist the state in enrolling an estimated 125,000 eligible uninsured Cook County residents in the Medicaid program.
- CountyCare expanded healthcare capacity by negotiating network provider contracts with:
  - 141 FQHCs, 17 ACHN clinic sites
  - 30 community hospitals
  - 100+ physician specialists
- Successes
  - Provided medically necessary care to 68% of the CountyCare newly covered individuals in the first 6 months of Waiver operation
  - Provided medically necessary care to 85% of the CountyCare newly covered individuals within 12 months
  - Expanded choice of a primary care medical home to include the existing CountyCare ambulatory clinic sites as well as the 141 FQHC sites



# CountyCare Membership Over Time



# Metrics over the 10 years

## Total Claims

- 32,455,563

## Prescriptions

- 75,264,838

## Total Appointments

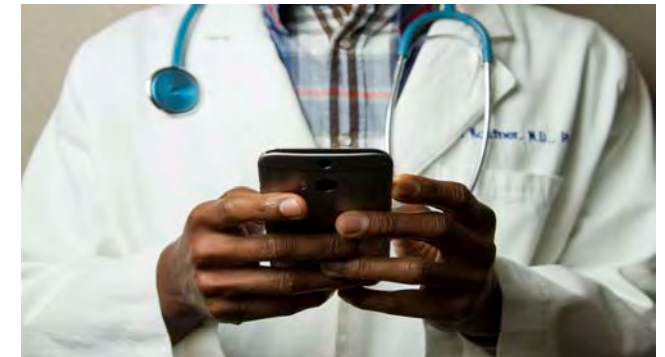
- 8,751,513

## Immunizations

- 1,486,425

## Colorectal Cancer Screenings

- 35,186



# Choice Campaign 2016-2021



2016



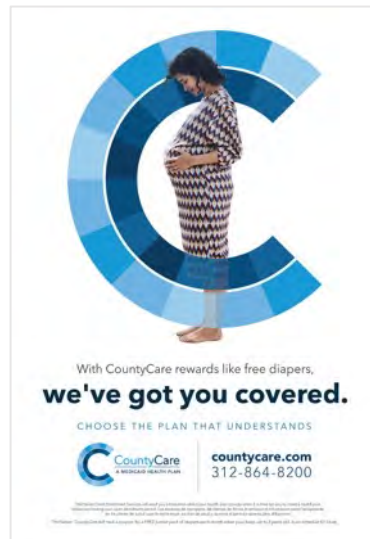
2017



2018



2019



2020



2021

## Strategic Pillar: Quality

**Member Safety, Clinical Excellence & Quality:** Ensure the highest quality service and best clinical outcomes by providing members the right care, at the right time, and in the right place



# CountyCare's 2022 Quality Overview

- National Committee for Quality Assurance (NCQA) Health Insurance Ratings
- Consumer Assessment of Healthcare Providers and Systems (CAHPS)
- Healthcare Effectiveness Data and Information Set (HEDIS)



# NCQA Health Insurance Plan Ratings

## Cook County Health & Hospitals System's CountyCare Health Plan

Illinois



**Health Plan Rating** ⓘ  
★★★★☆ 3.5 of 5

<b>INSURANCE TYPE</b> ⓘ Medicaid	<b>PRODUCT TYPE</b> HMO
<b>NEXT REVIEW DATE</b> 06/06/2023	<b>MEMBERS ENROLLED</b> 422,661
<b>EVALUATION PRODUCT</b> Renewal Survey	<b>WEBSITE</b> <a href="http://www.countycare.com">http://www.countycare.com</a> ⓘ

✓ **Accredited**

Last update: 09/15/2022  
Ratings are updated annually (September)



# NCQA Health Insurance Plan Ratings

- CountyCare Ratings
  - 2022 (MY21): Overall Score 3.5
  - 2021 (MY20): Overall Score 3.5
  - 2020 (MY19): No ratings due to COVID
- 2022 Ratings

Health Name	Overall Rating
CountyCare	3.5
Blue Cross	3.5
Molina	3.5
Aetna	3
Meridian	3





# Consumer Assessment of Healthcare Providers and Systems (CAHPS)

- **Consumer Assessment of Healthcare Providers and Systems (CAHPS®) survey gathers feedback about patients' experience with their health plan and health care providers.**
- **CAHPS Survey is administered March through June annually**
- **CAHPS Surveys are split between children and adults**
- **Performance on certain CAHPS measures impact other quality rating evaluations (NCQA, HFS, etc)**

# 2022 Child CAHPS Results



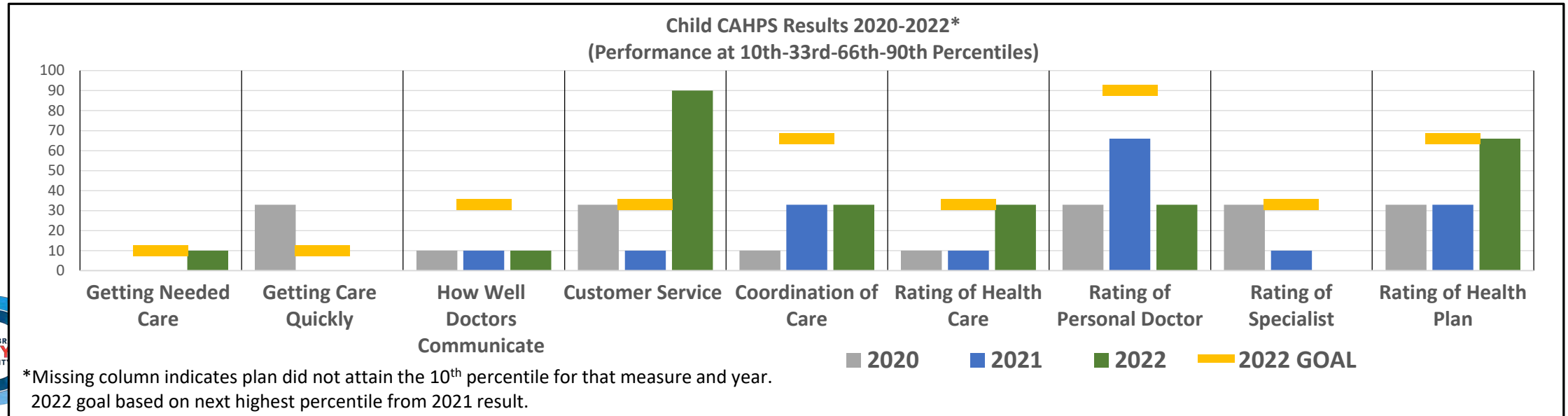
12.3% Response Rate down from 14.4% in 2021  
247 completed surveys, down from 310 in 2021.



Gender of respondents predominately female (91.2%)



Respondents 35.1% White, 36.9% Black, 7.7% Asian, 61.8% Hispanic/Latino



# 2022 Child CAHPS Comparison



Medicaid Child CAHPS // Comparison Report  
Evolut Health

		Global Items				Composite Measures			
		Rating of Health Plan	Rating of Health Care	Rating of Personal Doctor	Rating of Specialist	Customer Service	Getting Needed Care	Getting Care Quickly	How Well Doctors Communicate
		Benchmark: 2021 Quality Compass*							
		86.7%	88.9%	90.6%	87.4%	88.3%	85.7%	86.9%	94.4%
		Benchmark: 2022 SPH Book of Business**							
		86.9%	87.6%	90.4%	87.6%	88.2%	84.3%	86.6%	94.4%
Project	Total Completes	CAHPS® Summary Rate Scores							
<b>System Aggregate</b>	262	87.7%	89.4%	88.9%	79.5%*	96.1%*	79.7%	77.3%	91.4%
CountyCare Health Plan - Child Medicaid CAHPS 2022	262	87.7%	89.4%	88.9%	79.5%*	96.1%*	79.7%*	77.3%*	91.4%

\* The 2021 Quality Compass benchmark consists of 163 Medicaid Child (All LOBs) (Non-CCC and CCC) plans (48,860 respondents) that submitted data to NCQA in 2021.

\*\* The 2022 SPH Book of Business benchmark includes respondents from Medicaid Child (All LOBs) (Non-CCC and CCC) that contracted with SPH for data collection in 2022.



# 2022 Adult CAHPS Results



13.2% Response Rate down from 18.4% in 2021  
229 completed surveys, down from 311 in 2021.

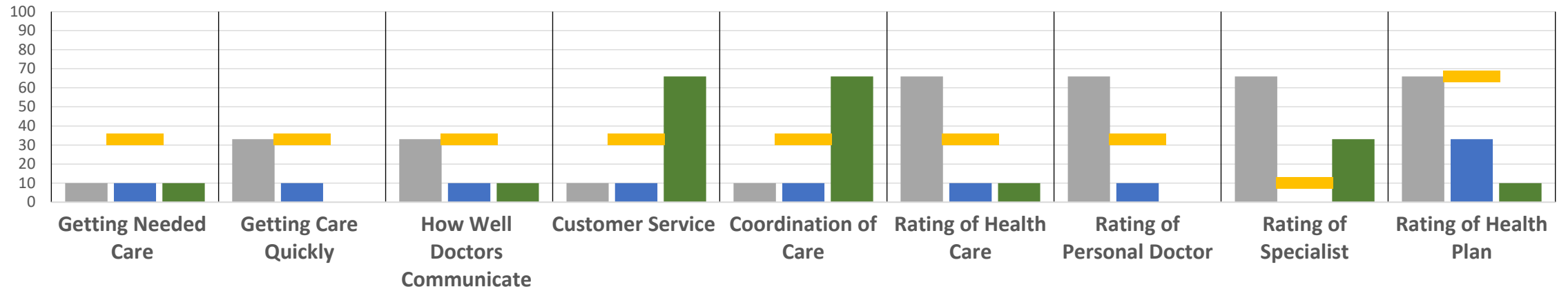


Gender of respondents 54.3% female and 45.7% male



Respondents 28.8% White, 58.1% Black, 7.0% Asian, 22.4% Hispanic/Latino

Adult CAHPS Results 2020-2022\*  
(Performance at 10th-33rd-66th-90th Percentiles)



\*Missing column indicates plan did not attain the 10<sup>th</sup> percentile for that measure and year.  
2022 goal based on next highest percentile from 2021 result.

■ 2020 ■ 2021 ■ 2022 ■ 2022 GOAL

# 2022 Adult CAHPS Comparison



Medicaid Adult CAHPS // Comparison Report  
Evolut Health

		Global Items				Composite Measures			
		Rating of Health Plan	Rating of Health Care	Rating of Personal Doctor	Rating of Specialist	Customer Service	Getting Needed Care	Getting Care Quickly	How Well Doctors Communicate
		Benchmark: 2021 Quality Compass*							
		78.3%	77.6%	83.2%	83.6%	88.9%	83.6%	81.8%	92.2%
		Benchmark: 2022 SPH Book of Business**							
		79.6%	75.8%	83.0%	82.7%	89.7%	82.3%	80.8%	92.7%
Project	Total Completes	CAHPS® Summary Rate Scores							
<b>System Aggregate</b>	229	76.6%	71.1%	77.7%	84.1%*	91.9%	80.2%	75.3%	90.5%
CountyCare Health Plan - Total Medicaid - Adult Medicaid CAHPS 2022	229	76.6%	71.1%	77.7%	84.1%*	91.9%*	80.2%	75.3%	90.5%

\* The 2021 Quality Compass benchmark consists of 161 Adult Medicaid plans (All LOBs) (57,645 respondents) that submitted data to NCQA in 2021.

\*\* The 2022 SPH Book of Business benchmark includes respondents from Adult Medicaid (All LOBs) that contracted with SPH for data collection in 2022.



# HEDIS Performance – MY2021

HEDIS Measure Performance Report: CountyCare Health Plan																
Maternal and Child Healthcare			MY 2021 Admin			MY2021 Hybrid			MY2019 - MY2021 Comparison				Quality Compass 2021 Medicaid Percentiles			
Measure Abbrev	Measure Name	Submeasure Name	Total Num	Denom	MY2021 Admin Rate	Hybrid Total Num	Hybrid Sample Denom	MY2021 Hybrid Rate	MY2019 FINAL RATE	MY2020 FINAL RATE	MY2021 FINAL RATE	MY2021-MY2020 Rate Diff	Percentile 25th	Percentile 50th	Target Percentile 75th	Percentile 90th
ADV	Annual Dental Visit	ADV Total	85105	163180	52.15%				64.84%	47.50%	52.15%	4.65%	35.42%	45.77%	52.46%	56.82%
CIS	Childhood Immunization Status	CIS Combo 3	4725	8499	55.59%	247	411	60.10%	73.24%	67.64%	60.10%	-7.54%	62.89%	67.88%	72.75%	77.32%
PPC	Prenatal and Postpartum Care	PPC Timeliness	4665	6082	76.70%	281	342	82.16%	93.92%	77.78%	82.16%	4.38%	79.32%	85.89%	89.29%	92.21%
PPC	Prenatal and Postpartum Care	PPC Postpartum	4444	6082	73.07%	273	342	79.82%	78.83%	76.90%	79.82%	2.92%	71.11%	76.40%	79.56%	83.70%
W30	Well-Child Visits in the First 30 Months of Life	W30 First 15 Months	3573	6911	51.70%				65.45%	55.23%	51.70%	-3.53%	44.99%	54.92%	61.25%	68.33%
W30	Well-Child Visits in the First 30 Months of Life	W30 15-30 Months	4502	7568	59.49%					65.17%	59.49%	-5.68%	66.43%	70.67%	76.12%	82.82%
WCV	Child and Adolescent Well-Care Visits	WCV Total	85856	159402	53.86%					43.10%	53.86%	10.76%	39.41%	45.31%	53.83%	61.97%

## Key trends:

- Improvements noted in ADV, PPC, and WCV in MY2021.
- Rates for African-American members are lower than for the overall CountyCare population and as compared to other race groups.



# HEDIS Performance – MY2021

HEDIS Measure Performance Report: CountyCare Health Plan															
Healthy Adults		MY 2021 Admin			MY2021 Hybrid			MY2019 - MY2021 Comparison				Quality Compass 2021 Medicaid Percentiles			
Measure Abbrev	Measure Name	Total Num	Denom	MY2021 Admin Rate	Hybrid Total Num	Hybrid Sample Denom	MY2021 Hybrid Rate	MY2019 FINAL RATE	MY2020 FINAL RATE	MY2021 FINAL RATE	MY2021-MY2020 Rate Diff	Percentile 25th	Percentile 50th	Target Percentile 75th	Percentile 90th
AAP	Adult Access to Preventative/Ambulatory Svcs	129368	181082	71.44%				79.24%	73.63%	71.44%	-2.19%	73.17%	78.30%	81.97%	84.78%
BCS	Breast Cancer Screening	8848	17387	50.89%				65.09%	53.50%	50.89%	-2.61%	48.07%	53.93%	58.70%	63.77%
CCS	Cervical Cancer Screening	47844	91374	52.36%	237	395	60.00%	61.22%	60.71%	60.00%	-0.71%	51.80%	59.12%	63.66%	67.99%

## Key trends:

- Most measures in this group remained relatively stable from MY2020.
- Performance rates in DIA zip codes are similar to CountyCare overall administrative performance rates.



# HEDIS Performance – MY2021

HEDIS Measure Performance Report: CountyCare Health Plan																
Chronic Disease			MY 2021 Admin			MY2021 Hybrid			MY2019 - MY2021 Comparison				Quality Compass 2021 Medicaid Percentiles			
Measure Abbrev	Measure Name	Submeasure Name	Total Num	Denom	MY2021 Admin Rate	Hybrid Total Num	Hybrid Sample Denom	MY2021 Hybrid Rate	MY2019 FINAL RATE	MY2020 FINAL RATE	MY2021 FINAL RATE	MY2021-MY2020 Rate Diff	Percentile 25th	Percentile 50th	Target Percentile 75th	Percentile 90th
CBP	Controlling High Blood Pressure		5742	27757	20.69%	187	411	45.50%	50.12%	43.80%	45.50%	1.70%	50.61%	55.35%	62.53%	66.79%
CDC	Comprehensive Diabetes Care	CDC HbA1c Screen	17304	20359	84.99%	352	411	85.64%	88.81%	83.94%	85.64%	1.70%	80.29%	82.97%	86.13%	88.08%
CDC	Comprehensive Diabetes Care	CDC Eye Exam	9675	20359	47.52%	209	411	50.85%	55.96%	52.07%	50.85%	-1.22%	45.01%	51.36%	57.91%	63.02%
KED	Kidney Health Eval for Patients with Diabetes		9147	20082	45.55%					36.72%	45.55%	8.83%	-	-	-	-

## Key trends:

- Most significant improvement in KED and relative stability in other measures of this group in MY2021.
- Blood pressure control in DIA zip codes is significantly lower than the hybrid rate for the CountyCare population, but similar to the overall administrative rate.
- KED is much lower for the African-American population.





# HEDIS Performance – MY2021

HEDIS Measure Performance Report: CountyCare Health Plan																
Behavioral Health			MY 2021 Admin			MY2021 Hybrid			MY2019 - MY2021 Comparison				Quality Compass 2021 Medicaid Percentiles			
Measure Abbrev	Measure Name	Submeasure Name	Total Num	Denom	MY2021 Admin Rate	Hybrid Total Num	Hybrid Sample Denom	MY2021 Hybrid Rate	MY2019 FINAL RATE	MY2020 FINAL RATE	MY2021 FINAL RATE	MY2021-MY2020 Rate Diff	Percentile 25th	Percentile 50th	Target Percentile 75th	Percentile 90th
AMM	Antidepressant Medication Management	Acute	3210	5026	63.87%				52.27%	59.20%	63.87%	4.67%	52.12%	56.66%	61.83%	67.74%
AMM	Antidepressant Medication Management	Continuation	2133	5026	42.44%				34.07%	40.28%	42.44%	2.16%	36.70%	40.28%	45.61%	52.49%
FUH	Follow-Up After Hospitalization for Mental Illness	FUH30 Total	1735	4216	41.15%				40.80%	42.15%	41.15%	-1.00%	51.90%	60.08%	67.53%	73.30%
FUH	Follow-Up After Hospitalization for Mental Illness	FUH7 Total	987	4216	23.41%				24.04%	25.84%	23.41%	-2.43%	30.86%	38.95%	47.54%	55.92%
IET	Initiation and Engagement of Alcohol and Other Drug Dependence Treatment	IET Initiation	6060	9594	63.16%				44.56%	59.82%	63.16%	3.34%	40.96%	44.85%	48.85%	54.13%
IET	Initiation and Engagement of Alcohol and Other Drug Dependence Treatment	IET Engagement	1005	9594	10.48%				12.55%	11.93%	10.48%	-1.45%	9.38%	13.98%	17.76%	22.84%

## Key trends:

- Most significant improvement in AMM Acute and IET Initiation and relative stability in other measures of this group in MY2021.
- FUH (7-day and 30-day follow-up) lower for African-American population comparatively.



# Quality Opportunities and Strategies

- Urgent care network development
- Telehealth providers, including behavioral health
- Enhanced member rewards
- Launching Behavioral Health workgroup for CY2023
- Developing dedicated care management teams and maternal/child programs
- Significant focus on ensuring members have seen a PCP in the past 12 months
- Pursuing options to receive better demographic data for members
- Health fairs focused on screenings for members



# SOCIAL RISK FACTORS >18 years

Social Risk Factors Identified by CMEs Among Adults 18+ years										
July 2021 - June 2022	Access		ACHN-CCC		HP		MHN		Combined	
Total screened	11,850		5,788		19,652		42,685		79,975	
Help with food, clothing, shelter	8,466	71.4%	319	5.5%	542	2.8%	3,390	7.9%	12,717	15.9%
Lack of transportation	16	0.1%	NR		NR		3,591	8.4%	3,607	4.5%
Difficulty paying for medication	NR		682	11.8%	3,222	16.4%	1,727	4.1%	5,631	10.9%
Self-reported health of fair or poor	2,311	19.5%	269	4.7%	1,022	5.2%	6,111	14.3%	9,713	7.0%
Physically or emotionally abused	NR		1,015	17.5%	3,694	18.8%	1,233	2.9%	5,942	7.4%
BMI over 30	6,998	59.1%	112	1.9%	153	0.8%	9,816	23.0%	17,079	21.3%
Depression	52	0.4%	890	15.4%	2,527	12.9%	3,322	7.8%	6,791	8.5%
Homeless or in shelter	133	1.1%	140	2.4%	467	2.4%	248	0.6%	988	1.2%
Alcohol or drug abuse	NR		3,623	62.6%	7,640	38.9%	553	1.3%	11,816	14.8%
Refuses smoking cessation	NR		1,788	30.9%	8,727	44.4%	497	1.2%	11,012	13.8%



# SOCIAL RISK FACTORS <18 years

Social Risk Factors Identified by CMEs Among Children 0 - 17 years										
July 2021 - June 2022	Access		ACHN-CCC		HP		MHN		Combined	
Total screened	10,642		1,577		7,326		17,759		37,304	
Help with food, clothing, shelter	1,617	15.2%	1	0.1%	3	0.0%	1,243	7.0%	2,864	7.7%
Lack of transportation	NR		NR		NR		829	4.67%	829	2.2%
Difficulty paying for medication	NR		65	4.2%	112	1.5%	577	3.25%	754	2.0%
Self-reported health of fair or poor	NR		7	0.4%	106	1.4%	660	3.72%	773	2.1%
Physically or emotionally abused	NR		122	7.8%	1,641	22.4%	NR		1,763	4.7%
BMI over 30	1,180	11.1%	0	0.0%	11	0.2%	NR		1,191	3.2%
Depression	6	0.05%	46	3.0%	641	8.7%	79	0.44%	772	2.1%
Homeless or in shelter	6	0.05%	17	1.1%	68	0.9%	NR		91	0.2%
Refuses smoking cessation	NR		50	3.2%	234	3.2%	NR		284	0.8%

# Food and Nutrition Intervention

## EXHIBIT 3

Gunderson et al 2015

### Summary Of Research On Food Insecurity And Health Among Nonsenior Adults In The United States And Canada Published During 2004-14

Authors	Title	Data source	Central findings
Whitaker et al. (Note 10)	Food insecurity and the risks of depression and anxiety in mothers and behavior problems in their preschool-aged children.	1998-2000 Fragile Families and Child Wellbeing Study	Food-insecure mothers had 2.2 (95% CI: 1.6, 2.9) times higher rates of mental health issues than fully food-secure mothers. The odds of behavioral problems among children with food-insecure mothers were 2.1 (95% CI: 1.6, 2.7) times higher than among children with food-secure mothers.
Muirhead et al. (Note 18)	Oral health disparities and food insecurity in working poor Canadians.	2007 nationally representative stratified random sample of working poor Canadians ages 18-64	Odds of oral health problems among the working poor with food insecurity were 3.31 times higher ( $p < 0.001$ ) than among those with food-secure households.
Park et al. (Note 25)	Iron deficiency is associated with food insecurity in pregnant females in the United States: National Health and Nutrition Examination Survey 1999-2010.	1999-2010 NHANES	Odds of iron deficiency (classified by ferritin status) among pregnant women ages 13-54 with food insecurity were 2.90 times higher ( $p < 0.05$ ) than among pregnant women who were food secure.
Heflin et al. (Note 26)	Food insufficiency and women's mental health: findings from a 3-year panel of welfare recipients.	Women's Employment Study, 1997-99	Women's changing food insufficiency status was positively associated with a change in major depression status ( $p < 0.01$ ). No apparent results were found for the association of food-insufficiency status and a woman's sense of mastery, or being a causal agent in her environment.
Casey et al. (Note 29)	Maternal depression, changing public assistance, food security, and child health status.	Children's Sentinel Nutritional Assessment Program household-level survey, 1998-2001 (at emergency departments and primary care clinics)	Self-report of maternal depression was associated with loss or reduction of welfare support (50% [95% CI: 3, 125]) as well as being two times more likely to experience household food insecurity.
Seligman et al. (Note 31)	Food insecurity is associated with diabetes mellitus: results from the National Health Examination and Nutritional Examination Survey (NHANES) 1999-2002.	1999-2002 NHANES	Food-insecure individuals have approximately twice the odds of experiencing diabetes (95% CI: 1.1, 4.0), compared to food-secure individuals. Diabetes was reported in 10% of individuals with mild, and 16% of individuals with severe, food insecurity.

# Zip code Data

Top 10 Values by ZIPs With More Than 500 Current Members

ZIP	Region	dia_zip	Food Insecurity Rate	Current Members	% Current Membership
60621	South Chicago	Y	41%	7,742	1.9%
60624	West Chicago	Y	37%	9,306	2.3%
60636	Southwest Chicago	Y	36%	8,842	2.1%
60653	South Chicago	Y	33%	5,747	1.4%
60827	Far Southeast Chicago	Y	32%	4,984	1.2%
60649	South Chicago	Y	32%	9,113	2.2%
60637	South Chicago	Y	32%	10,043	2.4%
60644	West Chicago	Y	32%	10,650	2.6%
60472	South Suburbs	Y	31%	748	0.2%
60628	Far Southeast Chicago	Y	31%	12,012	2.9%
Grand Total	-	-	34%	79,187	19.2%



# Food and Nutrition Programming - 2023

- CountyCare recently completed and RFP to partner for food and nutrition programming for members
- Board transmittal request for approval planned for November/December timeframe
- Programming Opportunities Include:
  - Medically-Tailored Meals – Maternity, Diabetes, Obesity
  - Post-Discharge Meal Support
  - Produce/Health Food Box programs
  - Nutrition Platform and Member Access to Dieticians
  - SNAP benefit application and program support for members



Strategic Pillar:  
Health Equity,  
Community  
Health and  
Integration

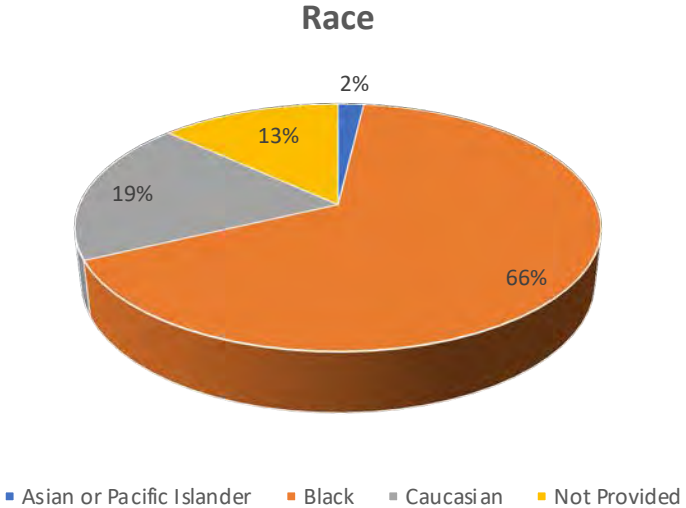
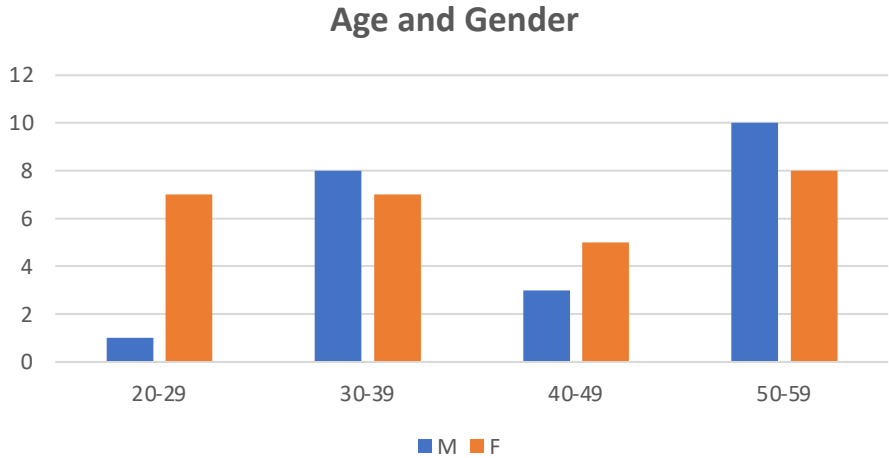
Health Equity: Create just spaces where our patients' and community's comprehensive health needs are fully met and guide our development.





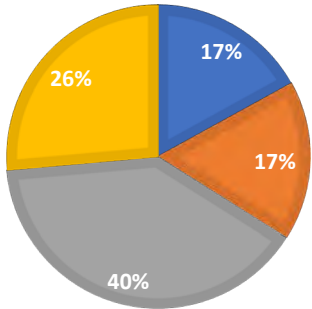
# Flexible Housing Pool Cohort Demographic Data

CountyCare 53 housed members as of 10/2022



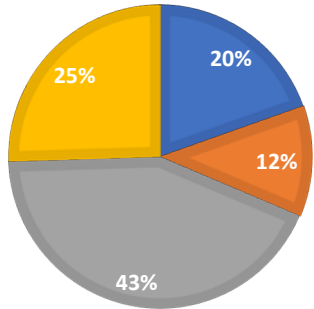
## MENTAL HEALTH AND SUBSTANCE USE DISORDER

■ MH ■ SUD ■ Both ■ Neither



## CHRONIC CONDITIONS

■ Diabetes ■ Asthma ■ Hypertension ■ Obesity



\*Initial Data shows significant reduction in inpatient and ER utilization post-housing intervention

# Utilization Statistics & Analysis

## Top Five Medical Diagnoses by Race

Top Five Medical Diagnoses by Race, HealthChoice					
African American/Black		Caucasian/White		Race Not Provided	
Diagnosis	Encounters	Diagnosis	Encounters	Diagnosis	Encounters
Contact with and (suspected) exposure to communicable diseases	67,189	Contact with and (suspected) exposure to communicable diseases	44,821	Encounter for immunization	56,957
<b>Essential (primary) hypertension</b>	<b>60,867</b>	Encounter for immunization	40,085	Contact with and (suspected) exposure to communicable diseases	53,337
<b>Chronic kidney disease (CKD)</b>	<b>60,285</b>	Type 2 diabetes mellitus	32,279	Encounter for screening for infectious and parasitic diseases	28,303
Type 2 diabetes mellitus	50,728	Encounter for supervision of normal pregnancy	25,364	Disorders of refraction and accommodation	28,203
Encounter for screening for infectious and parasitic diseases	48,625	Abdominal and pelvic pain	24,491	Acute upper respiratory infections of multiple and unspecified sites	23,133

- African Americans have the highest diagnosis of Essential Hypertension; chronic conditions are more frequent in African American members.
- Contact with or exposure to communicable diseases was the most frequent diagnosis for African American and Caucasian race groups.

# Outpatient Visits by Race, Gender and DIA

Top Five Outpatient Diagnoses by Race, HealthChoice					
African American/Black		Caucasian/White		Race Not Provided	
Diagnosis	Encounters	Diagnosis	Encounters	Diagnosis	Encounters
<b>Chronic kidney disease (CKD)</b>	49,799	Type 2 diabetes mellitus	15,031	Contact with and (suspected) exposure to communicable diseases	17,136
<b>Essential (primary) hypertension</b>	27,989	Chronic kidney disease (CKD)	14,607	Encounter for screening for infectious and parasitic diseases	11,097
Type 2 diabetes mellitus	23,787	Contact with and (suspected) exposure to communicable diseases	13,384	Type 2 diabetes mellitus	9,480
Other joint disorder, not elsewhere classified	21,549	Other joint disorder, not elsewhere classified	12,946	Encounter for supervision of normal pregnancy	8,454
Encounter for screening for infectious and parasitic diseases	20,245	Encounter for supervision of normal pregnancy	11,884	Acute upper respiratory infections of multiple and unspecified sites	8,271

Top Five Outpatient Diagnoses by Gender, HealthChoice			
Female		Male	
Diagnosis	Encounters	Diagnosis	Encounters
Encounter for supervision of normal pregnancy	35,640	<b>Chronic kidney disease (CKD)</b>	40,576
<b>Chronic kidney disease (CKD)</b>	34,661	<b>Type 2 diabetes mellitus</b>	21,953
<b>Type 2 diabetes mellitus</b>	29,855	Contact with and (suspected) exposure to communicable diseases	18,929
Contact with and (suspected) exposure to communicable diseases	29,174	Essential (primary) hypertension	17,881
Encounter for screening for infectious and parasitic diseases	29,046	Other joint disorder, not elsewhere classified	17,572

Top Outpatient Diagnoses	
HealthChoice: Disproportionately Impacted Areas	
Diagnosis	Encounters
<b>Chronic kidney disease (CKD)</b>	61,715
<b>Type 2 diabetes mellitus</b>	40,815
Contact with and (suspected) exposure to communicable diseases	38,037
Essential (primary) hypertension	35,728
Other joint disorder, not elsewhere classified	35,320



# Care Management Population Trends by Geography, DIA, & Race

- Geography
  - More ICP members live in urban zip codes (74.8%) compared to rural zip codes (25.2%).
  - More high-risk members live in urban zip codes (72.9%) compared to rural zip codes (27.1%).
- DIA
  - Significantly more SNC members live in DIA zip codes (83.9%) compared to non-DIA zip codes (16.1%).
  - There is an increased number of high-risk members living in DIA zip codes (78.6%) compared to non-DIA zip codes (21.4%).
- Race/Ethnicity
  - For moderate risk members, the highest percentage identify as Black or African American, then Caucasian, then Asian or Pacific Islander, and the lowest percentage identify as American Indian or Alaskan Native.
  - For ACA members, the highest percentage identify as Black or African American, then Caucasian, then Asian or Pacific Islander, then American Indian or Alaskan Native, then Other Race or Ethnicity, and the lowest percentage identify as Hispanic.



# Pillar 3 – Maternal and Child Health

## Equity Initiatives

### March of Dimes Implicit Bias Training Offerings

- **Currently in contracting process** to offer training for providers and CC/CM serving pregnant members and children in DIA regions.
- **Course offerings**
  - Live webinar training - care coordination staff (125)
  - Self-paced e-learning training course for providers (275).
- **Implicit Bias Training includes** 4 key issues:
  - Overview of implicit bias and personal assessment
  - Historical overview of structural racism in the U.S.
  - Strategies to mitigate racial bias in maternity care
  - Building a culture of equity within an organization
- **Timeline: tracking to kick-off training in Q4 2022.**

### Community Health Worker Outreach to Pregnant Members

- Reporting developed- identifies members currently pregnant.
- **Developed a process for Community Health Workers to outreach** to currently pregnant members.
  - **Goal of outreach:**
    - Engage members during pregnancy
    - Assist with timely linkage to prenatal care if needed
    - Educate on benefits, incentives and Brighter Beginnings program
    - Improve completion of post-partum visit after delivery.
- **Targeting members in regions with significant proportion (>90%) with DIA zip codes.** Outreach volume, outcomes and demographics will be tracked for future analysis.

### Diaper Bag Pilot Program

- **CountyCare partnered with an FQHC for a diaper bag pilot program.**
- Goals of the pilot program:
  - Tracking completion of services including prenatal visits, postpartum visits, well-child services
  - Consistent engagement in CM services through pregnancy
  - Improved engagement with health plan, benefits and rewards
  - Retention in care and health plan coverage
- **Timeframe:** diaper bags distributed to partner clinic for distribution to pregnant members through Q4 2022.
- **50 diaper bags** were distributed to Friend Family Health Center (**60615**)

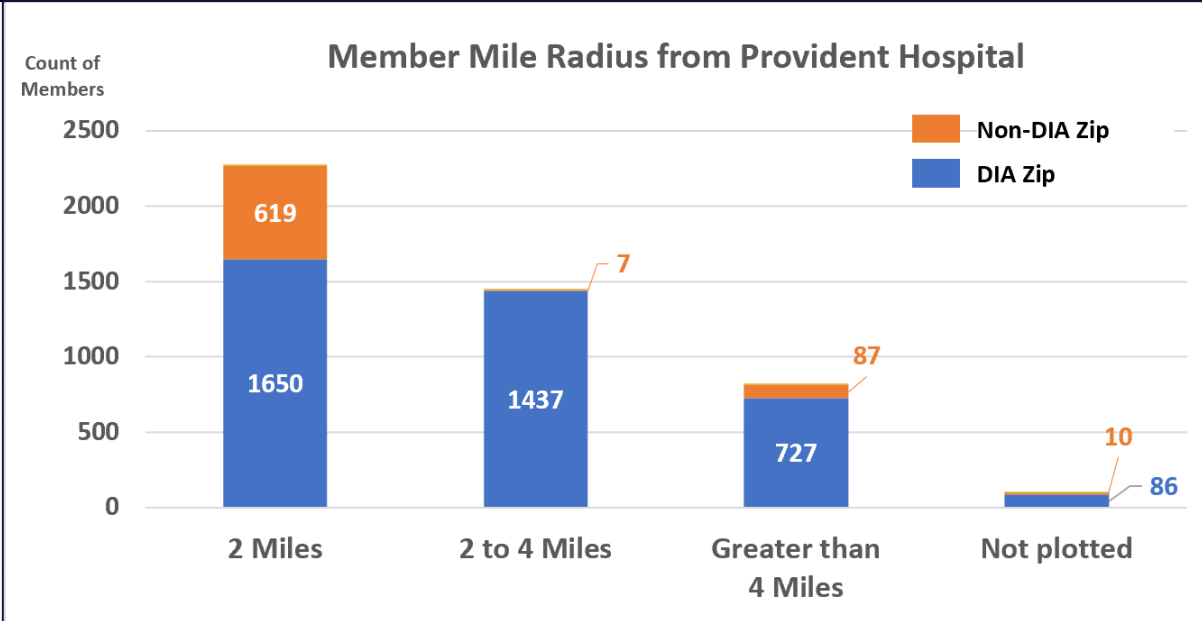
# Provident Health Fair and Call Outreach

CCH Member Gaps by DIA Area and Member Mile Radius from Provident

Members in DIA areas have lower compliance in BCS, HbA1c Screening, and KED measures.

HEDIS Measure Performance Report: CountyCare Health Plan										
Dates of Service through August 15, 2022										
Meas Abbr	Measure Name	Total Num	Denom	Admin		Percentile				CountyCare Rate
				Needed Mbrs to Target	Current Rate	Percentile 25th	Percentile 50th	Target Percentile 75th	Percentile 90th	
AAP	Adult Access to Preventative/Ambulatory Services	2620	4612	1161	56.81%	73.17%	78.30%	81.97%	84.78%	59.42%
BCS	Breast Cancer Screening	374	755	70	49.54%	48.07%	53.93%	58.70%	63.77%	48.12%
CBP	Controlling High Blood Pressure	352	1017	284	34.61%	50.61%	55.35%	62.53%	66.79%	21.14%
CCS	Cervical Cancer Screening	642	2086	686	30.78%	51.80%	59.12%	63.66%	67.99%	47.17%
CDC	CDC HbA1c Screen	418	621	117	67.31%	80.29%	82.97%	86.13%	88.08%	71.83%
CDC	CDC Eye Exam	246	621	114	39.61%	45.01%	51.36%	57.91%	63.02%	33.92%
KED	Kidney Health Evaluation for Patients With Diabetes	184	596	-	30.87%	-	-	-	-	31.28%

Meas Abbr	Measure Name	Compliance Rate Comparison		
		Non-DIA Members	DIA Members	DIA to non-DIA Difference
AAP	Adult Access to Preventative/Ambulatory Services	52.22%	57.66%	5.43%
BCS	Breast Cancer Screening	55.17%	48.80%	-6.37%
CBP	Controlling High Blood Pressure	33.61%	34.74%	1.13%
CCS	Cervical Cancer Screening	28.57%	31.17%	2.60%
CDC	CDC HbA1c Screen	77.46%	66.00%	-11.46%
CDC	CDC Eye Exam	38.03%	39.82%	1.79%
KED	Kidney Health Evaluation for Patients With Diabetes	43.06%	29.20%	-13.86%



Health Fair Call Outreach	
Measure	Members with Remaining Gaps
Adult Access to Preventative/Ambulatory Services	1992
Cervical Cancer Screening	1444
Controlling High Blood Pressure	665
Kidney Health Evaluation for Patients With Diabetes	412
Breast Cancer Screening	381
CDC Eye Exam	375
CDC HbA1c Screen	203

## Strategic Pillar: Growth and Retention

**Growth, Innovation & Transformation:** Lead the journey to effective care and better health outcomes through sound infrastructure and transformative access to care resources.

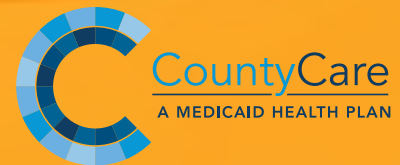


# **COUNTYCARE 22-23 CHOICE CAMPAIGN UPDATE**

**Caryn Stancik**

**Chief Communications & Marketing Officer**

**October 24, 2022**



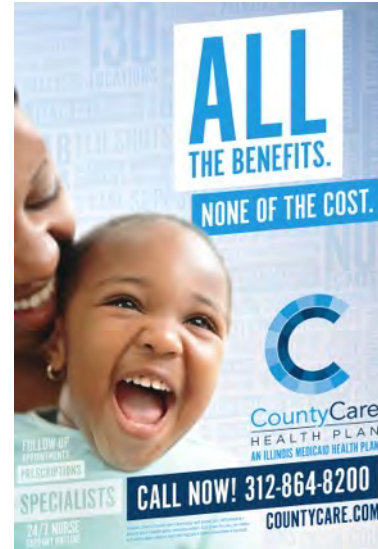


# Previous Campaigns

# CHOICE CAMPAIGNS 2016-2021



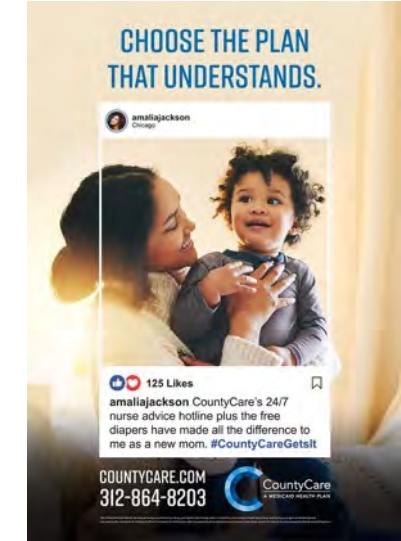
2016



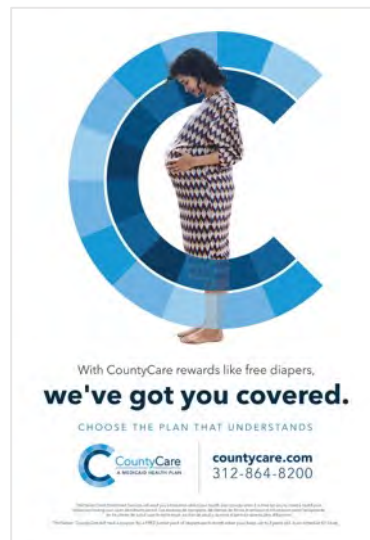
2017



2018



2019



2020



2021



# 2021 CHOICE CAMPAIGN AWARDS



**Aster Awards**  
HONORING EXCELLENCE IN HEALTHCARE ADVERTISING

**GOLD**

Total Advertising Campaign

May 2022



**BRONZE**

Total Digital Marketing Campaign

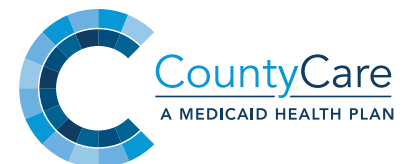
May 2022



**AWARD OF MERIT**

Advertising Campaign

October 2022

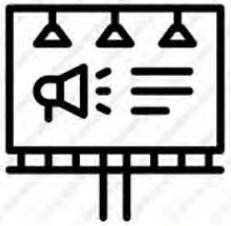


# “COUNTYCARE IS THERE” CAMPAIGN OVERVIEW

October 2021-May 2022

## 179.4M Total Campaign Impressions

*57.65% increase over the previous campaign year*



**123.1M**  
OOH  
Impressions



**13.5M**  
Broadcast &  
Streaming  
Impressions



**42.8M**  
Digital  
Impressions



**272.4K**  
Website  
Clicks



**22.9K**  
Calls to  
Call Center



**16.4K**  
Conversions

# 2022-23 Choice Campaign

# 2022-23 Campaign FOCUS GROUPS

- Seven focus group sessions held in August in English & Spanish
  - Legacy members (2 groups)
  - At Risk members (2 groups)
  - Members of alternate plans (3 groups)
- Positive prior experiences reinforced respondents' positive perception of campaign.
- Non-members were more informed on CountyCare than prior years, showcasing the growing brand recognition/reputation, impact of marketing efforts
- Respondents primarily preferred visuals that 1) showcase plan benefits and 2) have diverse, colorful imagery
- Respondent statements on this year's theme: "THERE'S A PLAN FOR THAT"
  - "It just makes you feel confident that you're covered no matter what you need."
  - "It's the most visually captivating."
  - "It looks positive, family oriented and it looks like it covers a lot."

# 2022-2023 CHOICE CAMPAIGN GOALS & STRATEGY

## Goals

- Retain & increase positive awareness among current members
- Increase market penetration to include suburbs
- Increase choice enrollment to offset expected attrition
- Support market share growth initiatives

## Strategy

- Reinforce the CountyCare promise to members
- Leverage expanded networks to elevate plan services
- Enhance awareness of brand to targeted audiences
- Promote new plan features & network expansion via audience segmentation

## Messaging Pillars

- Enhanced rewards & new premium benefits
- Expanding network of hospitals, providers, specialists, pharmacies & urgent care centers
- Premium coverage for new moms

## Audience

CountyCare historic Medicaid zip codes, opportunity & suburban zip code targeting

Historic Medicaid Zip Codes			
60608	Addams/Medill Park	60636	West Englewood
60609	Back of the Yards	60637	Woodlawn
60617	South Chicago	60639	Kelvyn Park (Belmont-Cragin, Hanson Park, Hermosa)
60618	Avondale (North of Logan)	60641	Belmont Gardens
60619	East Chatham	60644	South Austin
60620	Auburn Gresham	60647	Palmer Square (Logan Square, Bucktown, Hermosa)
60621	Englewood	60649	Jackson Park
60623	Little Village	60651	West Humboldt Park
60624	Garfield Park	60402	Berwyn
60628	Palmer Park (Roseland/Pullman)	60411	Chicago Heights/Ford Heights
60629	Marquette Park	60804	Cicero
60632	Brighton Park		

Suburban Cook Opportunity Zip Codes	
60409	Calumet City
60827	Calumet Park/Riverdale
60436	Harvey
60016	Des Plaines/Mt. Prospect
60056	Mount Prospect
60120	Elgin
60090	Wheeling
60153	Maywood
60155	Broadview
60104	Bellwood
60546	North Riverside
60160	Melrose Park

Chicago Opportunity Zip Codes	
60625	Lincoln Square/Albany Park
60645	West Ridge/Devon
60659	Edgewater/West Ridge
60626	Rogers Park/Loyola
60630	Jefferson Park
60634	Dunning
60616	Chinatown/Armour Square/South Commons
60653	Bronzeville/North Kenwood
60612	East Garfield Park/Smith Park
60646	Sauganash/North Park
60611	Streeterville
60661	West Loop
60607	West/South Loop







*Good Vision*

**THERE'S A PLAN FOR THAT**

PREMIUM VISION COVERAGE LIKE LASIK INCLUDED WITH COUNTYCARE

COUNTYCARE.COM



*Premium Benefits*

**THERE'S A PLAN FOR THAT**

COUNTYCARE IS A TOP-RATED MEDICAID PLAN THAT INCLUDES NO-COST DENTAL, VISION AND PRESCRIPTION COVERAGE

COUNTYCARE.COM



*Cobertura Sin Costo*

**HAY UN PLAN PARA ESO**

COUNTYCARE.COM



*Embarazo Saludable*

**HAY UN PLAN PARA ESO**

COBERTURA COMPLETA CUANDO ESTÁ EMBARAZADA Y DESPUÉS DE TENER A SU BEBÉ

COUNTYCARE.COM

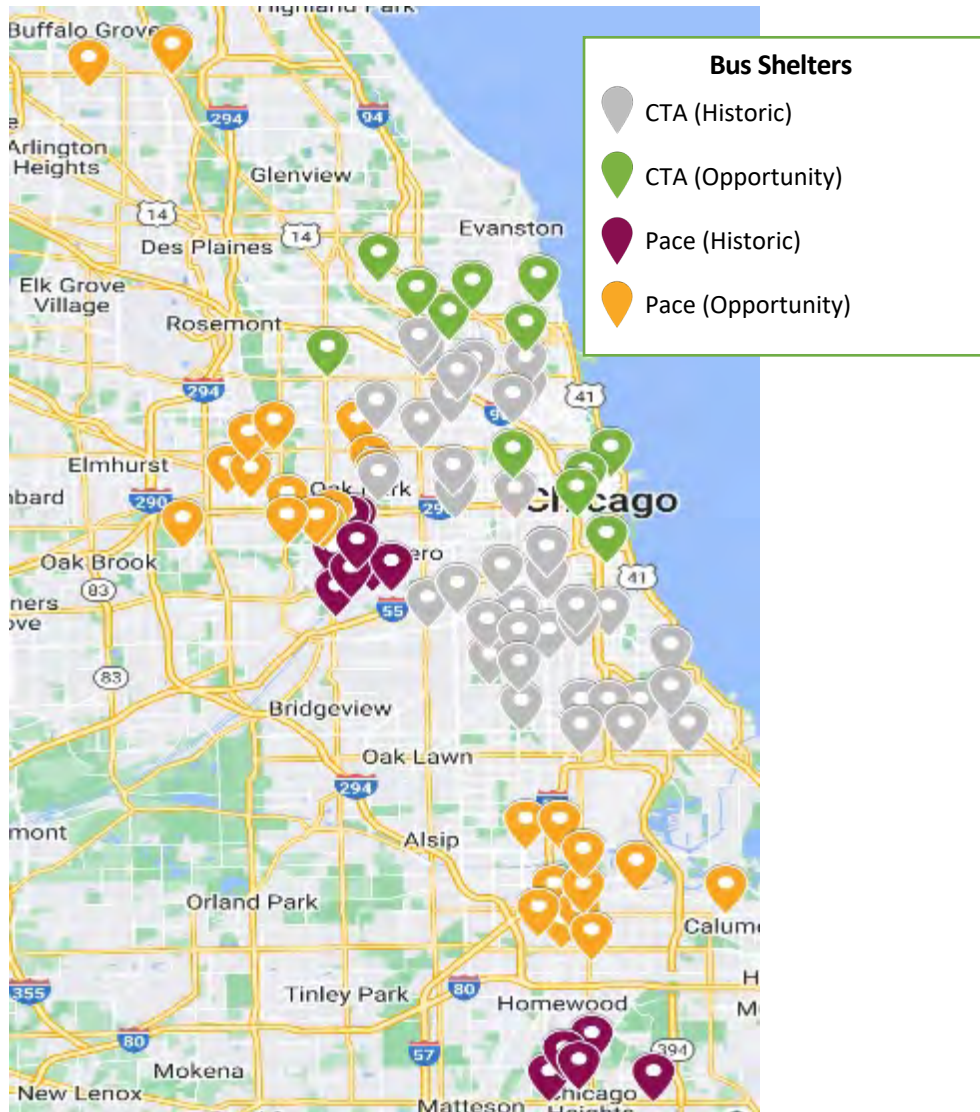


# MEDIA BUY & TIMELINE\*

		\$1.5M MEDIA BUY								
Platform		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Units
Digital \$300K	Google Search									
	Google Call-Only									
	Google Display									
	FB/IG									
	Twitter									
	TikTok									
	YouTube									
	Ogury									
	Email (Live Intent)									
	Transit \$415K	Transit - CTA								
Bus Shelters - Pace										40
Transit- Pace and Metra										~80
Bus Shelters- CTA										50
OOH \$445K	Ogden/Roosevelt Billboard									1
	Static Billboards									19
	Digital Billboards									3 highway billboards
	City Store Boards									150
	Wallart/Wallscapes									TBD
	Grocery Stores									~50 locations
	Grocery/Pharmacy									8 locations
Broadcast & Streaming \$335K	Broadcast									~400 spots
	Local Cable/Streaming (EffectTV)									2,000+ spots
	Streaming Video									

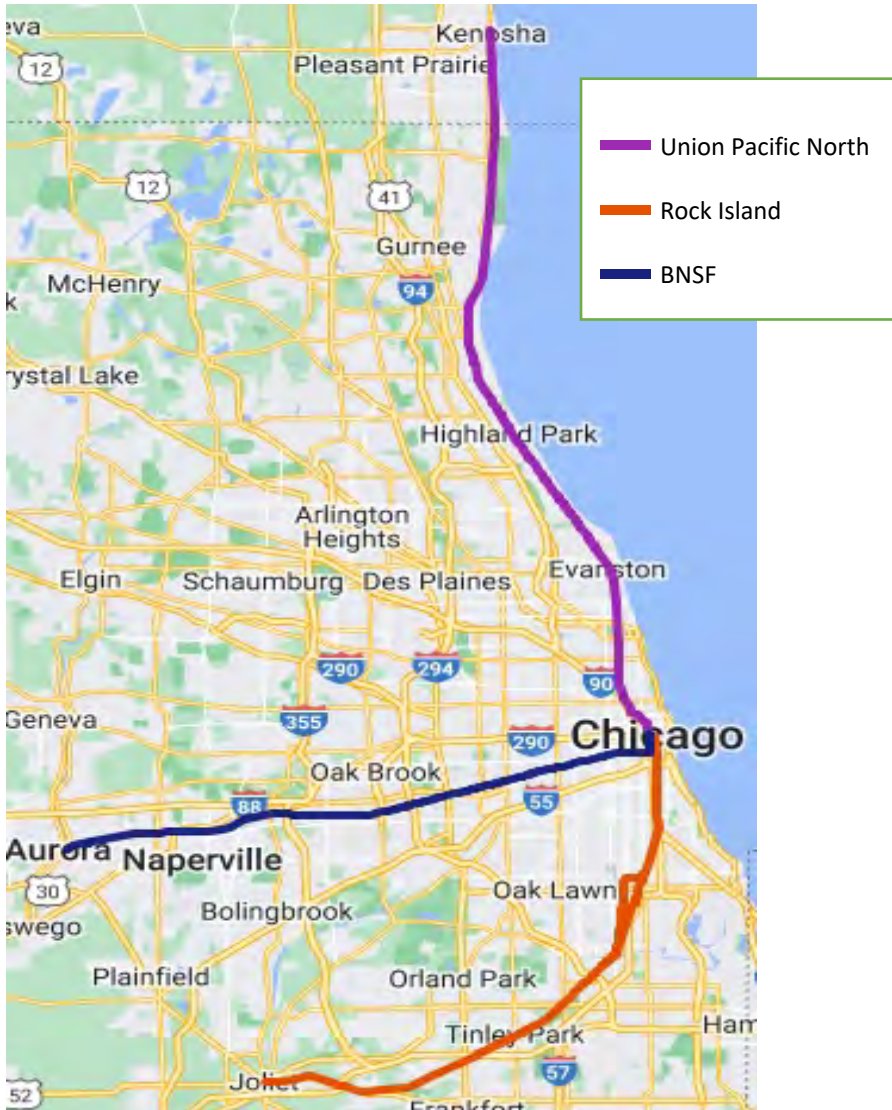
\*As planned. Subject to change.

# OUT OF HOME: CTA & Pace



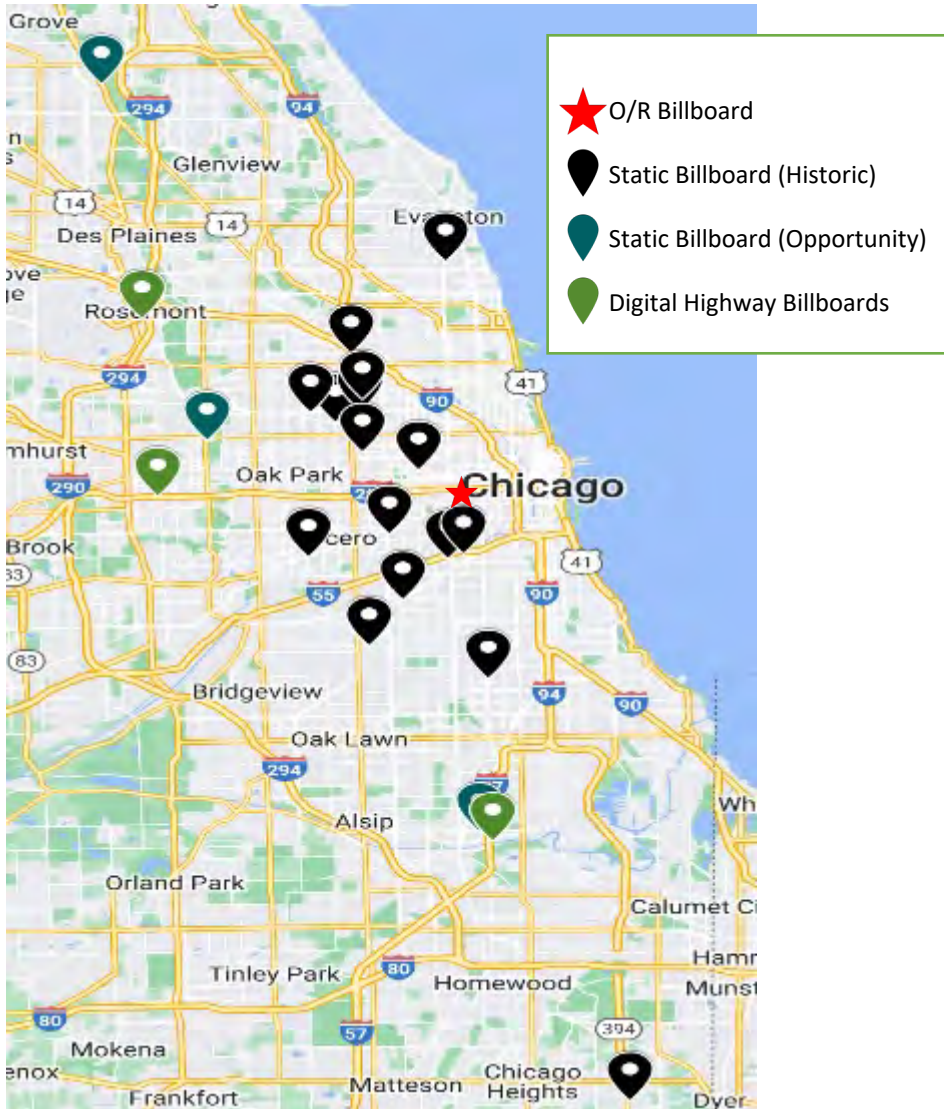
- Assets target CountyCare historic Medicaid and opportunity zip codes.
- Creative consists of 12 total iterations in English & Spanish highlighting urgent care, premium benefits, dental, vision, healthy pregnancies, expanded pharmacy & hospital network and no-cost coverage.
- CTA breakdown
  - 50 bus shelters
  - 20 full backs, 100+ tails, 300 interior cards and 50 rail 2-sheets
  - 50 digital platform screens
  - 1x interactive transit kiosk
- Pace breakdown
  - 40 bus shelters
  - 15 kings
  - 15 tails

# OUT OF HOME: Metra



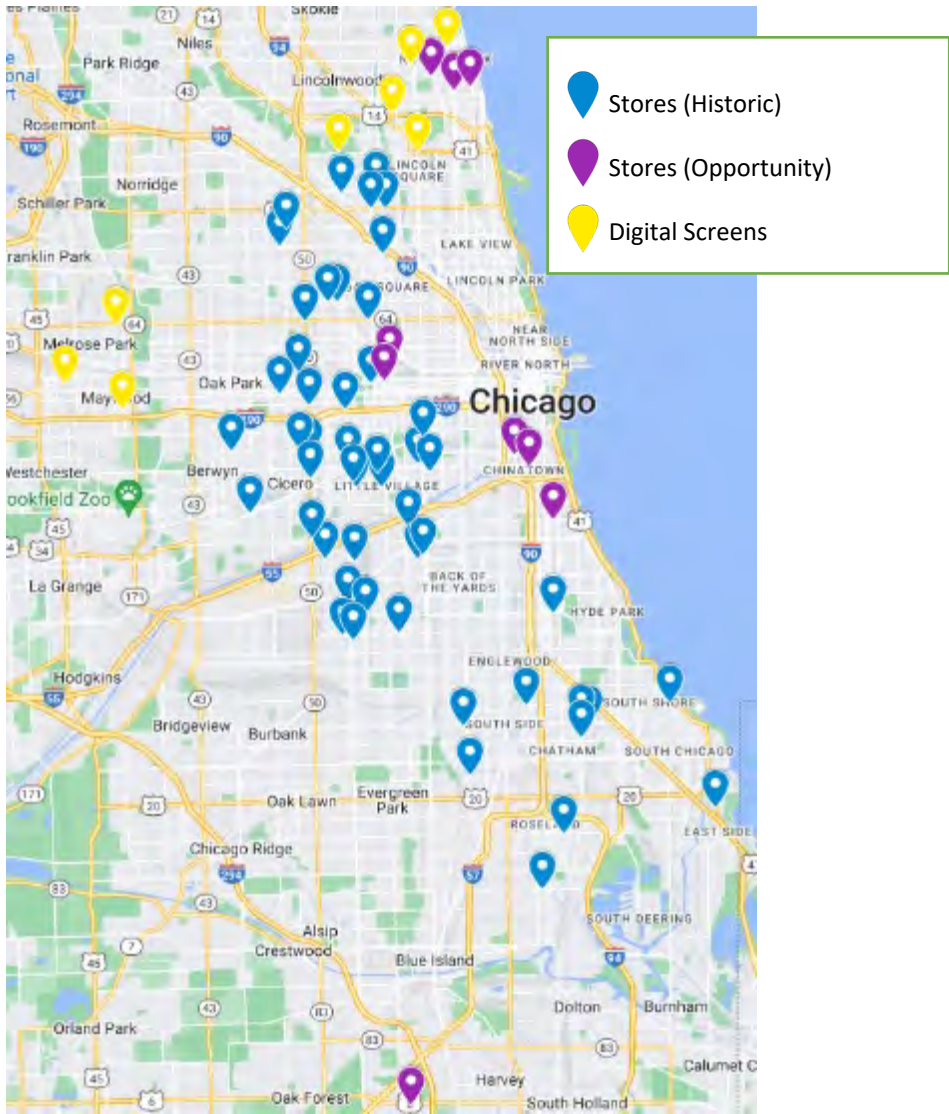
- 50 mini overhead posters throughout CountyCare historic Medicaid and opportunity zip codes for the following lines:
  - Union Pacific North (Opportunity, NorthShore)
  - Rock Island (Historic)
  - BNSF (Opportunity, Loyola)
- Creative consists of 4 total iterations, with 2 in English and 2 in Spanish, highlighting urgent care & vision benefits.

# OUT OF HOME: Billboards



- 23 total billboard locations secured throughout CountyCare historic Medicaid and opportunity zip codes.
  - Static Billboards: 16 located in historic & 3 in opportunity zip code areas
  - Digital highway billboards: 4 creative iterations at 3 locations
  - Ogden/Roosevelt billboard: 1 highlighting healthy pregnancies
- Creative iterations highlight healthy pregnancies, premium benefits & rewards, vision, dental, no-cost coverage and expanded hospital, pharmacy & urgent care networks.

# OUT OF HOME: Grocery Stores, City Store Boards, Wall Art



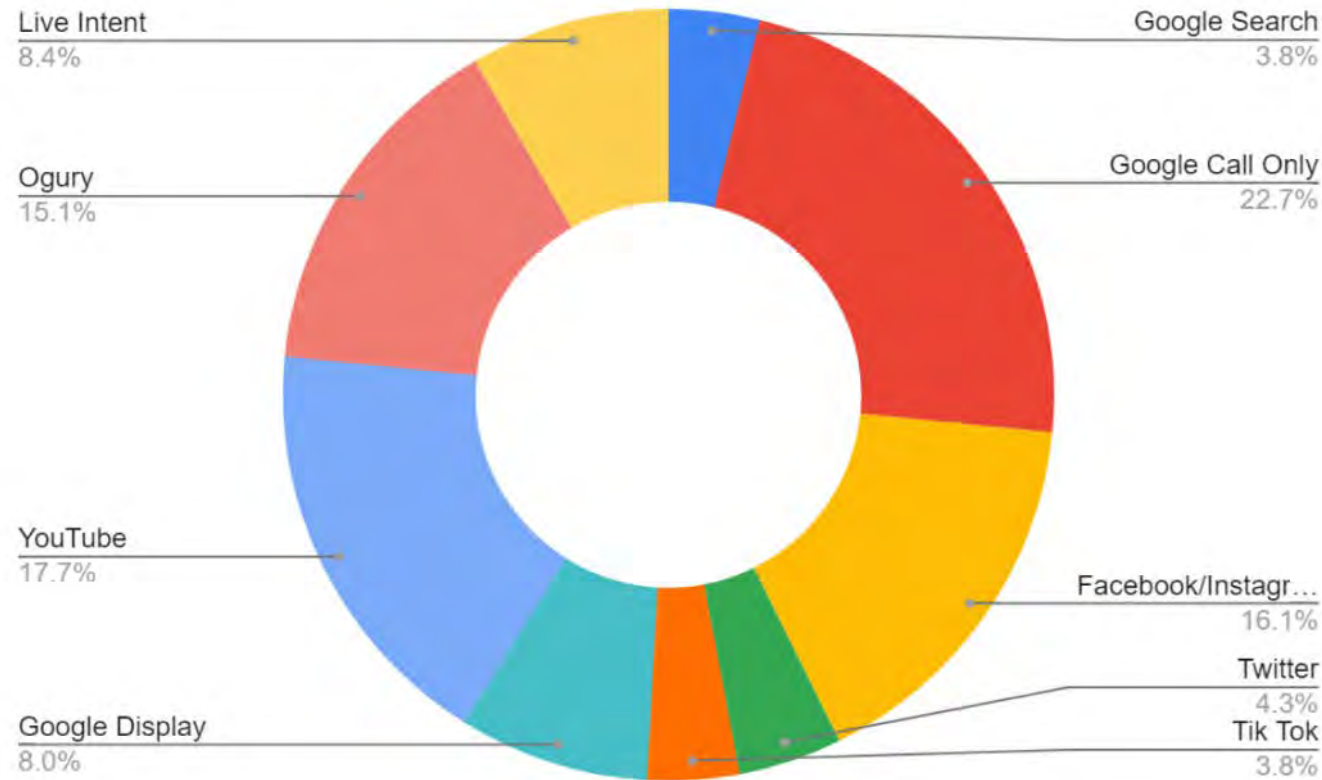
- 61 grocery locations, with 15 iterations each, throughout CountyCare historic Medicaid and opportunity zip codes.
- 8 digital screens at grocery & pharmacy locations in suburban Cook County.
- Creative iterations highlight healthy pregnancies, premium benefits & rewards, vision, dental, expanded network and no-cost coverage.
- 150 city store board locations identified throughout CountyCare historic Medicaid and opportunity zip codes.
- 2 wall art locations

# OUT OF HOME: Broadcast & Streaming

- Approximately 400 spots across local tv channels including WGN, Univision, the U, CW and Telemundo.
- 2,000+ spots on local cable tv during highly viewed programming including Bears pre and post games, NBA regular season, FIFA World Cup and NFL Thanksgiving Day.
- Broadcast channels & programming based on viewer demographics (age, race, etc.) and ratings to align with our target audience
- Commercial spots will also stream on Canela.



# DIGITAL: Integrated paid campaign



- Paid search (Google) and social (Facebook/Instagram/YouTube) will account for greatest share of budget to drive calls, clicks and impressions.
- Two new social tactics added to the campaign this year: Twitter and TikTok.
- Targeted mobile ad format will be utilized again for high-quality impressions.
- Introducing email display as a way to extend footprint and reach audience in a new environment.



# Estimated Campaign Metrics

## 175.5M Total Estimated Campaign Impressions

### BROADCAST & STREAMING

WGN-TV, Univision, Telemundo, The U, Canela, EffectTV stations including BET, ESPN, Food Network, Nick



**9.49M**  
Impressions

### TRANSIT

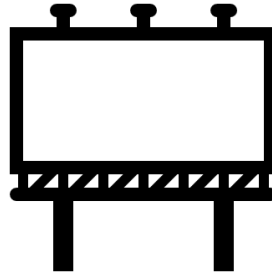
Bus Shelters (CTA/Pace), Bus & Train interiors/exteriors, Platforms posters, Digital screens



**99M**  
Impressions

### OUT-OF-HOME

Billboards, City Store Boards, Wall art, Grocery Stores



**28.4M**  
Impressions

### DIGITAL

Google Search/Call/Display, Facebook/Instagram, Twitter, TikTok, YouTube, Ogury, Live Intent



**38.4M**  
Impressions



**215.6K**  
Clicks



**30.2K**  
Calls

October 2022 through May 2023

**Thank you.**

*Creative Samples*

**THERE'S A PLAN FOR THAT**



CTA Bus Shelter

**Good Vision**  
THERE'S A PLAN FOR THAT  
PREMIUM VISION COVERAGE LIKE LASIK INCLUDED WITH COUNTYCARE

312-864-8203 COUNTYCARE.COM

**Buena Visión**  
HAY UN PLAN PARA ESO  
COBERTURA PREMIUM DE LA VISIÓN, COMO LASIK, INCLUIDA CON COUNTYCARE

312-864-8203 COUNTYCARE.COM

**Más Clínicas de Urgencias**  
HAY UN PLAN PARA ESO  
MÁS DE 100 UBICACIONES DE ATENCIÓN DE EMERGENCIA AHORA EN LA RED CON COUNTYCARE

312-864-8203 COUNTYCARE.COM

**Urgent Care**  
THERE'S A PLAN FOR THAT  
MÁS UBICACIONES CERCAS SIGUEN SIENDO UN BENEFICIO CON COUNTYCARE

312-864-8203 COUNTYCARE.COM

**Healthy Pregnancy**  
THERE'S A PLAN FOR THAT  
COMPLETE COVERAGE WHEN YOU'RE EXPECTING AND AFTER BABY ARRIVES

312-864-8203 COUNTYCARE.COM

**Embaraz Saludable**  
HAY UN PLAN PARA ESO  
COBERTURA COMPLETA DURANTE EL EMBARAZO Y DESPUÉS DE TENER A SU BEBÉ

312-864-8203 COUNTYCARE.COM

CTA Bus Interior Cards

**Good Vision**  
THERE'S A PLAN FOR THAT  
PREMIUM VISION COVERAGE LIKE LASIK INCLUDED WITH COUNTYCARE

312-864-8203 COUNTYCARE.COM

**Beneficios Premium**  
HAY UN PLAN PARA ESO  
COUNTYCARE ES UN PLAN DE MEDICAID DE PRIMERA CLASE QUE INCLUYE COBERTURA DENTAL, DE LA VISIÓN Y DE MEDICAMENTOS RECETADOS SIN COSTO

312-864-8203 COUNTYCARE.COM

**Healthy Pregnancy**  
THERE'S A PLAN FOR THAT  
COMPLETE COVERAGE WHEN YOU'RE EXPECTING AND AFTER BABY ARRIVES

312-864-8203 COUNTYCARE.COM

CTA Transit Kiosk

**Premium Benefits**  
THERE'S A PLAN FOR THAT  
COUNTYCARE IS A TOP-RATED MEDICAID PLAN THAT INCLUDES NO-COST DENTAL, VISION AND PRESCRIPTION COVERAGE

COUNTYCARE.COM 312-864-8203

CTA Rail 2-Sheets

**Urgent Care Coverage**  
THERE'S A PLAN FOR THAT  
100+ URGENT CARE LOCATIONS NOW IN NETWORK WITH COUNTYCARE

312-864-8203 COUNTYCARE.COM

**Sonrisa Saludable**  
HAY UN PLAN PARA ESO  
COUNTYCARE CUBRE LIMPIEZAS, RADIOGRAFIAS Y EMPASTES SIN COSTO PARA QUE PUEDA SEGUIR SONRIENDO

312-864-8203 COUNTYCARE.COM

**Healthy Pregnancy**  
THERE'S A PLAN FOR THAT  
COMPLETE COVERAGE WHEN YOU'RE EXPECTING AND AFTER BABY ARRIVES

312-864-8203 COUNTYCARE.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Sonrisa Saludable**  
**HAY UN PLAN PARA ESO**

COUNTYCARÉ CUBRE LIMPIEZAS, RADIOGRAFÍAS Y EMPASTES SIN COSTO PARA QUE PUEDA SEGUIR SONRIENDO

COUNTYCARÉ.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Good Vision**  
**THERE'S A PLAN FOR THAT**

PREMIUM VISION COVERAGE LIKE LASIK INCLUDED WITH COUNTYCARÉ

COUNTYCARÉ.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Premium Benefits**  
**THERE'S A PLAN FOR THAT**

COUNTYCARÉ IS A TOP-RATED MEDICAID PLAN THAT INCLUDES NO-COST DENTAL, VISION AND PRESCRIPTION COVERAGE

COUNTYCARÉ.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Beneficios de Farmacia**  
**HAY UN PLAN PARA ESO**

CON COUNTYCARÉ RETIRE LOS MEDICAMENTOS RECETADOS EN LAS TIENDAS DONDE YA HACE SUS COMPRAS

COUNTYCARÉ.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Cobertura Sin Costo**  
**HAY UN PLAN PARA ESO**

COUNTYCARÉ.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Embarazo Saludable**  
**HAY UN PLAN PARA ESO**

COBERTURA COMPLETA CUANDO ESTÁ EMBARAZADA Y DESPUÉS DE TENER A SU BEBÉ

COUNTYCARÉ.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Atención de Expertos**  
**HAY UN PLAN PARA ESO**

COUNTYCARÉ.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Urgent Care Coverage**  
**THERE'S A PLAN FOR THAT**

COUNTYCARÉ.COM

**CountyCare**  
A MEDICAID HEALTH PLAN

**Better Rewards**  
**THERE'S A PLAN FOR THAT**

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A MEDICAID HEALTH PLAN

**More Hospitals**  
**THERE'S A PLAN FOR THAT**

COUNTYCARÉ.COM

Google Display 250x250 EN



Google Display 250x250 SP



Google Display 728x90 EN



Google Display 728x90 SP



# Glossary of Digital Advertising Terms

**Search Campaigns** – Search ads are shown when individuals are **searching online (actively looking)** for your product or service.

- Text-based ads are shown when people are searching on any device.
- Call-based ads are shown in mobile devices only.

**Display Campaigns** – Banner ads shown on websites when individuals are **surfing online**, but not searching for your product or service.

**Email Display Campaigns (LiveIntent)** – Advertising technology platform that identifies and targets audiences via email.

**Targeted Mobile Journey (Ogury)** – Mobile advertising platform.

**Impressions** – The number of times your ad is seen.

**Clicks** – When an individual clicks your ad.

**Phone Calls** – The number of valid calls received as a result of users clicking on the phone number displayed on the ad.

**Reach** – The number of people that saw your ads at least once.





# Appendix





# 10 Year Retrospective

- October 23, 2022
  - Metrics
  - Membership
  - Accomplishments
  - Choice Campaigns



# Metrics over the 10 years

## Longest Members of CountyCare\*

- 5 year 238, 861
- 6 years 196,764
- 7 years 128,055
- 8 years 79,248
- 9+ years 36,558
- 10 years TBD 12/1

## Number of Members

- Day 1 1,048
- Year 1 17,766
- Unique members over the years 938,045

\* Eligible at various points in time throughout the years



# Metrics over the 10 years

## Total Claims

- 32,455,563

## Prescriptions

- 75,264,838

## Total Appointments

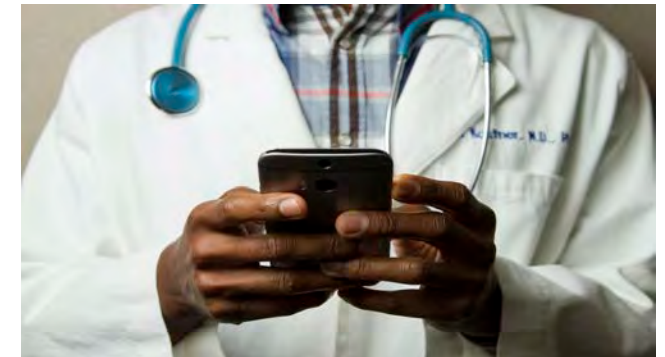
- 8,751,513

## Immunizations

- 1,486,425

## Colorectal Cancer Screenings

- 35,186



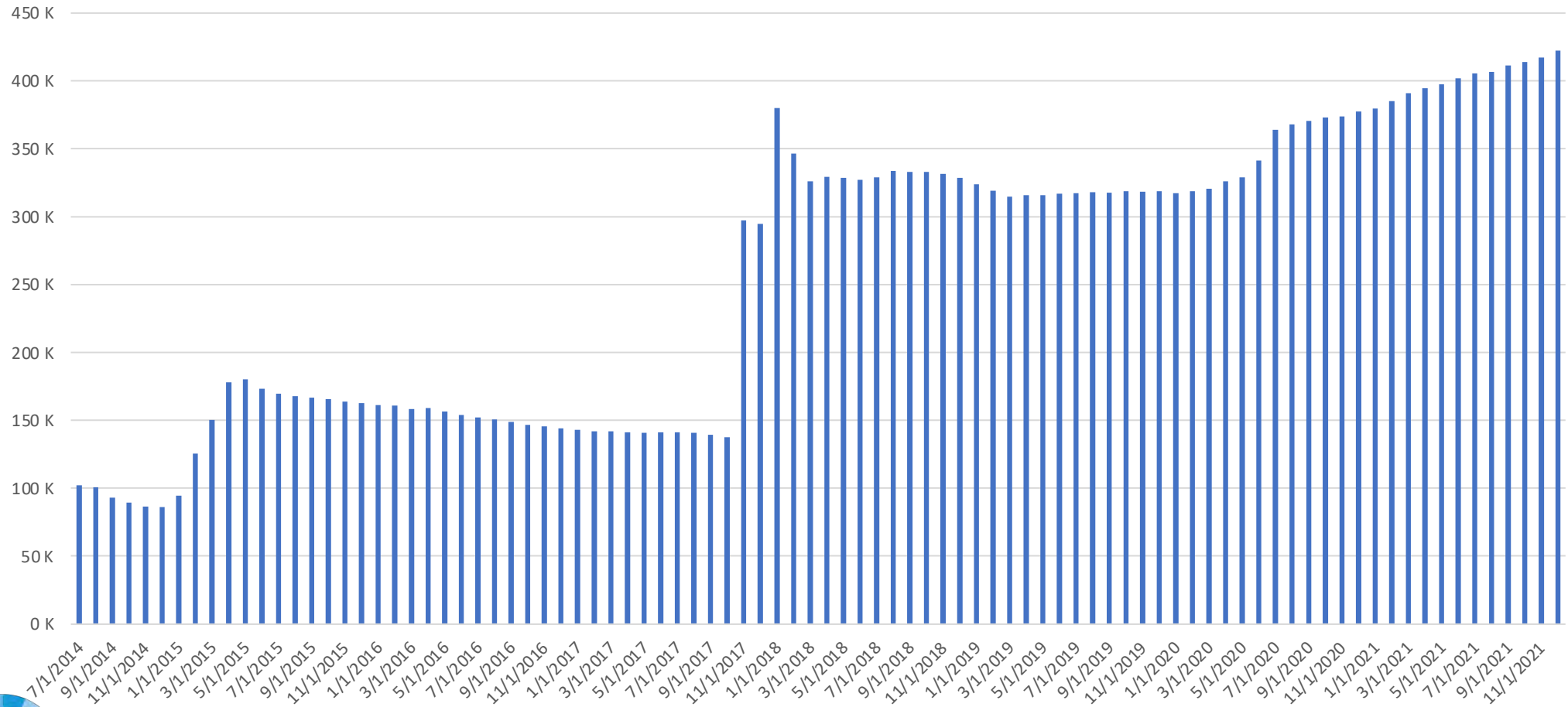
# Metrics over the 10 years

## Women & Children

- Breast cancer screenings 124,389
- Prenatal visits 74,109
- Babies born 42,979
- Well child visits 781,173
- Car seats or diapers distributed 685,604



# CountyCare Membership Over Time



# Accomplishments over 10 years



# 2012 – The Beginning

- CountyCare was established on October 26, 2012, under CMS 1115 Waiver to early enroll **Affordable Care Act (ACA)** eligible adults.
  - The goal was to assist the state in enrolling an estimated 125,000 eligible uninsured Cook County residents in the Medicaid program.
- CountyCare expanded healthcare capacity by negotiating network provider contracts with:
  - 141 FQHCs, 17 ACHN clinic sites
  - 30 community hospitals
  - 100+ physician specialists
- Successes
  - Provided medically necessary care to 68% of the CountyCare newly covered individuals in the first 6 months of Waiver operation
  - Provided medically necessary care to 85% of the CountyCare newly covered individuals within 12 months
  - Expanded choice of a primary care medical home to include the existing CountyCare ambulatory clinic sites as well as the 141 FQHC sites





# 2013 - 2015

## 2013

- Between February 2013 and February 2014, more than 113,000 applications were submitted for CountyCare, with more than 82,000 approved

## 2014

- On July 1, 2014, CountyCare changed from being a federal demonstration waiver program to a Managed Care Community Network (MCCN) for Cook County residents which allowed for expansion to serve all Medicaid beneficiaries including Family Health Plan (FHP) and Seniors and Persons with Disabilities

## 2015

- Cook County Health re-engineered intake procedures at Cook County Jail to enroll detainees in CountyCare.



# 2016

- Launched the Behavioral Health – Primary Care Integration Learning Collaborative with Community Counseling Centers of Chicago and 32 organizations, including 20 Federally Qualified Health Centers, 12 Community Mental Health Centers, and 2 care management entities
- CountyCare provided match funding to a Housing Forward **Housing and Urban Development** (HUD) grant on permanent supportive housing in suburban Cook County



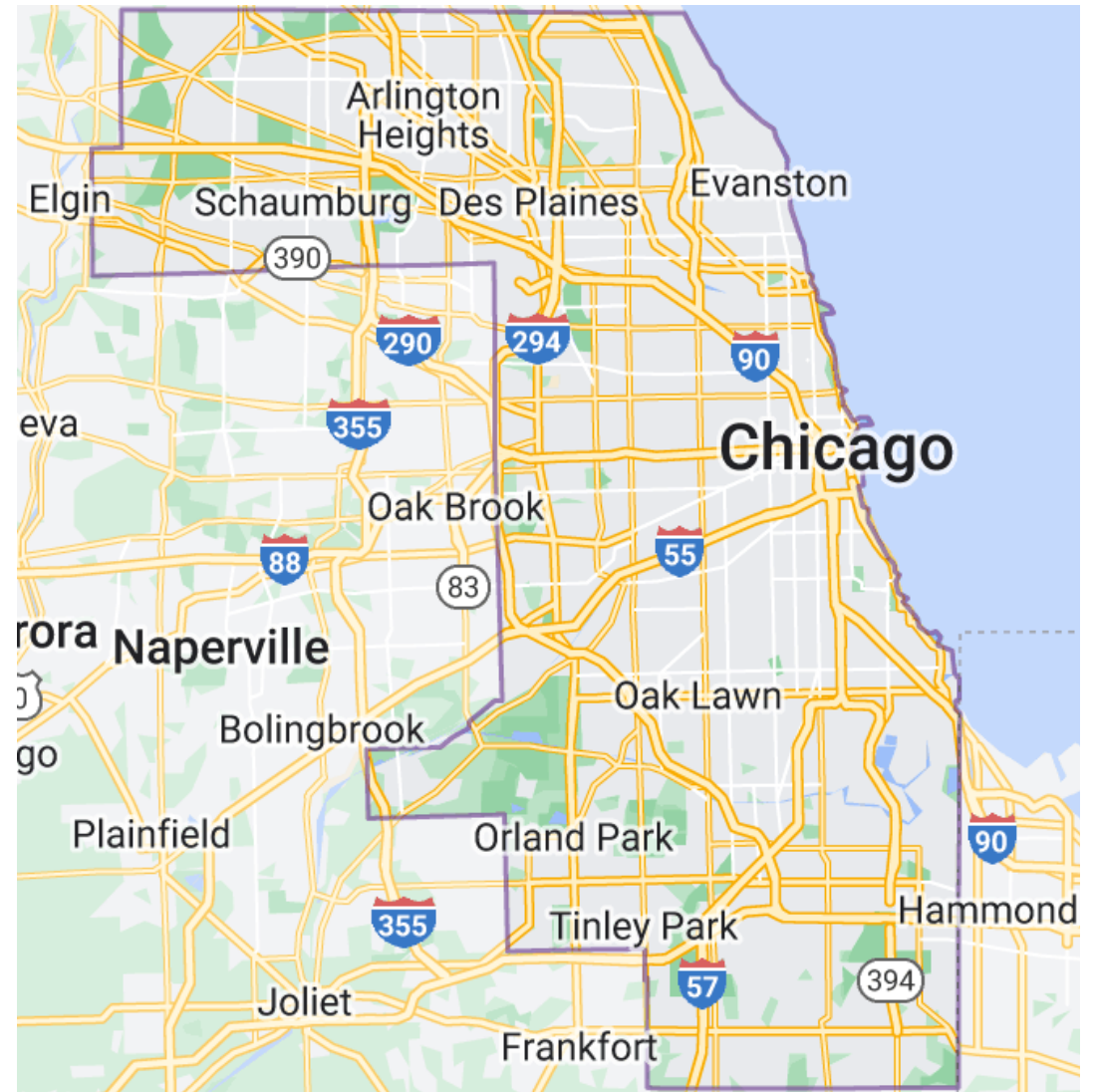
# 2017

- August 11, 2017: CountyCare was 1 of 5 plans that were awarded by **Illinois Department of Healthcare and Family Services (HFS)** a Medicaid MCO contract in Illinois
- The Plan acquired **160,000** Family Health Network members



# 2018

- Acquired 120,000 Aetna Better Health members
- **Became the largest plan in Cook County**
- Introduced Member Rewards Program for screenings, immunizations, etc.



# 2019

- CountyCare was one of the top-rated Medicaid plans in Illinois in the NCQA's 2019-20 Health Insurance Plan Ratings
- Brighter Beginnings launched during the summer of 2019



Brighter Beginnings is CountyCare's program for expecting parents, children, and families.

It includes our maternal and child health benefits and rewards (free car seat, sleep safe kit, and OTC card rewards for attending visits and receiving childhood vaccinations, and more).

It also includes resources and supports, such as tools like "How to Find a Midwife" as well as care coordination.



# 2020

- CountyCare ranked the highest quality among managed care plan in Illinois
- CountyCare was awarded 3-year accreditation for demonstrating a commitment to quality by the National Committee for Quality Assurance (NCQA), with a perfect score on the technical survey
- The Plan implemented a comprehensive COVID-19 response including targeted outreach, home delivered meals, remote patient monitoring, enhanced transportation, and more
- The Medical Respite Center launched in November of 2020, providing medical respite and housing for people experiencing homelessness in need of recuperative care. CountyCare utilized our Pay for Performance (P4P) withhold/Community Reinvestment funds to support the Center at the beginning of the pandemic and in its first year of operation, along with the Cook County Dept. of Planning and Development.



# 2021

- HFS increased CountyCare auto-assignment to 50% and ensured readiness across the health plan and TPA for significant growth
- Transitioned care management of non-LTSS members to Health Plan Services care management team
- CountyCare reached 400K members!
- More than \$20M in BEP spend



# 2022

- Membership 440,000 members (as of Oct.)
- Contracted over 100 Urgent Care Providers
- CountyCare currently has 50% of its members covered under a value based contracting format – the highest among MCOs
- CountyCare participated in its first Bud Billiken Parade!





# Choice Campaign 2016-2021



2016



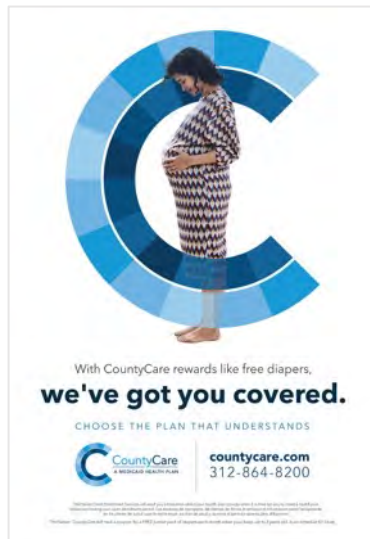
2017



2018



2019



2020



2021



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