



Anthem Blue Cross and Blue Shield  
Serving Hoosier Healthwise, Healthy Indiana Plan  
and Hoosier Care Connect

# Substance use disorder

[January 24, 2020]

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[Behavioral Health Program Director]



# The approach to helping members with SUD

Anthem Blue Cross and Blue Shield (Anthem) is approaching SUD by:

- Changing perception — Recognize substance use disorder (SUD) as a chronic disease
- Focusing on prevention
- Encouraging appropriate treatment — Expand opportunities in outpatient setting to ensure all levels of care are available
- Promoting recovery
- Educating providers and members about screening, brief intervention and referral to treatment (SBIRT)
- Enforcing policy and best practices through Pharmacy and Special Investigations Unit
- Leveraging the resources of other sectors including business, education, health care systems and nonprofit organizations

# Healthcare Management (HCM) SUD support

- Support for pregnant women through high-risk obstetrics (HROB)
- Integrated case management team treats the whole person
- Reuben Engagement Center — provides supportive detox
- Blue Triangle
- Certified recovery specialist (CRS) onsite at several facilities to engage members with SUD
- Behavioral health case manager (BHCM) in SUD onsite at one facility
- Postdischarge management is available for members with complex needs
- Licensed Certified Addiction Counselors (LCAC) on our care management team
- Transportation available for members using methadone to manage their addiction
- Care management follow up

# SUD program enhancements and incentives

## Enhancements

- Text outreach available to members who agree to receive texts
- Outreach to members occurs after ER visits for overdose

## Incentives

- SUD intensive outpatient (IOP) member incentive — [\$10 each visit (up to 10 visits)]
- Integrated Care Quality Incentive Program (ICQIP) — combined behavioral and physical health provider incentive program
  - Seventy percent of providers are in an incentive program
  - Follow-up after Emergency Department Visit for SUD or Alcohol is an incentivized measure

# Recovery and resilience program

- Recognizes the importance of an integrated and holistic approach to recovery from SUD
  - BH CM engages with members admitted to Fairbanks Hospital
    - Refers members to CRS
  - CRS works with member after discharge from Fairbanks Hospital:
    - Encourages adherence with follow-up care
    - Assists with connections to health providers, Anthem programs and benefits, resources in the community grounded in an understanding of the member's social determinants of health
    - Uses motivational interviewing and strengths-based harm reduction techniques to help member achieve recovery goals
- Pilot program in Marion County
  - Plan to replicate in other areas with highest drug overdose rates in 2020

# CommonGround

- CommonGround is an approach to recovery that is available to members on our website
- This approach is helpful whether a member is recovering from a behavioral health condition, an addiction, or both
- The CommonGround Library offers strategies and tools to help members start recovery and deal with daily challenges
- The CommonGround Library offers [28 Learning Tracks]. They are grouped into four different categories to be used easily. Each Learning Track has different tools to help members with different aspects of recovery.
- CommonGround Learning Tracks can be reviewed in any order

# Health education through social media

**Our social media goal is to increase our reach to members by providing information about SUD services and support.**



**Anthem Medicaid**

December 9 at 2:49 PM · ⚙️

Vapes. E-cigs. Mods. Juul.

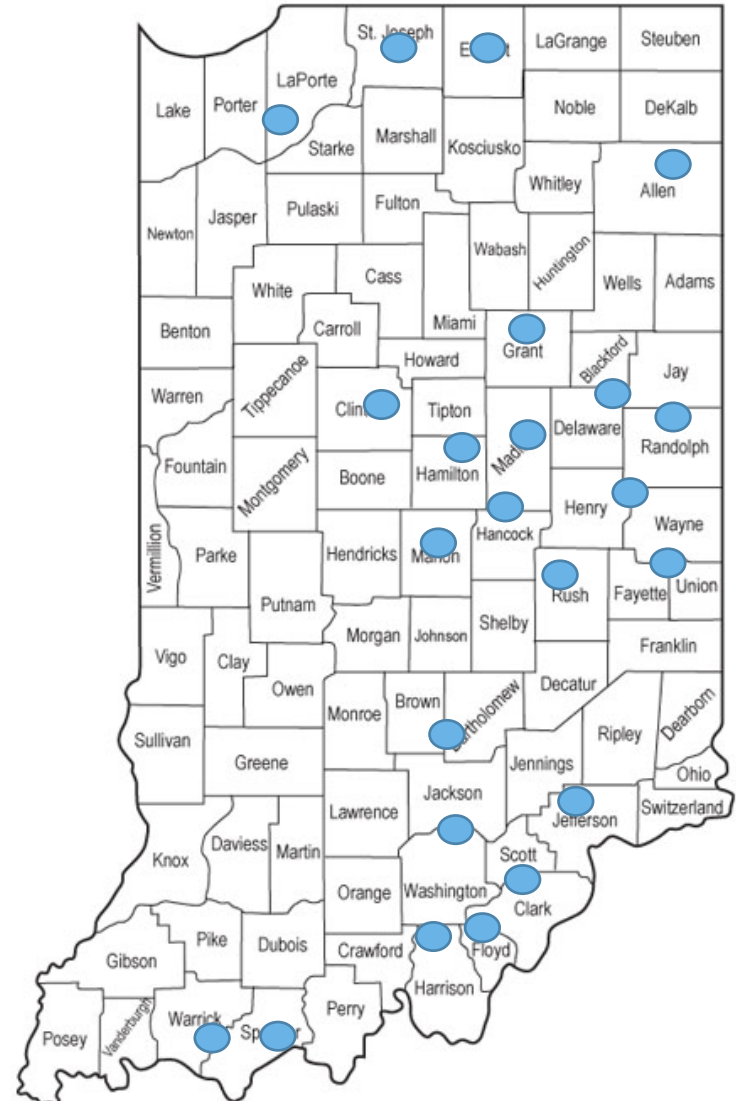
They go by many names, but the bottom line is they are dangerous to teens. E-cigarettes, which got a reputation for helping adults to quit smoking, contain nicotine. We are still learning about how these tobacco products affect users, but we do know the nicotine they contain is highly addictive, can harm adolescent brain development and is a health danger to pregnant women and their developing babies.

Talk about the risks of vaping, or "juuling," with your teens. Learn more about e-cigarettes from the [CDC](http://bit.ly/32KCUBU): <http://bit.ly/32KCUBU>



# Education approach

**Anthem has provided over [70 sponsorships related to SUD in the last year and a half].**





# Collaboration with partners

- CleanSlate
- Bright Heart Health
- Groups Recover Together



# CleanSlate programs and services

Office-based  
opioid treatment  
(OBOT)

Outpatient  
alcohol use  
disorder  
treatment

Substance use  
disorder  
treatment

Case  
management

Care  
coordination

Enhanced care  
coordination for  
complex needs

# Bright Heart Health programs and services

Expanded telepsych  
mental health services

Substance Abuse  
Intensive Outpatient  
Program

Medication-assisted  
therapy (MAT) program

- Opioid use disorder
- Alcohol use disorder

SBIRT: An evidence-  
based practice used to  
identify/reduce/prevent  
problematic use, abuse,  
and dependence on  
alcohol and drugs

# Groups Recover Together

MAT:

Prescribe generic medication whenever clinically appropriate

Weekly group therapy

Weekly urine drug screen analysis

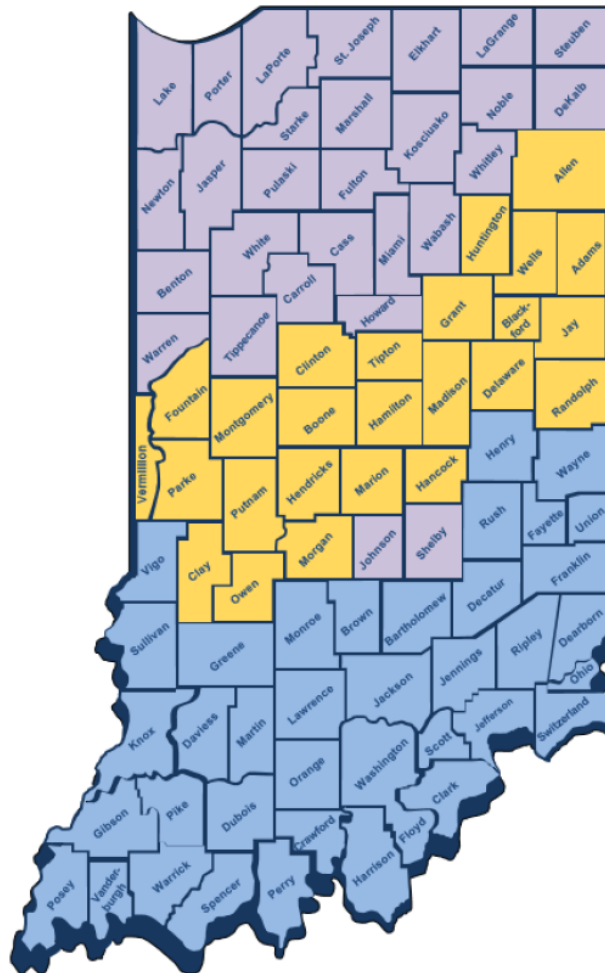
Individual case management

Crisis intervention

# Innovation and opportunities for 2020

- Mind and body for SUD providers through Eskenazi Health
- Provider education goal: increase SBIRT utilization
- Plan to embed a community health worker or care manager at facilities as we continue to work on expansion
- Start Talking About Recovery (STAR) initiative — support and engagement to members with two or more ER visits for SUD
- Pharmacy
- Incarceration outreach — assisting when possible with successful transitions
- Use our expertise in social determinants of health to better care for our members

# Behavioral Health provider rep territory map



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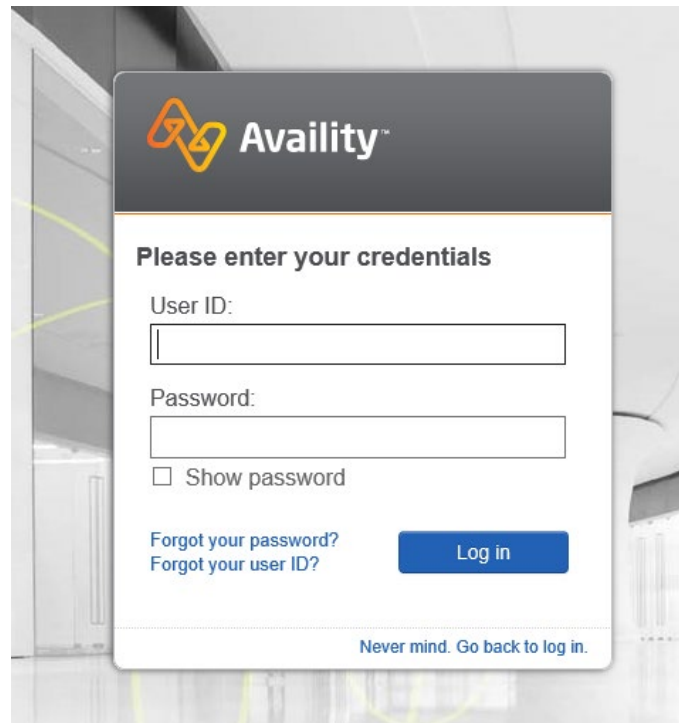
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# Additional provider opportunities

- **Availity Portal**

<https://apps.availity.com/availity/web/public.elegant.login>

- **Case management phone — [1-866-902-1690]**



The image shows a login portal for Availity. At the top left is the Availity logo, which consists of three interlocking orange and yellow shapes. To the right of the logo is the word "Availity™" in a white sans-serif font. Below the logo and name is a dark grey header bar. Underneath the header bar is a white box with a dark grey border. Inside this box, the text "Please enter your credentials" is displayed in a bold, dark grey font. Below this text are two input fields: "User ID:" followed by a white text box with a thin black border, and "Password:" followed by a white text box with a thin black border. Below the password field is a checkbox with the text "Show password" next to it. At the bottom left of the white box, there are two links: "Forgot your password?" and "Forgot your user ID?". To the right of these links is a blue button with the text "Log in" in white. At the bottom right of the white box, there is a link that says "Never mind. Go back to log in." in a small, dark grey font. The background of the entire image is a blurred office interior with glass walls and a ceiling.

# Help members stay connected

- Member website — Register at [[www.anthem.com/inmedicaid](http://www.anthem.com/inmedicaid)] to:
  - Change doctors and find new ones
  - View or print member ID cards
  - Refill and manage prescriptions
  - Send private messages to Member Services
  - Pay monthly contributions, if applicable
- **Anthem mobile app**
  - Members on the go can download the free app at the App Store or Google Play for many of the same features. We can even send alerts to remind members about renewing benefits.
- **Follow us on Facebook! [[@AnthemMedicaid](https://www.facebook.com/AnthemMedicaid)]**



# Contact information

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[www.anthem.com/inmedicaidoc](http://www.anthem.com/inmedicaidoc)

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