**Technical Proposal**

**I. Proposed Solution**

**Technical Proposal**

Attachment I.C.12-5

**Humana Health Plan**

**Goals**

- Help all Enrollees think about their health
- Ensure Enrollees understand the value that Humana brings and how well we can meet their healthcare needs
- Provide enrollment broker with clear materials tailored to the health literacy and cultural competency needs of Medicaid

**Humana Goals**

**EDUCATE THE Enrollee**

- Build a trusted and personal connection to Humana
- Ensure enrollees have all information and materials they need to get enrolled
- Deploy Community Engagement Team to assess community needs and partner with CBOs to address needs
- Leverage award-winning customer service to help answer any and all Enrollee questions
- Provide timely materials, including welcome kit and Enrollee ID card
- Identify any existing relationship with PCPs and encourage voluntary selection of PCP upon enrollment
- Leverage tools such as Physician Finder Plus and MyHumana app to help Enrollee identify PCP that is accessible and a good fit for their needs
- Support Enrollees to be ready to use their plan on effective date
- Facilitate completion of HRA through various channels
- Assist Enrollees in setting up mobile applications and digital platforms e.g., Go365, MyHumana portal
- Familiarize Enrollees with additional avenues for engagement e.g., peer support specialists, CHWs, medical advice line
- Collect additional information to personalize and enhance experience and target messaging effectively
- Begin process of coordinating physical health, behavioral health, and Social Determinants of Health services and supports for Enrollees
- Quick identify when significant/destabilizing events occur (e.g., new conditions or life circumstances) and take appropriate action
- Have Enrollees know what to expect with their new circumstances (e.g., pregnancy)
- Educate Enrollees on using appropriate channels of care (e.g., routine PCP, urgent care, ED)
- Implement individualized care plan based on Enrollee goals, preferences, and strengths with services and supports tailored to their needs and circumstances
- Encourage Enrollees to use most appropriate care options
- Communicate with Enrollees identified as high-needs population
- Address health needs and SDOH issues
- Assist Enrollees in accessing care through MSRs, care managers, and Enrollee portal resources
- Provide health services in person and through telehealth mechanisms
- Engage high-risk Enrollees in appropriate care management programs
- Outreach and multiple touch points for Enrollees to access care
- Connect Enrollees to community resources to meet their needs
- Provide mobile clinical support through mobile apps
- Incentivize Enrollee actions to support and sustain their own health (e.g., reward for completing annual preventive care visit)
- Continue effective care management and improve outcomes
- Ensure enrollees understand how to use their plan and get their questions answered
- Review selection of PCP to ensure Enrollee can maintain relationship and continue to access services
- Encourage and empower self-management
- Build digital outreach campaigns based on proactive care predictive algorithm
- Referral to training or workforce development program, if willing
- Promote a positive experience to encourage consistent engagement with providers and empower enrollees to improve and maintain their personal well-being