

# Committed to ensuring quality medical care

### UTILIZATION MANAGEMENT

Health Services is committed to ensuring medically necessary quality care in appropriate settings. UM nurses and physicians, working closely with hospital staff and attending physicians, perform pre-service reviews, concurrent reviews and post-service reviews. These reviews utilize nationally recognized, evidence-based criteria adopted by our network physicians to ensure that services being performed and medical equipment being ordered are appropriate. Starting in 2011 three local-area inpatient hospitals signed a Diagnosis Related Group (DRG) contract. The contracts are modeled after Medicare's DRG contracts and more closely align the hospitals' and CenCal Health's incentives. It is our goal that the DRG program now be expanded due to its success.

### CARE MANAGEMENT

Care Management empowers members to exercise their options, to make informed choices, to access the services appropriate to meet their individual health needs and promotes optimal outcomes. It is a collaborative process whereby registered nurses work directly with members and families by telephone in order to educate members about their chronic diseases and to coach them toward healthy lifestyle changes. Part of the Care Management program includes nurses working with diabetic and asthmatic members to help reduce inappropriate ER visits and promote communication between the patients and their Primary Care Physicians. In addition, Care Management nurses also work with members that had a recent hospitalization so that they are less likely to be readmitted back into a hospital.

### HEALTH EDUCATION

Health Education strives to provide CenCal Health members with health guidance and information and to support our provider network with effective resources for clear health communication. The member newsletter, "Your Health" is mailed three times a year to over 42,000 member households in Santa Barbara and San Luis Obispo counties providing information on preventive care, disease management and community resources.

A Health Education and Cultural and Linguistic Needs Assessment was conducted this year which included surveying almost 1,000 Health Initiative and Healthy Families members. The results of this survey provide valuable information on the preferred learning methods, health concerns and language needs of our health plan members. The results are then shared with CenCal's providers and community partners and are also used to help prioritize future health education and language services.



*Rosemary Muñoz and Suzanne Michaud at Cottage Hospital's Family Fitness & Baby Fair.*



*Lowell Gordon, MD*

## OUR NEW CHIEF MEDICAL OFFICER

Dr. Lowell Gordon is CenCal Health's new Chief Medical Officer. Previously, he was the medical director for the New Mexico state Medicaid program. Dr. Gordon brings years of experience and knowledge of the Medicaid program.

Prior to Medicaid, Dr. Gordon served in various roles including CFO of a non-profit primary care clinic, Executive Director of a physician-hospital organization, health care consultant and Medical Director of an HMO. Dr. Gordon is a board certified pediatrician and also holds an MBA degree from Berkeley.

## MSSP

CenCal Health was awarded a federal grant, effective October 2008, for the Multipurpose Senior Services Program (MSSP). The primary objective of MSSP is to foster and maintain independence and dignity in community settings for frail seniors by preventing or delaying their inappropriate placement in a nursing facility. MSSP care management provides for client assessment, care planning, service arrangement and client monitoring. A team of health and social service professionals provides each client with a complete health and psychosocial assessment to determine needed services and then works with the client and family to develop an individualized care plan.

Despite the State's budget cuts to MSSP and the corresponding difficulties that these cuts created, the staff was able to continue to provide excellent care management services to the seniors enrolled in the program. The pride and caring MSSP staff take in providing for these members is evident by the high degree in which they go out of their way to help them safely and independently remain at home.

## QUALITY MANAGEMENT PROGRAM

The Quality Management program assists new provider offices in preparing for initial audits in order to meet the necessary certification to treat CenCal Health members. It also performs audits and medical record reviews every three years in network provider offices as part of the provider recertification process. Part of this unit's duties also includes investigating and following up with the Chief Medical Officer and the Member Services department on all member clinical grievances. Another important duty is to develop, implement, evaluate and monitor the State assigned Quality Improvement Plans and to research best practices that improve clinical performance measures.

### Quality Improvement Committee

*Rene Bravo, MD*  
*Robert Freeman*  
*Lowell Gordon, MD*  
*Peter Hasler, MD*  
*Carlos Hernandez (Chair)*  
*Paul Jaconette*  
*Richard Ripple, MD*  
*David Strumpf, MD*

### Medical Advisory Committee

*Gilbert Anderson, MD*  
*Julio Bordas, MD*  
*Philip Borgardt, MD*  
*Lowell Gordon, MD (Chair)*  
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*Jeff Kaplan, MD*  
*David Lennon, MD*  
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*Karen Moyes, MD*  
*George Robertson, MD*  
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*Nancy Wharfield, MD*