

The Singapore Disease Management Conference

Effectiveness of a Telephonic Coaching Disease Management Program

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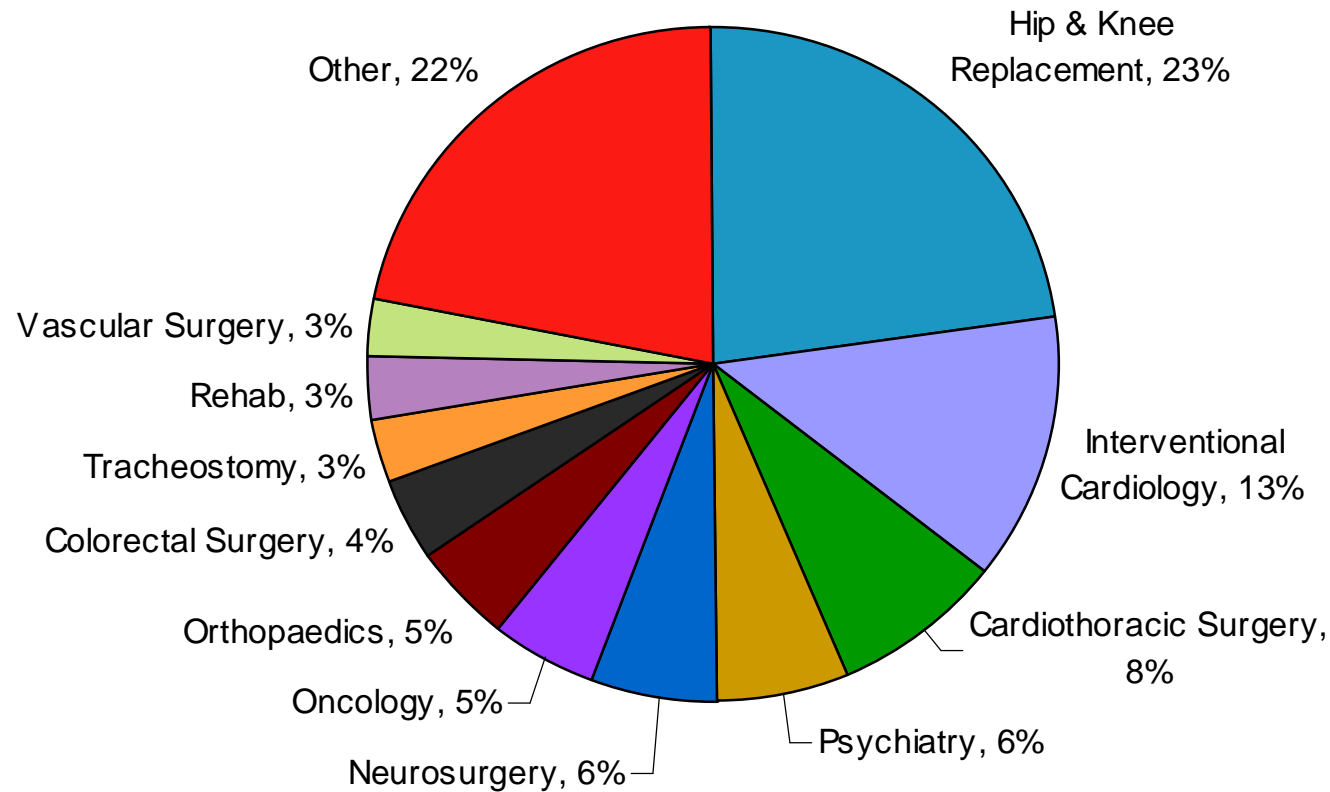
The Australian Private Health Care System

- Universal Health Care System-Medicare
- Complementary private health system:
 - **33% of hospital beds; 39% of all admissions: 56% of surgery**
- Private health insurance:
 - **Value proposition: choice and access**
 - **Hospital and Ancillary covers**
 - **Community rating**
 - **Portability**
 - **Over 10 million people insured (highest in 20 years)**
- Medibank:
 - **Largest and only national PHI fund (approx 29% of market)**
 - **Almost 3 million people covered**
 - **AU\$3 billion pa revenue and AU\$2.6 billion health purchasing (approx)**

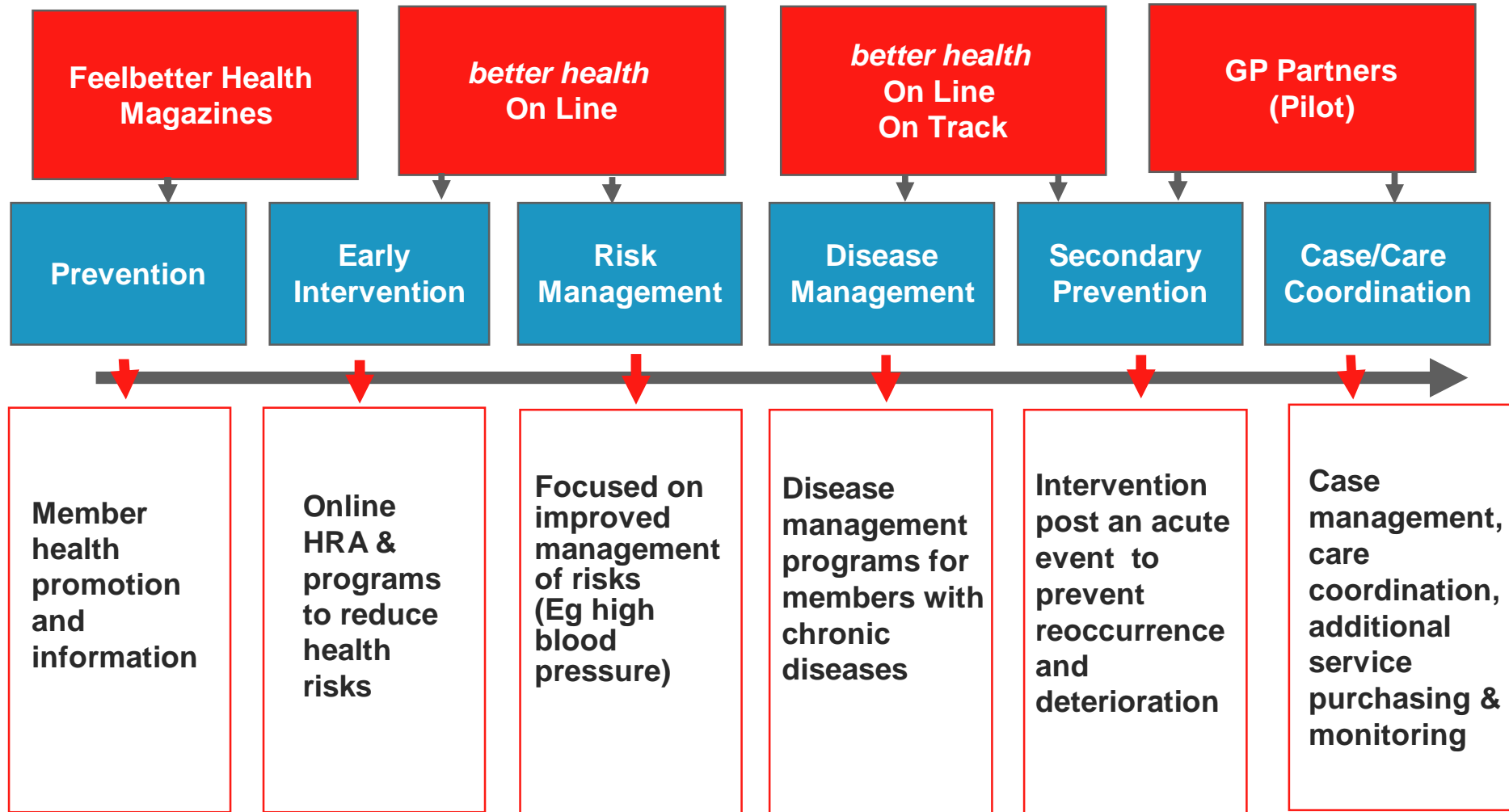


Chronic Disease: Impact on Claims

1% of Membership is responsible for 45% of hospital outlays



Medibank Private 'betterhealth' programs



Medibank Private '*betterhealth*' programs

Program Principles:

- Recognize role of General Practitioner and is supportive of GP and specialist care
- Prompt improved awareness and self management of risk and disease
- Based on Australian Guidelines, best practice and data
- Expert medical review prior to implementation: General Practitioner, Disease Management Specialist; Epidemiologist
- Independent 3rd party evaluation

'betterhealth' On Call Program

- Target conditions:
 - Chronic Heart Failure
 - Chronic Obstructive Pulmonary Disease
 - Coronary Artery Disease
 - Diabetes
- Objectives:
 - Improve knowledge and management of his/her condition(s)
 - Improve compliance with guidelines and targets
 - Reduce demand for high-cost care



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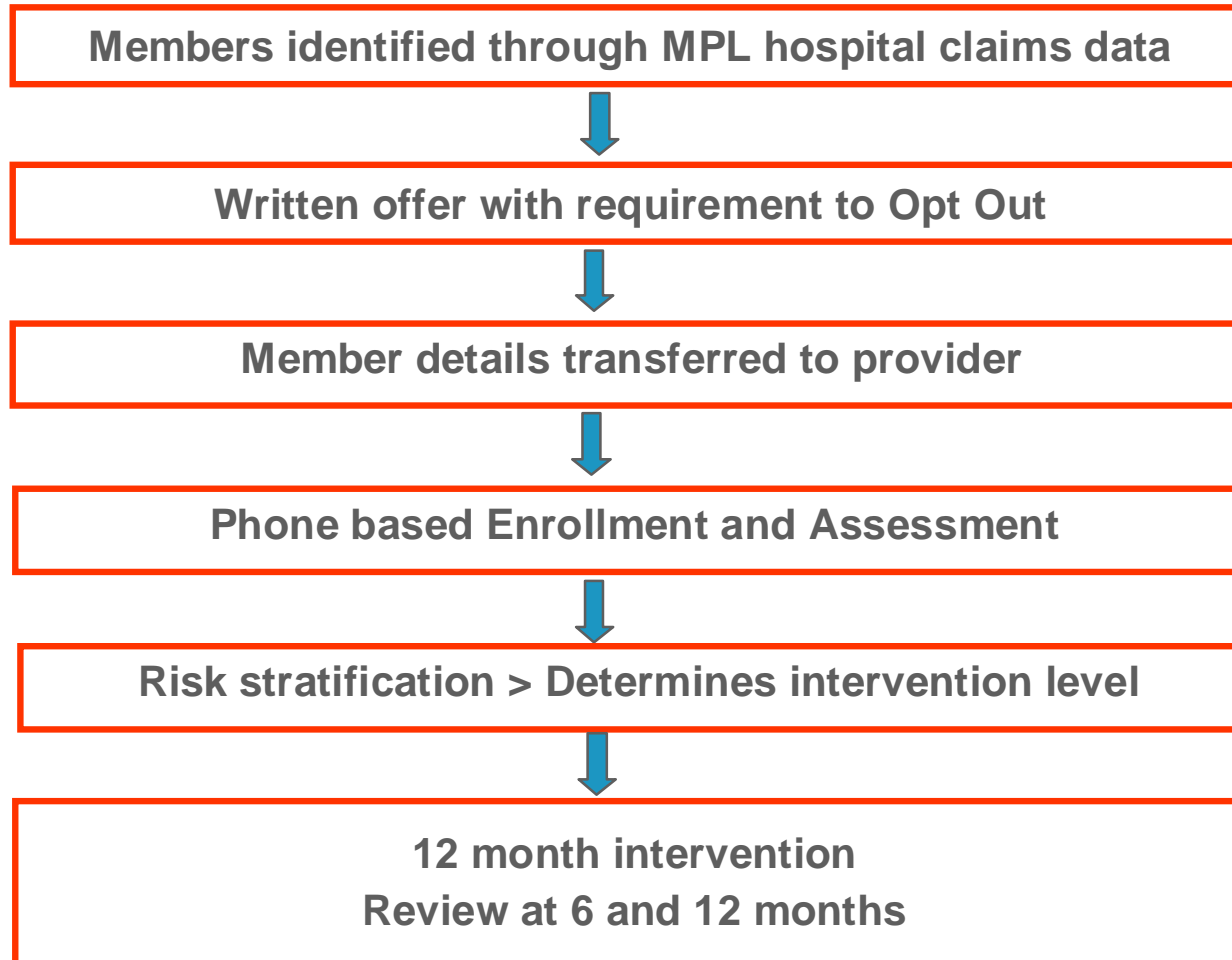
'betterhealth' On Call Program

- Telephone-based, proactive support programs providing patient education and self management coaching for members with chronic disease
- Components:
 - Outbound calls from health professionals to educate and motivate to achieve health goals
 - Development of Action Plans/Care Plan consistent with GP care
 - Facilitate access to local health and support services
 - Relevant fact sheets mailed to members
 - Access to 24 hour telephone support line



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'betterhealth' On Call Program



'betterhealth' On Call Program

Participant Numbers

Activity	CHF	COPD	CAD	Diabetes	Total
Enrolment Calls	604	1206	4099	251	6164
Initial Assessment completed	484	1059	3460	108	5111
6 Month Assessment Completed	271	550	1243	0	2065
12 Month Assessment Completed	168	318	524	0	1011

betterhealth' On Call: Evaluation

Evaluation Framework

Members	Measures	Data Source
Health Status and Behaviour change	Self reported: <ul style="list-style-type: none"> • Health status • Quality of life; • Compliance with clinical protocols • Self-management capacity 	Program provider
Health care utilization	Hospital, Medical and Ancillary Claims data: <ul style="list-style-type: none"> • Frequency • Length of stay • Cost 	Medibank Private
Member satisfaction	Satisfaction with Program elements Perception of Medibank	Member Survey Member focus groups

Results: Clinical Indicators Against Target

Chronic Heart Failure

CHF Key Indicator	Initial %	6 Month%	12 month%	Change
Annual Flu Vaccine	81%	92%	83%	+2
Own Weight Scale	93%	95%	93%	-
Beta Blocker Use	66%	66%	63%	-3
Has Action Plan	3%	43%	40%	+47
Know Blood Pressure	58%	68%	67%	+9
Not a current smoker	92%	94%	96%	+4
Daily weighing	37%	67%	53%	+16
Maintain weight log	12%	38%	28%	+16
Low sodium diet	66%	87%	86%	+20
Read food labels for sodium content	45%	72%	83%	+48
ACEInhibitor/ARB Rx	74%	73%	79%	+5
Lipid Lowering Agent Rx	39%	58%	59%	+20
Average Total Cholesterol Level	4.4mmol/L	4.1mmol/L	4.1mmol/L	-0.3

Results: Clinical Indicators Against Target

Chronic Obstructive Airways Disease

COPD Key Indicator	Initial %	6 Month%	12 month%	Change
Annual Flu Vaccine	82%	97%	92%	+46
Not a current smoker	89%	92%	89%	-
Has Action Plan	13%	52%	59%	+46
Early recognition of COPD Exacerbation	57%	75%	77%	+20
Not Feeling down	80%	87%	83%	-
Not experiencing Shortness of breath	70%	81%	80%	+10
Knows type of COPD	88%	92%	98%	+10
Exercising more than 4 times per week	47%	52%	48%	+1
Had pneumonia vaccine	83%%	93%	91%	+8

Results: Clinical Indicators Against Target

Coronary Artery Disease

CAD Key Indicator	Initial %	6 Month%	12 month%	Change
Annual Flu Vaccine	74%	75%	81%	+7
Aspirin Use	89%	93%	89%	-
Beta Blocker Use	56%	53%	52%	-4
Has Action Plan	13%	62%	60%	+47
Know Blood Pressure	61%	69%	68%	+7
Not a current smoker	97%	97%	97%	-
Exercising at least once per week	92%	94%	93%	-1
Exercising 4+ times per week	67%	72%	72%	+5
Know Cholesterol result	49%	54%	58%	+9
Average LDL	2.5mmol/L	2.3mmol/L	2.2mmol/L	-0.3
Average BMI	27	27	27	-
Lipid Lowering Agent Rx	93%	95%	94%	+1
No Angina in the previous 4 weeks	46%	50%	57%	+11

Results: Change in Health Care Utilization

Intention to Treat Analysis:

- All intervention group irrespective of the duration in the program or program completion against control cases
- No significant differences in health services utilisation for CHF and COPD
- Direction of effect showed that the means were higher in the control group for all the variables tested
- Mean value for total benefits: intervention group \$7184 compared to control group \$7878

Per Protocol Analysis:

- Intervention members who completed 6-months
- Significant reduction in mean hospital LOS for CHF
- No significant differences for COPD

Results: Change in Health Care Utilization

Per Protocol Analysis: Chronic Heart Failure

Mean (12 months post-Intervention)	Intervention (n=209)	Control (n=968)
Number of Admissions	1.62	2.90
Total LOS (days)*	13.93	25.29
ALOS	2.46	3.22
Hospital Charges (\$)	6268.49	7314.62
Hospital Benefits Paid (\$)	6177.52	7214.14
In-hospital Medical charge (\$)	2221.74	2406.69
In-hospital Medical Benefits Paid (\$)	1798.04	1897.03
Total Charges (\$)	8958.25	10142.78
Total Benefits Paid (\$)	8211.33	9303.90

*Significant change

Results: Participant Satisfaction

- Members were highly satisfied with staff, usefulness of calls, frequency of calls and ability to ring 24 hour advice line
- 70% found written action plans useful
- Influence on the program on lifestyle changes was varied
 - 30% felt it helped them improve their diet
 - 57% felt it helped them take medications as prescribed
 - 63% said they had increased confidence to talk with GP
 - 70% said it increased their sense of well being
- 77% of members wished to remain in the program

The ongoing challenges:

- Correct targeting:
 - Predictive modelling capability
 - Proactive identification of newly diagnosed and at those at risk
- Optimising participation:
 - Opt out
 - Incentives for participation
- Sustaining behaviour change
- Delivering positive ROI

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