



Committed to Massachusetts

UnitedHealthcare Community & State Health Plan Profile

United
Healthcare





UnitedHealthcare Community & State is the business segment of UnitedHealthcare that provides health care coverage for beneficiaries of Medicaid and other government health care programs. These health plans operate locally as UnitedHealthcare Community Plan.



It's our privilege to work within the Massachusetts healthcare system and with MassHealth to help Massachusettsans live healthier lives.

Through living our mission, culture and values, we strive to meet the quadruple aim - enhancing patient experience, improving population health, reducing costs and improving the work life of our clinicians and staff.

Thank you,

John Madondo

Chief Executive Officer — UnitedHealthcare Community Plan of Massachusetts

Explore and learn about the contributions we make in our communities.



Company Overview

[LEARN MORE](#)



Snapshot

[LEARN MORE](#)



Our Key Priorities

[LEARN MORE](#)



Community Involvement

[LEARN MORE](#)



Resources

[LEARN MORE](#)





UnitedHealthcare Community & State is dedicated to providing states with **diversified solutions** to care for the **economically disadvantaged**, the **medically underserved** and those **without benefit of employer-funded health care coverage**.

[Company Overview](#)

[Snapshot](#)

[Our Key Priorities](#)

[Community Involvement](#)

[Resources](#)

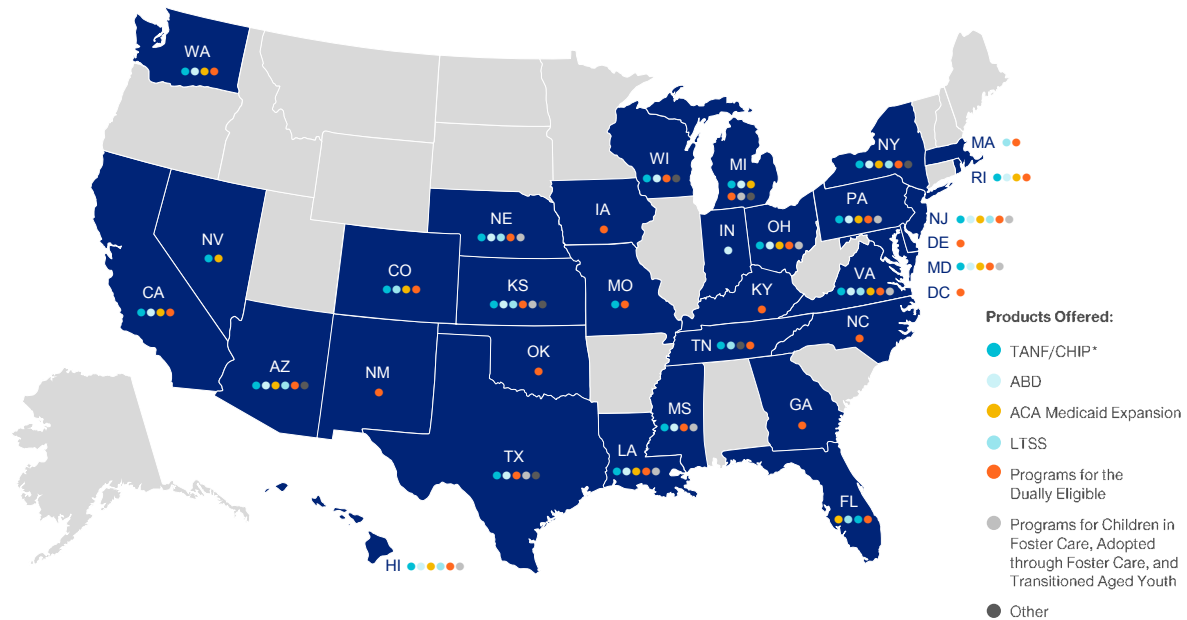


The leading choice for quality public-sector health care

At UnitedHealthcare Community & State, we are well-positioned to make a real contribution to solving one of the toughest challenges in health care today: how to best deliver and manage care for low-income and disadvantaged Americans.

UnitedHealthcare Community & State offers health plans in **32 states plus Washington D.C.** We serve more than **6 million members** across the country.

We believe compassion and respect are essential components of a successful health care company. We contract with care provider networks and employ a diverse workforce with varied backgrounds and extensive practical experience, which gives us a better understanding of our members and their needs.



We operate state-based health plans that meet the unique needs of the people we serve, while leveraging the national resources, medical knowledge and efficiencies of UnitedHealthcare.

We work with health care professionals and other key partners to expand access to quality health care so that people can get the care they need close to home.

We support the relationship between care providers and members, and empower people with the information, guidance and tools they need to make personal health choices and decisions.

We are dedicated to providing state partners and the people we serve with practical innovation, accountable performance and quality in everything we do.



We have in-depth experience and knowledge of the Massachusetts market. **We live here. We work here.** Our strong local presence enables us to **see the opportunities as well as the issues**, so we can **deliver effective solutions** to address the specific needs of Massachusetts.

Company Overview

Snapshot

Our Key Priorities

Community Involvement

Resources



As the largest Senior Care Options (SCO) plan in Massachusetts, with a 1/3 of the SCO population, we proudly serve more than



low-income seniors age 65+ who qualify for both Medicare and Medicaid. Less than 7% of these members currently reside in a nursing home.



5 out of 5 Stars

The Centers for Medicare and Medicaid Services (CMS) rated UnitedHealthcare® Senior Care Options (HMO D-SNP) **5 out of 5 Stars** in its annual Star Quality Ratings for 2021.*

To help beneficiaries, their families and caregivers compare plans, CMS calculates Star ratings from 1 to 5 (with 5 being the best) based on quality and performance. CMS rates 400 Medicare health and drug plans nationally. Scoring includes HEDIS, member surveys and other quality measures. The rating reflects how well we serve our members.

* Medicare evaluates plans based on a 5-star rating system. Star Ratings are calculated each year and may change from one year to the next.



Offering more than health care, **we meet the needs of individuals through services such as:**

- Personalized care management
- Caregiver support
- Partnerships with community-based organizations, like our housing pilot with 2Life Communities

Giving back to our communities **\$958K**

contributed in 2019 by UnitedHealth Group to philanthropic activities across Massachusetts, with partners including:

- Greater Boston Food Bank
- Alzheimer’s Association of Massachusetts
- FriendshipWorks
- Greater Boston Chinese Golden Age Center
- 2Life Communities

Employees support our communities by sitting on local boards such as the Massachusetts Association of Health Plans and the Boston Chamber of Commerce Health Care & Life Sciences Leadership Council.



We recognize that significant challenges exist in health care and are committed to helping our state partners meet those challenges.

We've identified key pillars that support the state's priorities, which we believe will have a big impact in helping move health care forward in Massachusetts. These pillars include:

- > Improving wellness and health outcomes
- > Emphasizing a personalized care experience
- > Expanding value-based care and strong provider partnerships
- > Engaging communities to improve health



Improving wellness and health outcomes

When it comes to improving health outcomes for our members, we focus on quality and longevity. We understand that improving wellness in our communities entails strategic efforts to building health equity and consistently fostering diversity and inclusivity in what we do.

UnitedHealthcare Community Plan of Massachusetts has a history of quality standards for our SCO members. We use HEDIS, Stars and CAHPS results to identify where quality issues exist and use data analysis and risk stratification to improve performance.

All members have a care manager that ensures appropriate care and services are in place. About 50% of members are offered a yearly in-home clinical HouseCalls visit at no cost, which is an opportunity for a nurse to go over a member's health history, conduct a physical and identify any health concerns that may need extra monitoring.

Additionally, members have been able to receive in-home testing kits to screen for colorectal cancer and to conduct diabetic blood sugar testing. The need for increased in-home testing is something that has only been amplified during the COVID-19 pandemic, where accessing care at home is the safest and most convenient option.

During a time where health services via telehealth has been successful and vital to providing continuous care to our members, we've also ensured that we're meeting the needs of our diverse population. All members were mailed a 15-page brochure with information on how to access services during the pandemic, including how to prep for visits, telehealth options and general wellness tips. We developed and translated a member Care Checklist and a Flu Reminder postcard in 12 languages, translated materials for a Colorectal Cancer Screening test kit in 11 languages, as well as a Diabetes blood sugar test kit and Diabetes urine test kit for kidney function in three languages.



In 2019, we documented flu outreach to nearly 100% of members reminding them about the importance of getting a flu shot. This resulted in more than 75% of our members getting a flu shot.

All that we do is member focused. We collect members' opinions regularly to uncover areas for improvement. Some of those areas include improving nutritional knowledge, hypertension management and mental wellness. In February 2020, a Health Equity workgroup was established to address matters of inequity that are negatively impacting our members' health and wellbeing.

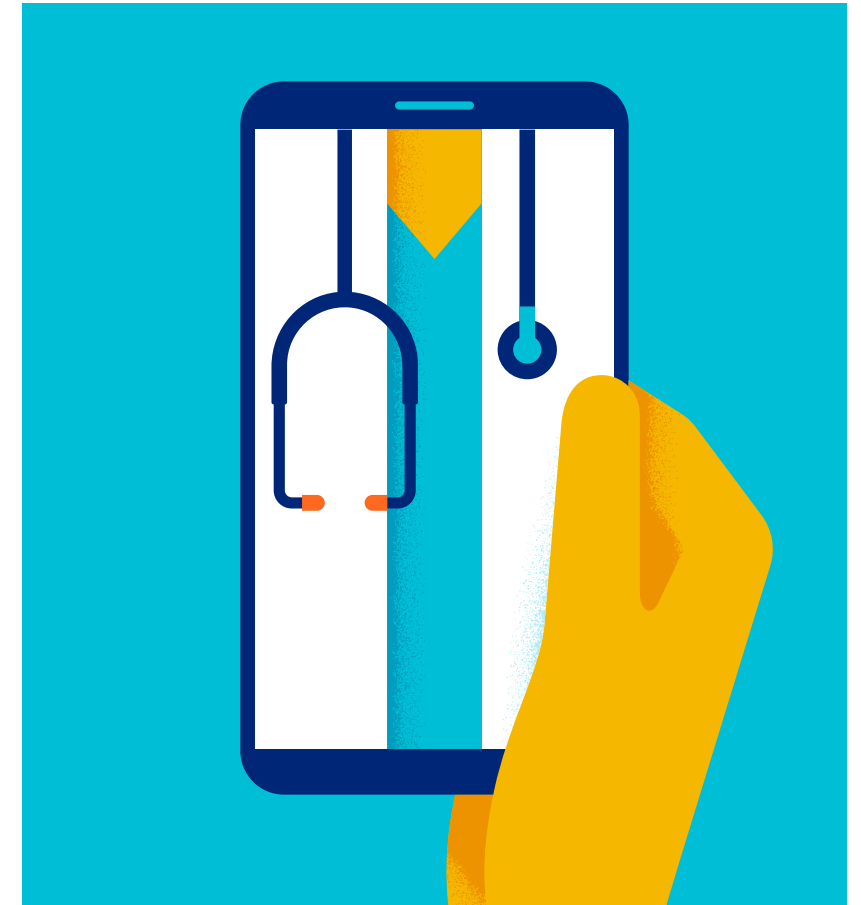
UnitedHealthcare uses client data and existing market knowledge to identify where health disparities exist and to introduce interventions to reduce these disparities. Our members consistently provide high ratings of either meeting or exceeding 4 stars regarding their experiences for many categories including: diabetes management, cancer screening, getting prescription drugs and physical health.

We remain committed to working toward improving health outcomes, reducing health disparities and delivering top value to taxpayers by providing best-in-class quality for the members and communities we serve.

UnitedHealthcare Community & State Massachusetts Health Plan Profile

New 2021 health benefit gives members \$300 annually to buy healthy food

The healthy food benefit helps our members stretch their monthly food budget. On the first day of each month, members get a set amount of credits loaded onto a prepaid debit card. They shop for groceries, then use their debit card to pay at participating retailers. Any qualifying purchases are automatically taken off the total by using credits. At no cost to members, it really is like having free food credit.



At the onset of COVID-19, care providers suddenly had to find new ways to communicate, care for and maintain relationships with their long-term care patients while remaining outside of care facilities. Based on direct feedback from local nursing homes, UnitedHealthcare Community Plan of Massachusetts helped bridge this gap by equipping local nursing homes with tablets, enabling care providers to collaborate with staff inside the facility and ensure continuity of care.

Learn more about how UnitedHealthcare is accelerating telehealth delivery and creating new COVID-19 best practices in this [video](#).



Emphasizing a personalized care experience

There is no such thing as a broad approach when it comes to our member health experiences. Personalizing how we engage with new members is integral to the quality of care we provide. At UnitedHealthcare Community Plan of Massachusetts, all members are assigned a care manager. This individual will assist the member with their functional, mental health and service needs.

We ensure each member is seen as an individual and engages in their customized care in a way that works best for them. For instance, we expanded our provider options to align with member preference for language, gender and background to address the cultural and language expectations of our members.

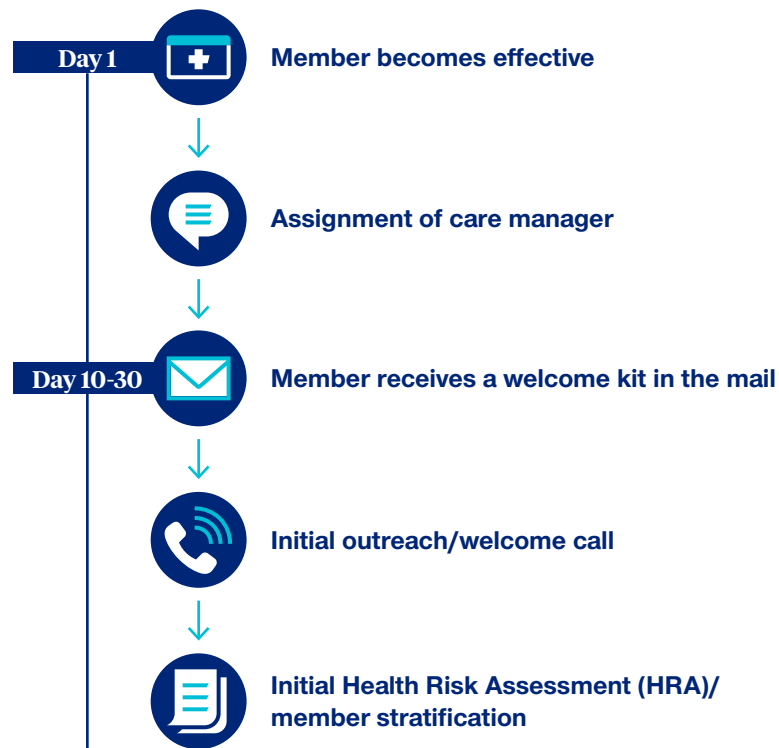
We innovate in areas most relevant to improving members' quality of life. A good example is our work to expand community activities in response to addressing issues with members experiencing loneliness and isolation.

We invest in systems integration and data-sharing technology to better support the member experience. Our intent is to provide better data to key stakeholders and ensure that we include data from all sources to improve better health outcomes.

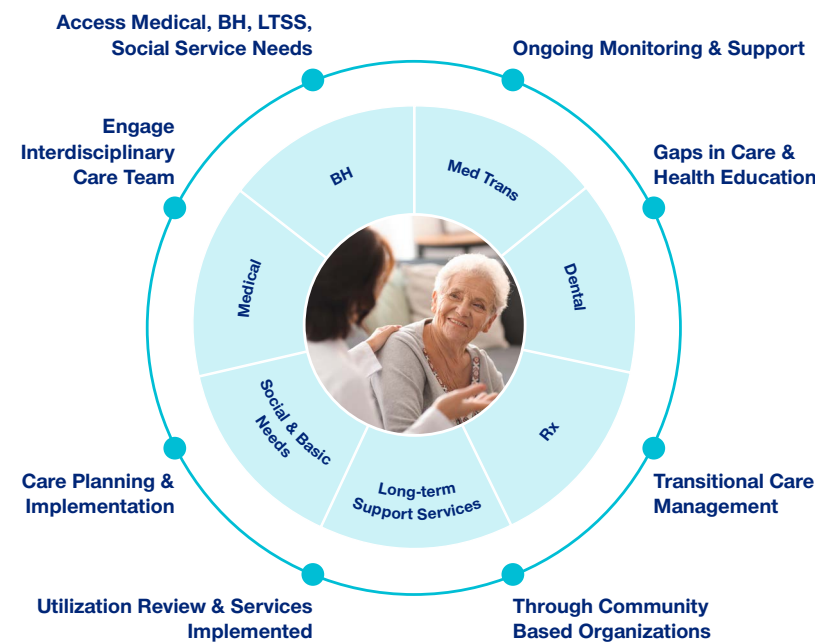
We also gather feedback from caregivers through focus groups and surveys and then act on this feedback. For example,

- In response to feedback from the 2018-2019 Chinese survey, we ensured that we have Chinese debit card benefit materials for members, and
- In response to feedback from the 2019 Russian town hall, we were able to work with an Aging Services Access Point to address specific complaints and provided members an overview of the transportation benefit

In a May 2020 telephonic member survey, **96%** of respondents stated they were satisfied/very satisfied with the plan overall.



A Person-centered Approach



82

Through December 2020, our Net Promoter Score (NPS), which measures member satisfaction, was 82. This high NPS is attributed to improvements we've made in addressing previous member complaint trends such as the debit card benefit, which was a new benefit for members in 2020.



Expanding value-based care and strong provider partnerships

At UnitedHealthcare Community Plan, we work for enhanced and deeper provider partnerships through value-based contracting, including HCBS providers and Aging Services Access Points (ASAPs). This enhancement to the clinical model allows us to have a member-centered approach in caring for our members while continuing to meet them where they are, resulting in effectively coordinated care.

Members are our focus and services are provided in a variety of settings at differing levels of intensity. Our care management activities emphasize the provision of the right services, at the right time, in the right place, for the right reason and at the right cost.

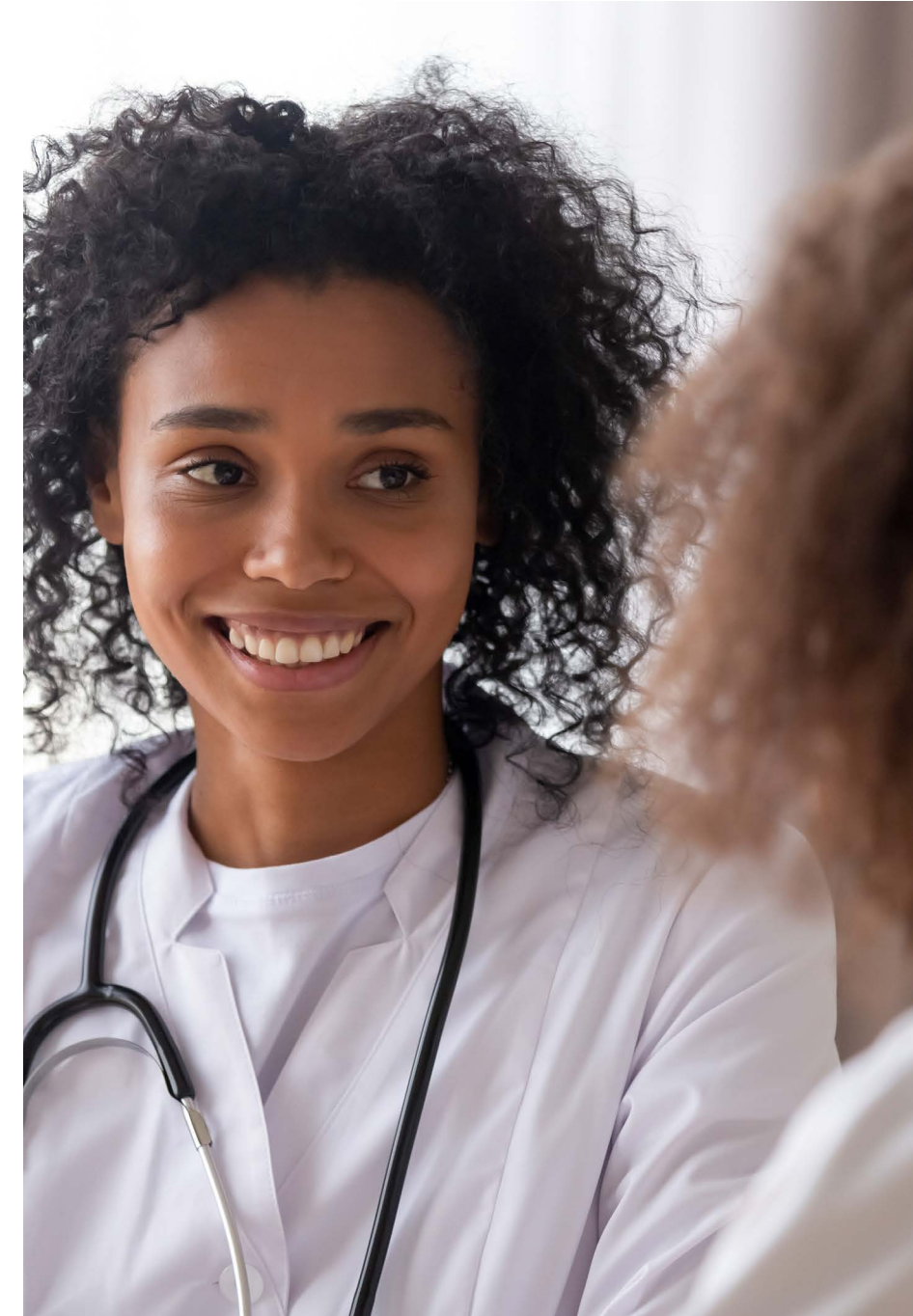
This holistic approach allows our members to receive an Individualized Care Plan that addresses all diagnoses and needs identified during the assessment process. Each member is also assigned a care manager who assists the member with their unique needs. All members with Long-Term Services and Supports (LTSS) needs are provided face-to-face visits. Every member who resides in a long-term care facility is provided an advanced practice clinician who provides face-to-face care to the member within the facility. There is also an on-call system available to help members address their needs and concerns 24/7.



Provider Advocates are available to support Home and Community-Based Services (HCBS) and LTSS providers, including contracting and claims processing. **They have virtual engagements to share information on new policies and protocols and to discuss any issues.** Our Clinical Practice Consultants also help providers address open gaps in care for better patient care and improved quality.

Through these various supports and processes, we're able to help reduce administrative burdens for high-performing providers. We've partnered with ASAPs to deliver efficient care for our members and support the State's goals on LTSS oversight and have allowed for prior authorization to be completed through our online portal, Link. In addition to these ongoing efficiencies, we incorporated additional administrative ease throughout the pandemic.

As we continue to strengthen our provider relationships and move toward paying providers based on the quality rather than the quantity of care, we can continue to help improve the health of Massachusettsans.





Engaging communities to improve health

At UnitedHealthcare Community Plan, we address social determinants of health (SDOH) needs by reviewing claims data, provider referrals and direct feedback from our members. The valuable information this provides is the ultimate guide to determine where investments will be made to meet the needs of special populations.

The investments assist in providing services that go beyond covered benefits, including non-medical transportation, grants and housing intervention partnerships.

We partner with community-based organizations and refer members to resources via Healthify, which addresses social determinants of health to close health equity gaps.

One notable partnership is with 2Life Communities, where we receive information (with the member’s consent) related to the physical and behavioral health of our SCO members residing in 2Life buildings. This allows the coordination of hospital admissions/discharges, facilitation of care transitions, medication assessment and offers prevention and monitoring capabilities. Members participating in this pilot have shown reduced medical costs year-over-year, specifically in outpatient services.



Family Caregiver Advocates

At UnitedHealthcare Community Plan, our family caregiver advocates are dedicated to supporting informal caregivers by:

- Providing 1:1 coaching to self-identify areas of support
- Consulting clinical team as appropriate (i.e. ensuring alignment with individualized plan of care)
- Sharing resources and recommendations including community-based entities, programs, articles and more
- Following up with caregivers to discuss progress and offer additional support as needed

“It was great and useful. The information was helpful for education, support, and understanding. It really makes a difference to have someone there as a support.”

- From a caregiver helped by the program



We have developed and integrated a Health Equity Committee (HEC) into our formal governance structure.

The HEC mission is to positively change the culture and way of doing business at our health plan in order to make the member experience more equitable. As such, the HEC has created a structured process to:

- Build awareness for matters of inequity impacting members
- Use this awareness to develop appropriate interventions for addressing these inequities

Such inequities pertain to matters of race, ethnicity, financial and housing stability, geography, access, and identity.

To date, the HEC has expanded data collection on race, ethnicity, language and gender, measured disparate disease prevalence for COVID-19, and improved multilingual member support. Currently, the HEC is developing an intervention to address food insecurity and will focus its efforts on implementation in 2021.



Every day, our Massachusetts teams support their communities by:

- Supporting the state, providers and community in addressing COVID-19
- Responding to overwhelming food insecurity in our communities by providing funds to aid agencies with weekly distributions of groceries, vouchers and other household and personal necessities
- Providing staff and volunteers to assist with delivering food to the most vulnerable members of our community
- Meeting the food and nutritional needs of the community through expansion of meals and groceries for members
- Improving the health outcomes of seniors served through managed health care and living in publicly assisted housing
- Partnering with the provider community on key health and wellness efforts, including community health fairs, walks, diabetes education forums, healthy cooking and eating classes and MassHealth enrollment and recertification assistance
- Partnering with senior housing to increase access to onsite fitness and health education classes that foster independence and maintain overall health



Community Involvement



Helping People Live Healthier Lives

We believe compassion and respect are essential components of a successful health care company. That is why we remain committed to developing community partnerships that drive improved health and social outcomes. These partnerships provide important education and events for the communities we serve, including:

- Seniors-only food pantries
- Workshops focused on Living Well with Diabetes
- Walk to End Alzheimer's with a caregiver support booth
- Walk to End Elder Isolation by FriendshipWorks
- Caregiver support booths with introductions to the caregiver support program
- Elder music and dance group activities
- Relaxation and self-care seminars in senior housing
- Painting workshops for seniors
- English as a second language classes with elder services agencies
- Computer/laptop donations



Our Response to the COVID-19 Pandemic

The COVID-19 pandemic created an opportunity for UnitedHealthcare Community Plan to put our core values into action. In addition to meeting the needs of our members through increased engagement, we worked with providers and communities to identify and support their needs. Some of these initiatives included:

- A \$30,000 grant to the Greater Boston Food Bank to support COVID-19 emergency relief
- 135,000 reusable cloth masks to community partners including food banks, homeless shelters, FQHCs, and community agencies
- 82,000 meals to 1,950 UnitedHealthcare SCO members facing food insecurity and unable to access community resources
- More than 2,625 units of hand sanitizer to community-based organizations
- 100 thermometers to our housing partner 2Life Community and an additional 100 thermometers to the Greater Lawrence Health Center
- More than 150 blankets to various community-based organizations

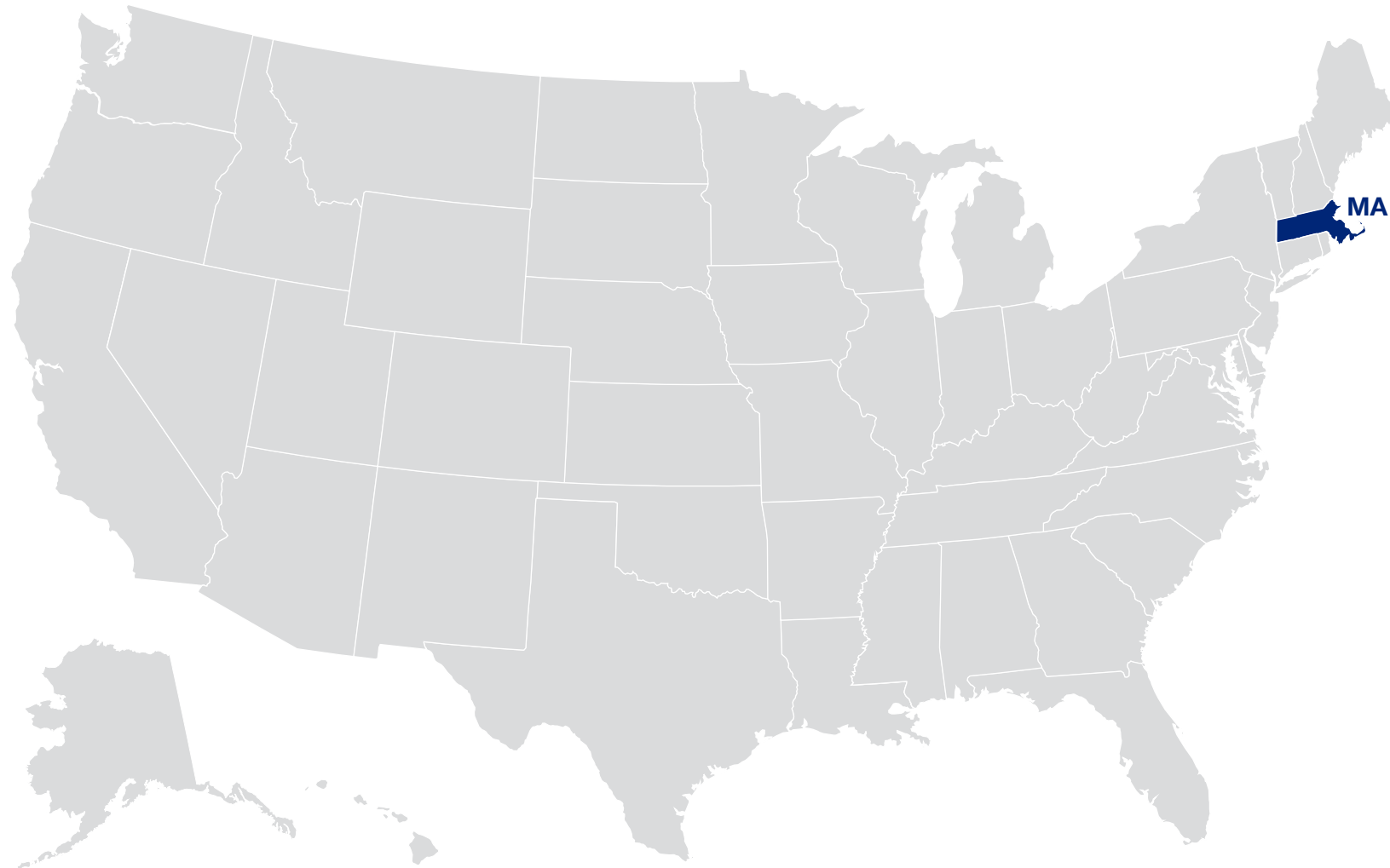


UnitedHealthcare Awards \$45,000 to Support Community-Based Organizations

COVID-19 put most community-based events on pause, but instead of taking a break, we opted to innovate. In place of our annual Community-Based Organization Expo in 2020, we selected 9 grantees to each receive \$5,000 for their work to serve our communities. These individuals are also great partners in improving our members' lives.

We had 33 applicants with most requesting support for food insecurity, housing programs, mental health and technology to overcome the hardships of the global pandemic. The grantees include:

- The Greater Lawrence Family Health Center
- Greater New Bedford CHC
- Advocates Inc.
- Cambodian American Rescue Organization
- La Colaborativa
- Boston Chinatown Neighborhood Center
- St. Luke's Food Pantry
- WestMass Eldercare
- South Cove Manor



We welcome your **questions, comments and feedback**. To find out more about UnitedHealthcare Community Plan, or to get in touch with us, please use the resources below.

We look forward to hearing from you.

UnitedHealthcare Community Plan of Massachusetts Contact

For more information about UnitedHealthcare Community Plan of Massachusetts, please contact:

John Madondo

Chief Executive Officer

UnitedHealthcare Community Plan of Massachusetts

Phone: (781) 292-3537

Email: john_madondo@uhc.com



Visit uhccs.com/ma to learn more about our local focus.



Sign up for our monthly Inside Community & State newsletter at uhccs.com



Follow us on Twitter
[@UHCCS](https://twitter.com/UHCCS)



Connect with us on LinkedIn
linkedin.com/company/uhccs/