

Connections

May 2020

In this issue: Innovations | Program update | Open enrollment | Member communications | Network news | Care stories

WELCOME

In this crisis, care takes on new meanings

We're living through unprecedented times, but one thing is clear: Our members need us more than ever, and we need each other more than ever. As we all adapt to the new physical distances between us, however temporary they prove to be, this newsletter is a great way to keep everyone informed about our progress across all of Texas Health Aetna. Here you'll find updates on our programs, services and sales. Even better, you can read about our people on the front lines of care, those who reach our members most in need

every day and help them through their challenges. We'll be doing this quarterly, so we welcome your suggestions for news, highlights from your team and, especially, people who have a great story to tell about caring for our members—and each other. Meanwhile, please stay safe and healthy.



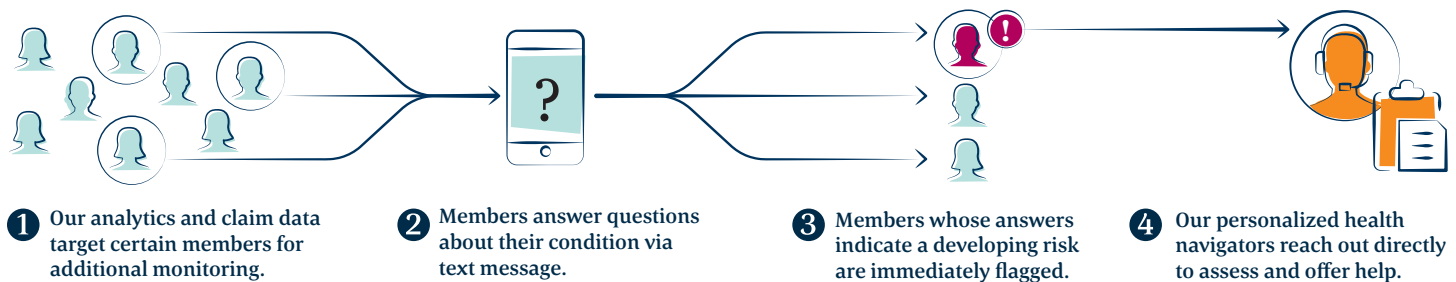
Genevieve Caruncho-Simpson
President and Chief Operating Officer

COVID-19 ALERTS AVAILABLE

During these highly uncertain times our members and the general public need immediate access to the most accurate information. Together with CareSignal we're providing free, text-based updates with the latest guidance from the U.S. Centers for Disease Control and Prevention. Anyone can simply text **THA to 67634** and follow a few prompts to begin receiving the automatic updates. The service also is available in Spanish.

INNOVATIONS

Proactive health monitoring service set to launch



Starting in September, fully insured Texas Health Aetna members with rising health risks will have a new, easier support system to monitor their conditions get help from our personal navigators. Using our robust data and analytics, the text-based system targets members such as those:

- + At risk of developing a chronic condition
- + Living with conditions such as asthma, diabetes, hypertension, or low back pain
- + Recently discharged from a hospital or emergency room
- + At risk because of certain social determinants of health

When members answer questions about their condition via text message, we can identify those who would benefit from personal outreach from our care team. The result is reduced hospitalizations, better care coordination and improved health outcomes.

This is just the latest example of the continuous member-focused innovation that defines Texas Health Aetna. As the launch approaches we'll provide additional resources to help brokers and plan sponsors understand how this new service can improve health—and save money.

CARE STORIES

Encouraging words — and deeds

A new mother was having difficulty getting her baby to feed. Another new mother understood deeply, and knew what to do.

Although few interactions with members feel that personal, care team social worker Mallory Njuguna took this case to heart because her own infant was there beside her as she worked. Long before anyone had heard of social distancing, Mallory’s job was based primarily from her home. Every day she reaches out to members who might need help. And although some don’t take her up on the offer, the ones who do can see their lives truly

change for the better. “My role is to find the gaps in care and address them with resources,” she says. “When they are willing to share some of the struggles that they’re experiencing, I try to really encourage people, and just validate their feelings and motivate them. I let them know that there are things that can help.”

For one new mother Mallory reached, the struggle was getting her newborn to feed. As a new mother herself, Mallory felt a kinship and went to work. One small expenditure from her discretionary fund made a huge difference: Mallory got



Mallory Njuguna in Mozambique during her stint in the Peace Corps.

the woman an infant scale to precisely weigh the baby before and after feeding to help track progress. She also was instrumental in connecting the mother with a lactation consultant. The results have been rewarding for all. “I’ve been able to relate to her a lot,” Mallory says. “I think she looks forward to my calls.”

Mallory is still relatively

new to our team, after completing a stint in the Peace Corps in Mozambique, graduate study in social work and a hospital job. And now, amid the Covid-19 crisis, she’s armed with even more vital help for members.

“A lot of people are overwhelmed right now,” she says. “I just really try to connect.”

THE ROUNDUP

Anytime-MD option for APCN+

Anytime-MD is Texas Health Aetna’s telehealth solution that uses local physicians who are integrated with our network. With an average response time of less than five minutes, providers can quickly address and coordinate member care and help with follow-up appointments, mobile-health or prescription services. Anytime-MD recently expanded its capabilities to include a behavioral health channel.

Your account manager can discuss the benefits and pricing of Anytime-MD for APCN+ members.



New for 2020 open enrollment

- We’re working on an elevated and engaging experience, including:
- + Updated collateral for direct and APCN+ members
 - + Virtual health fair with interactive content and live sessions
 - + Educational resources for first-time members



Member communications

- + Upcoming targeted condition flyers
- + Additional education pieces for receiving the right care
- + Communications materials in Spanish



Additions to our network

- + Don’t confuse Texas Health Aetna with a “narrow network.” Did you know our network comprises 79% of Aetna broad?
- + On May 1 we added 47 Unified Women’s Healthcare OB-GYNs to our network