
State Health Programs & Technology: What does the Future Hold?

Melissa Boudreault

July 2010



What Does the Future Look Like?

Health Care Reform will bring with it unprecedented changes

- Time of opportunities and challenges: States need to create their own destinies

Environment is 'Right' for large-scale technology changes

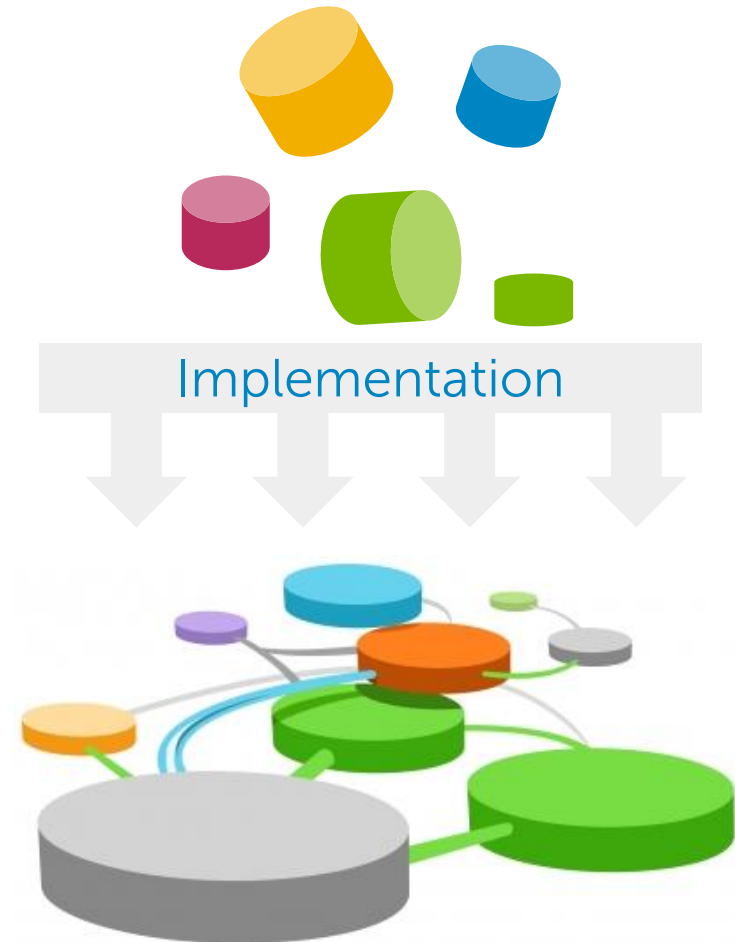
- Data-driven policy development and payment reform will spur the development of HIEs and EHR adoption

Expanded populations and changing demographics will require new technology offerings

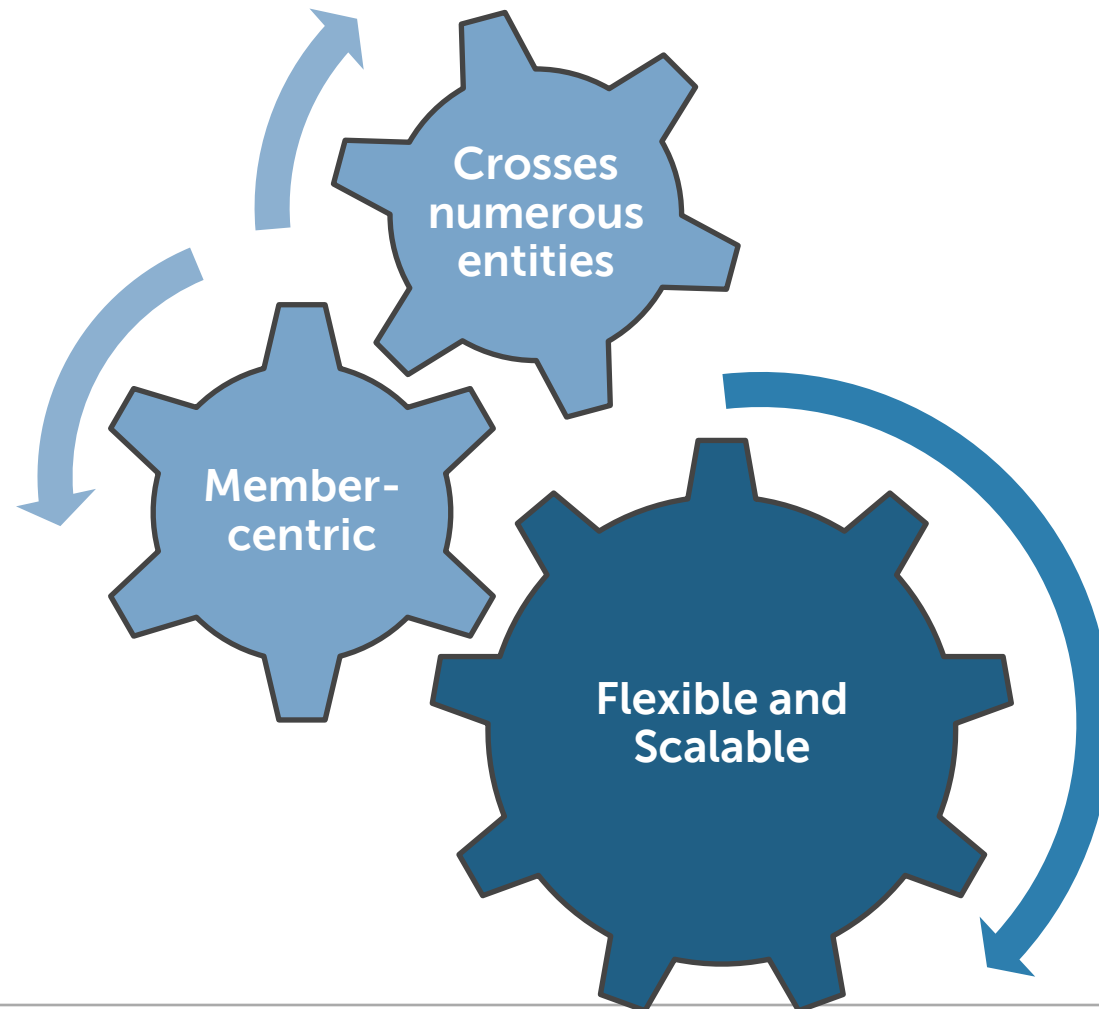
- Not only will members demand better solutions, but budget challenges will require a more efficient use of technology

Role of Technology for States

- Technology provides the platform for both implementation and ongoing operations
 - Future will require closer integration with program and operations solutions
- Need information to make decisions
 - Next five years will be ones of heavy scrutiny on State programs
- HCR provides an opportunity to make whole-sale technology changes
 - Massachusetts implementation was largely driven by technology – we leveraged the momentum created by the legislation



What are Some Goals for Technology Platforms?



Lessons Learned from Massachusetts

Leverage what is already in place

- Eligibility and enrollment solutions should first be evaluated to determine if modification alone can meet requirements

Take best practices from across the healthcare spectrum

- Commercial payers have found efficiencies and processes that both reduce cost and improve the member experience: Medicaid programs are hotbeds of innovation

Talk to your Stakeholders early and often

- Consensus, whenever possible. Is critical. HCR will not be successful without input and collaboration from a wide range of interested parties

Its all about the data

- From day one you will never have 'enough' information and lots of questions; make development of a reporting strategy a priority

Technology Solutions – Key Elements

CRM

**(customer record
management)**

Portals

Handheld/Wireless

Workflow

Imaging

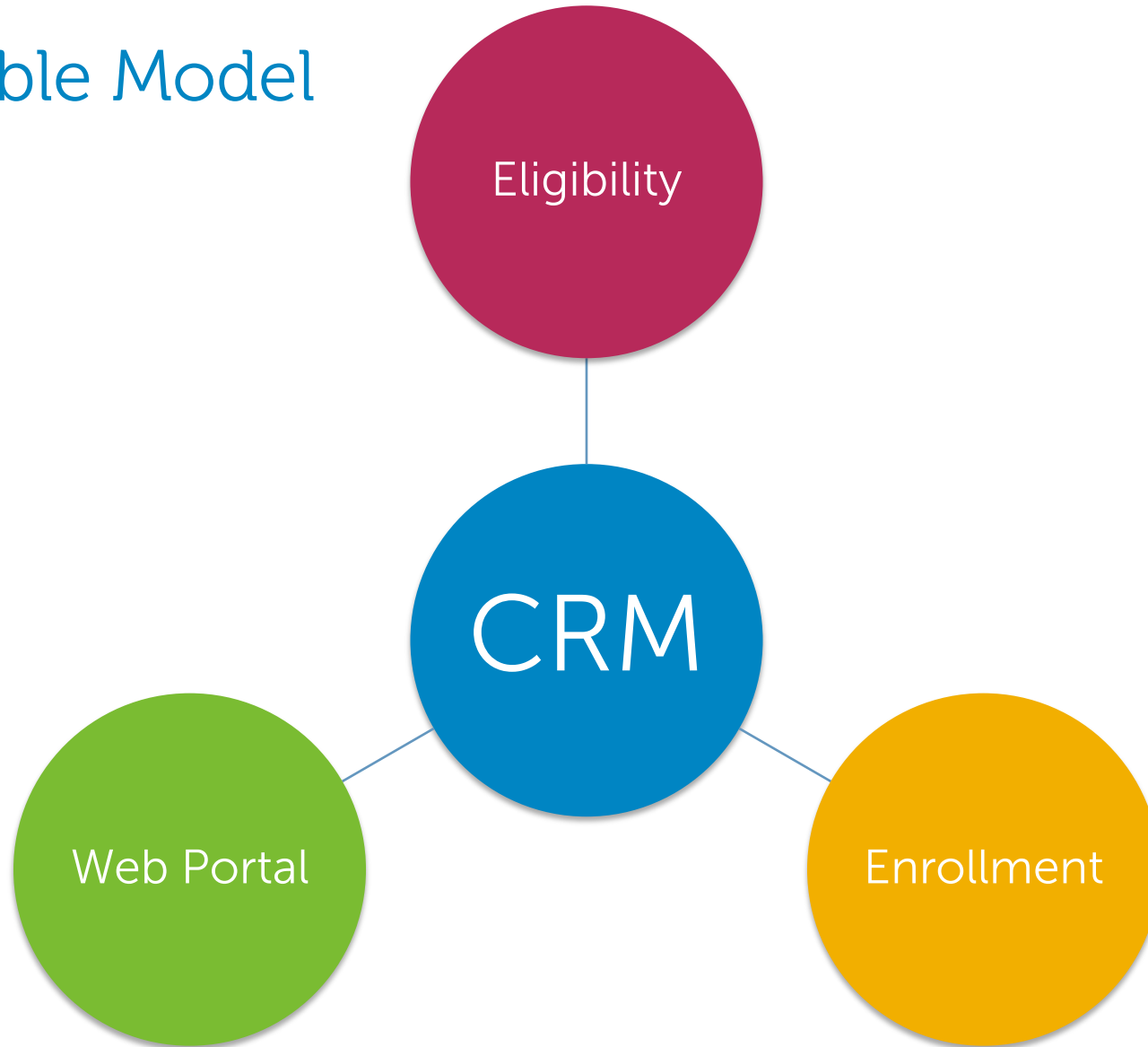
Interfaces

Challenge #1: Member Information

- Problem Definition:
 - Member data is housed across multiple agency systems
 - Lack of 'system of record' makes it almost impossible to ensure consistency of information
 - Maintaining data integrity very difficult
- Goals:
 - Single common source of member data that meets the following requirements
 - › Ability to interface with State legacy systems
 - › User-driven reporting
 - › Public Facing
 - Must be able to scale as programs grow



Possible Model



Challenge #2: Outreach

- Problem Definition:
 - Reaching rural and geographically disparate populations requires significant resources
 - Member experience suffers because not all tasks (eligibility, enrollment, PCP selection) can be done remotely
- Goals:
 - Deliver timely information to enable application and enrollment process
 - Provide means for outreach workers to send and receive information related to eligibility and enrollment processes
 - Enable members to see real-time, current information related to their insurance options



Outreach Tool – Dell Streak



Thank You



Email: Melissa_Boudreault@dell.com