

PCMH Payer Subcommittee Meeting
December 11, 2014

Attendees

Dr. Monica Berner, BCBS of MT
Jo Thompson, Montana Medicaid
Mary LeMieux, Montana Medicaid

CSI Staff

Amanda Roccabruna Eby
Cathy Wright
Christina Goe

CSI updated the group that the deadline for comments on the payer rule had just passed and only one comment was submitted. BCBS of MT submitted a comment requesting a 30-day timeframe be added for when the CSI has to respond to payers' letters of intent for PCMH payment with questions, approval, or disapproval. The commissioner agreed with the comment and the rule was amended to reflect the comment.

Due to the low attendance, there was not much discussion on drafting guidance for payer reporting on utilization measures. Dr. Berner of BCBS volunteered to draft model instructions for utilization measure reporting for the subcommittee and CSI to consider. Dr. Berner will work with Patty Estes at BCBS to put together the exact language they currently use to create these reports now, for internal use. She will send it to CSI to forward to other payers to review before the end of the year.

BCBS suggested also submitting their attribution method for consideration by other payers. CSI staff agreed that having their method would at least be a good starting place for discussion. Attribution methods need to be described by each payer and must match up with their letter of intent.

CSI transitioned the discussion to brainstorm ideas about educating patients on PCMH with BCBS and Medicaid. BCBS cannot grow their PCMH program any more until they spread it to their self-funded book of business. They have considered some marketing to patients through letters with EOBs, but such efforts were not budgeted for this year.

Medicaid is proposing that providers in their PCMH pilot reach out to their Medicaid patients within 20 days of them being in the PCMH patient registry to inform them of the program they are in.

CSI and the council could consider options such as PSAs or social media ads that the insurers could then follow-up on with outreach to their patients including consistent logos and design elements.

The return on investment (ROI) is essential to convince the patients to request PCMH care from their providers, insurers, and employers.

There was also discussion about the need for exploration of potential IT platforms.