



Financing and Payment Strategies to Support High-Quality Care for People with Serious Illness

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Enterprise Palliative Care Commitment



2009



Regional
Health
Plans

2014

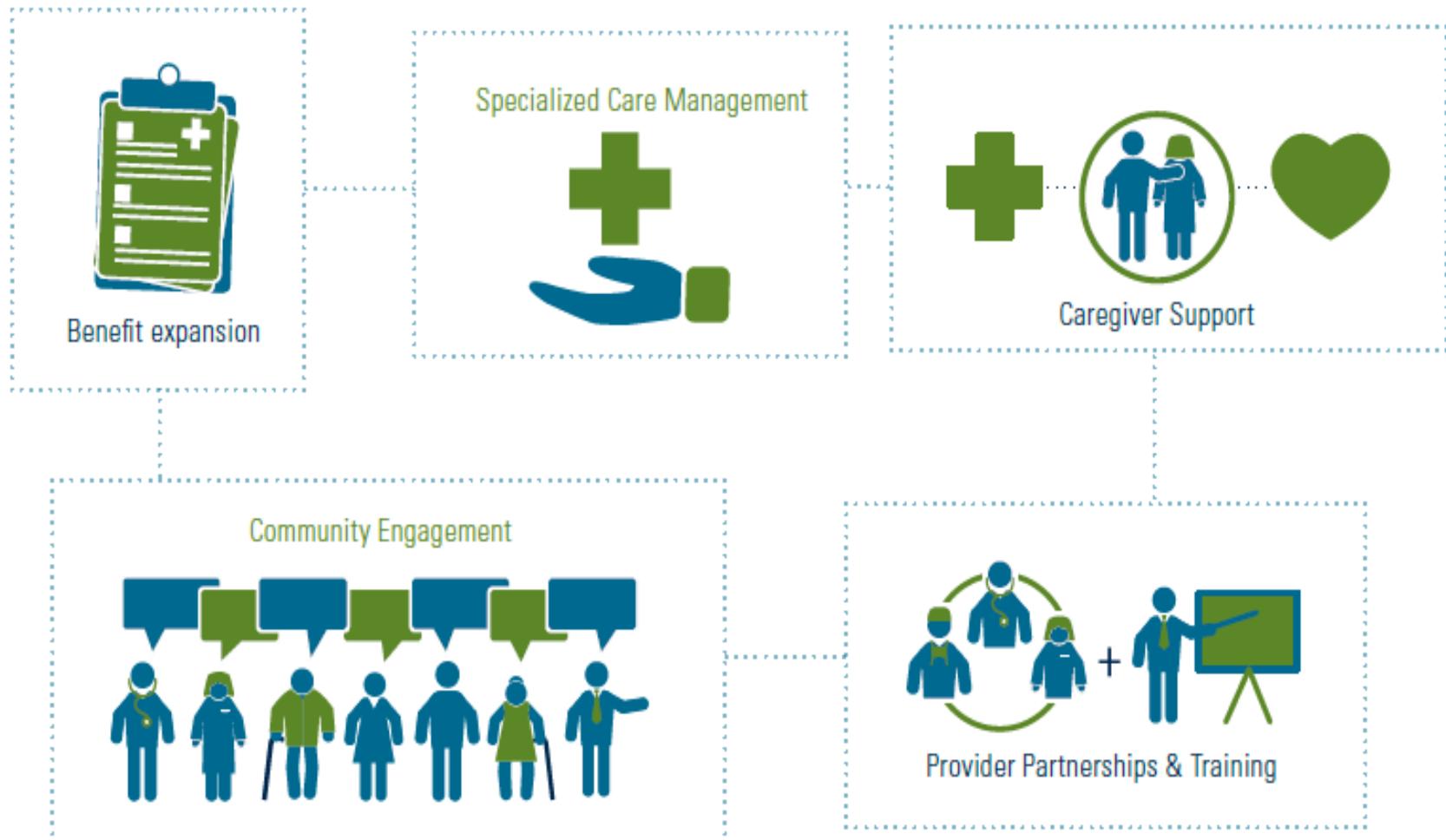


Consumer & Provider
Outreach



Funding Categories

Personalized Care Support

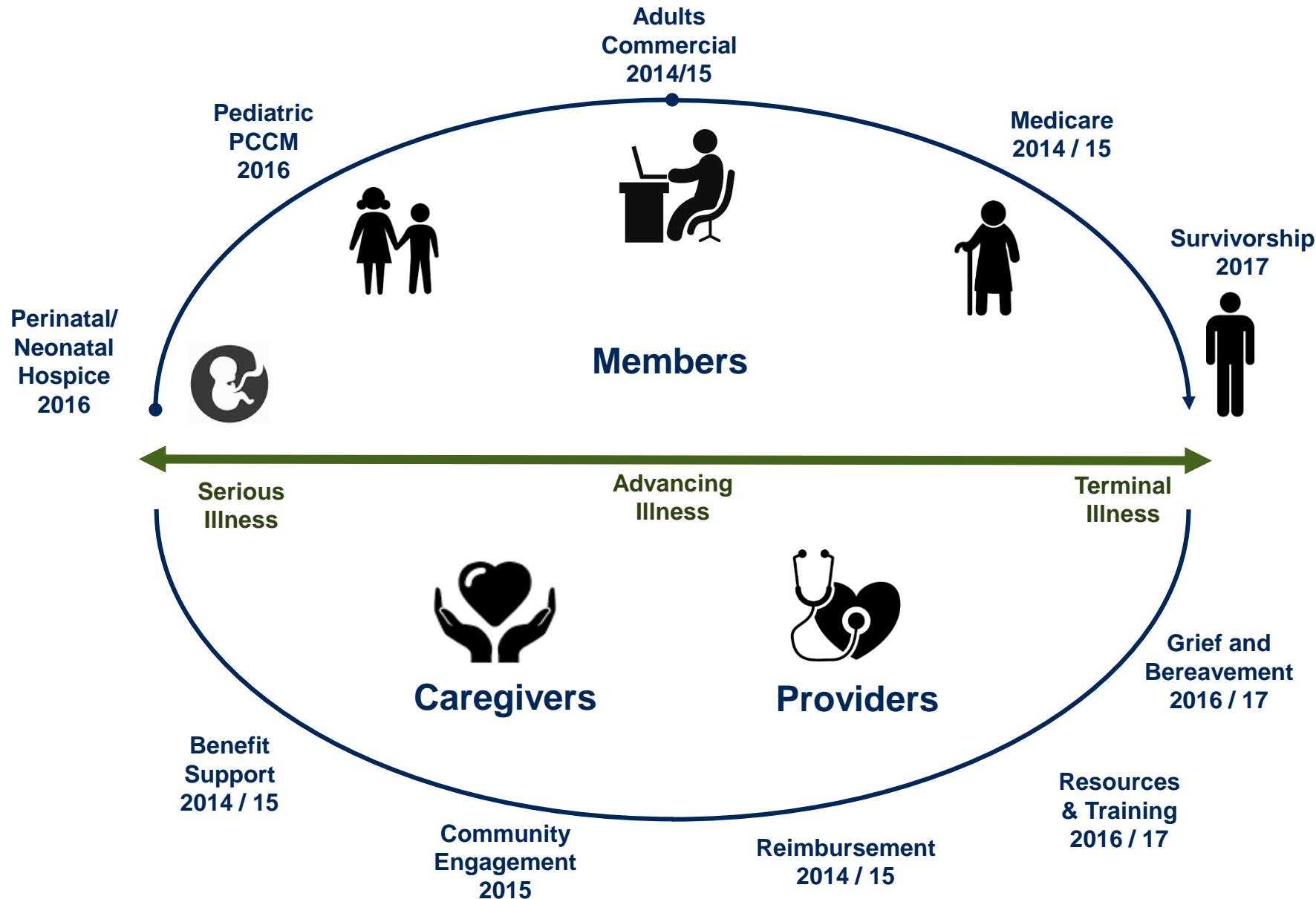


Health Plan Benefit For Serious Illness

- Advance Care Planning
- Home Health Medical
- Home Health Psycho-Social
- Specialized Care Management
 - Caregiver Benefit
 - Provider Grief Support
- No homebound requirement for MA members
- No prior authorization for therapies
- All lines of business, any age, any diagnosis

Health Plan Palliative Care Universe

Personalized Care Support Program



Summary

- We have deployed resources and funding to support our personalized care program for individuals with serious illness
- Our objective is to continually evaluate how best to serve these individuals so they can make personalized choices
- While financial impact is always a consideration, our funding determinations are driven by what is best for our members