



# MANAGED CARE ROLES IN CARING FOR HIGH-RISK AND HIGH-NEED MEMBERS

---

*Seiji Hayashi, MD, MPH*

*Lead Medical Director, Government Programs*

NATIONAL ACADEMIES OF SCIENCE, ENGINEERING, AND MEDICINE

MAY 21, 2024

CareFirst BlueCross BlueShield | Proprietary and Confidential

# About CareFirst BlueCross BlueShield (CareFirst)



86  
Years

86 years of doing  
business and  
investing in care  
solutions

3.5 Million  
Members

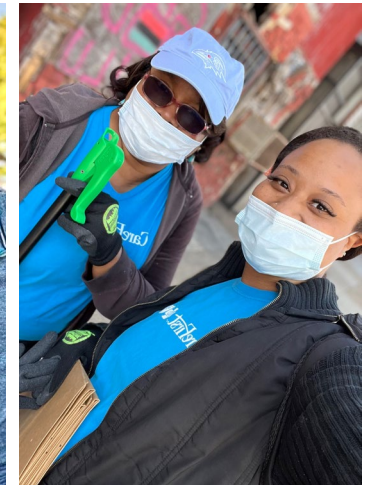
One of the largest not-  
for-profit healthcare  
organizations in the  
country

9,500  
Employees

9,500+ employees  
and contractors  
across the mid-  
Atlantic region

1.7 Million  
Providers

Access to 1.7  
million providers  
across the United  
States





## Medicaid

- CareFirst Community Health Plan Maryland

## Medicare

- Medicare Advantage- Individual Plans
- Medicare Advantage- Group Plans
- Medicare Advantage- DualPrime- Special Needs Plans (DSNP)

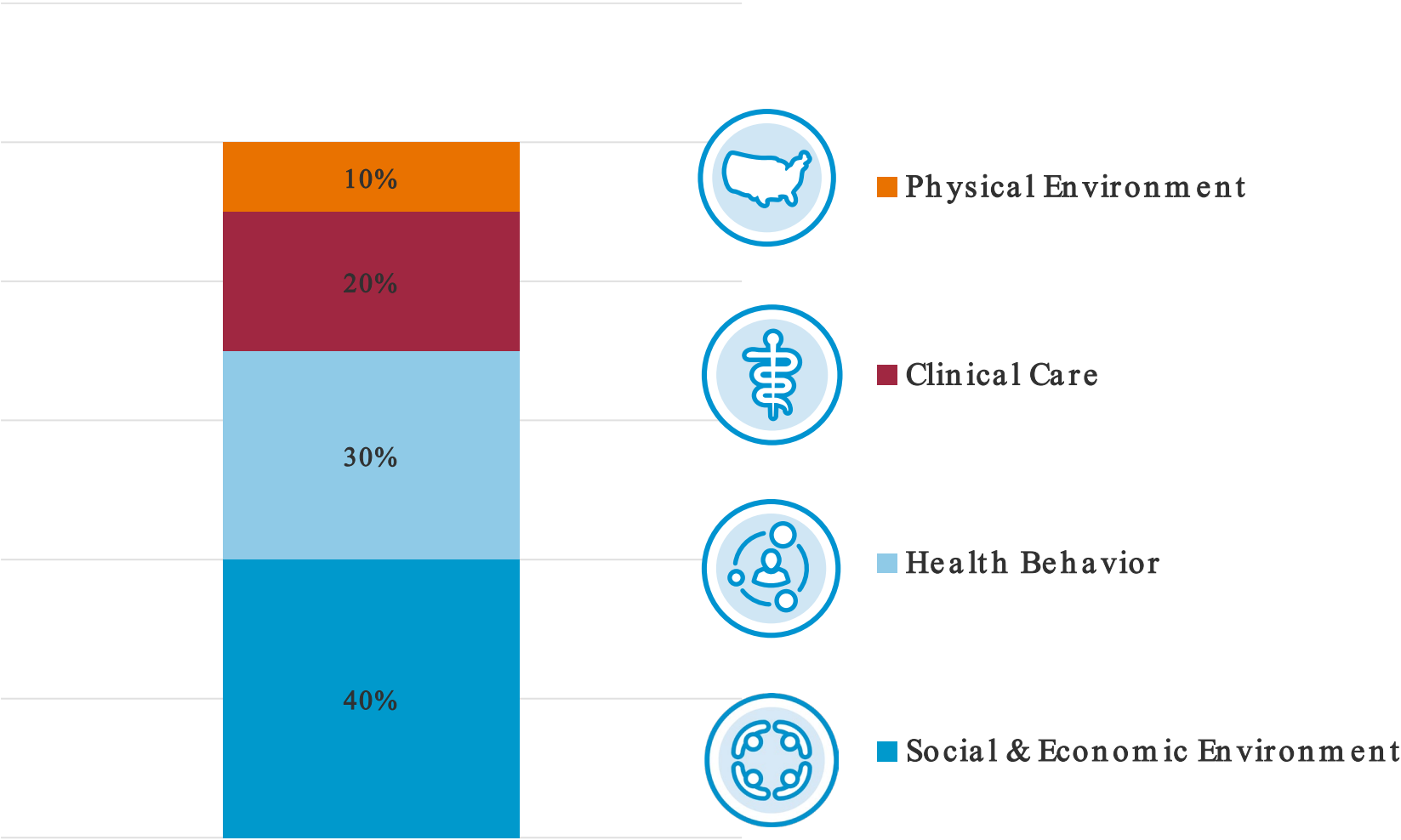


Advance an affordable, accessible, equitable and quality healthcare system that meets the needs of our members and communities. Transform the healthcare experience through public and private healthcare initiatives for individuals with and without health insurance.

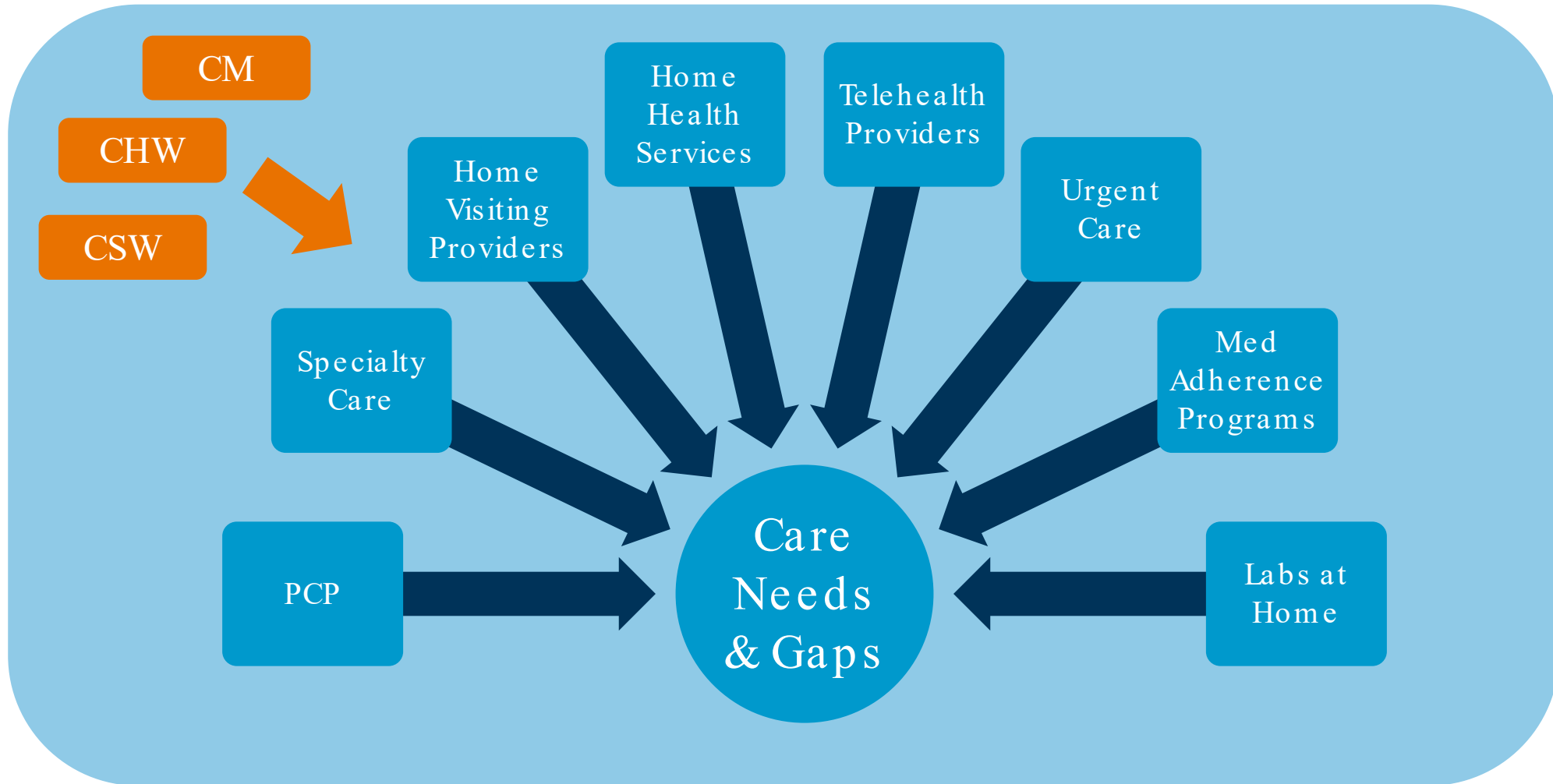
## Vision:

- Drive transformation of the healthcare experience with and for our members and communities.

# Social Drivers of Health



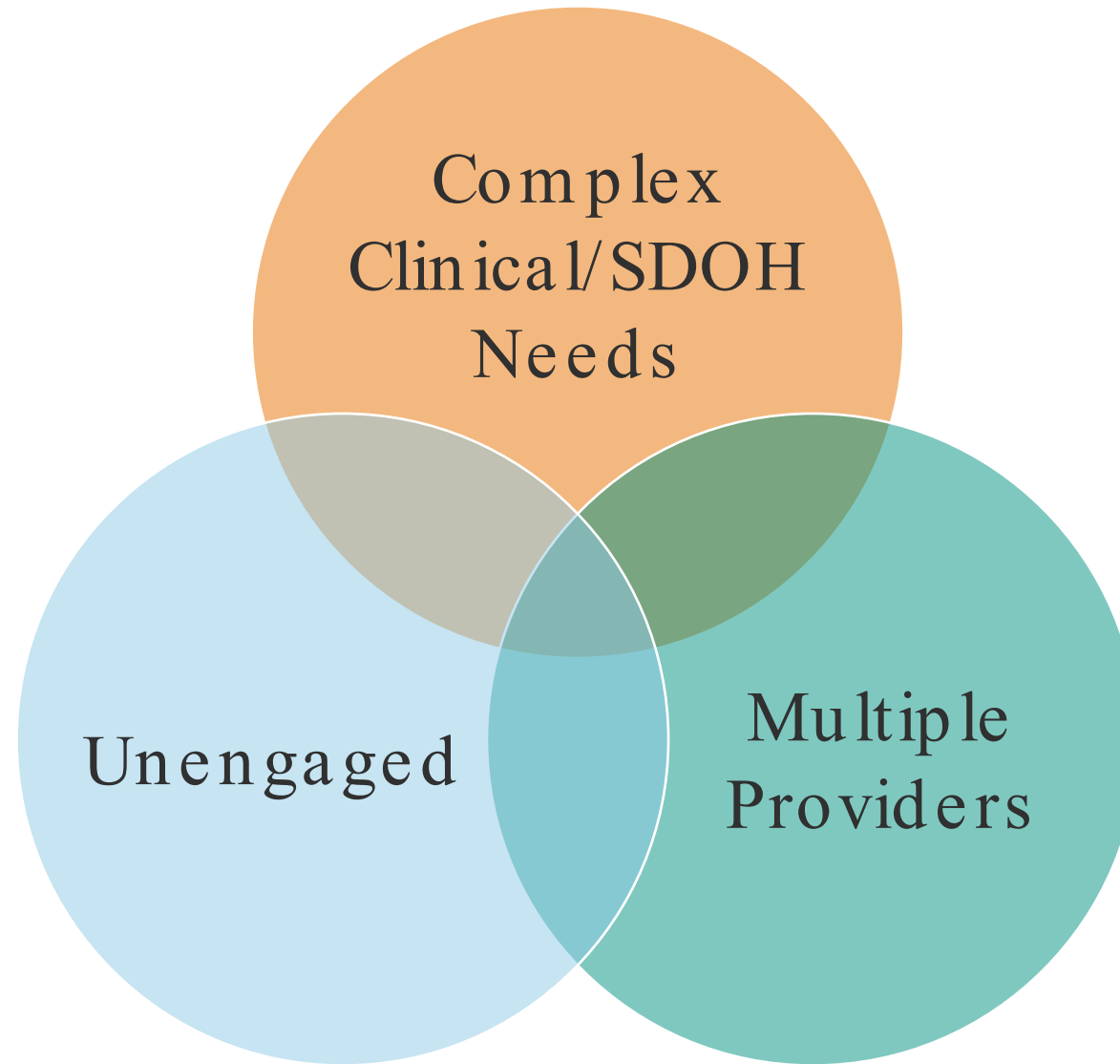
# Clinical Partners/ Vendors that Help Close Care Gaps

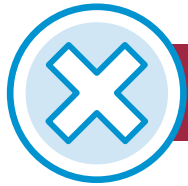




# MCO Roles in Care Management & Coordination

---





## Challenges

- Lack of PCP capacity
- Poor PCP-Specialty Care coordination
- Insufficient SDOH resources, service integration
- Lack of Long-term care and in-home services
- Lack of flexibility with differential allocation of SDOH resources
- BH Carve Out for Maryland Medicaid



## Opportunities

- Community Health Workers
- Doulas
- Urgent Care Quality Incentives
- PCP VBC Contracts
- Enhanced HIE capabilities for clinical and SDOH data integration





# THANK YOU

---

**SEIJI HAYASHI, MD, MPH, FAAFP**

[SEIJ.HAYASHI@CAREFIRST.COM](mailto:SEIJ.HAYASHI@CAREFIRST.COM)

[LINKEDIN.COM/IN/SEIJHAYASHI](https://www.linkedin.com/in/seijihayashi)