



SUNFLOWER STATE
HEALTH PLAN

KanCare Education Tour Workshop

Confidential and Proprietary

History and Scope - Centene

- Established in 1984 in Milwaukee, WI
- Headquartered in St. Louis, MO
- Fortune 500 company
- Employ over 6,400 individuals
- Serve over 2.4 million members across the country
- Currently operate health plans in 18 states (including KS and NH)
- Contract with over 130,000 physicians and 1,200 hospitals

CENTENE will provide
better outcomes at
lower costs

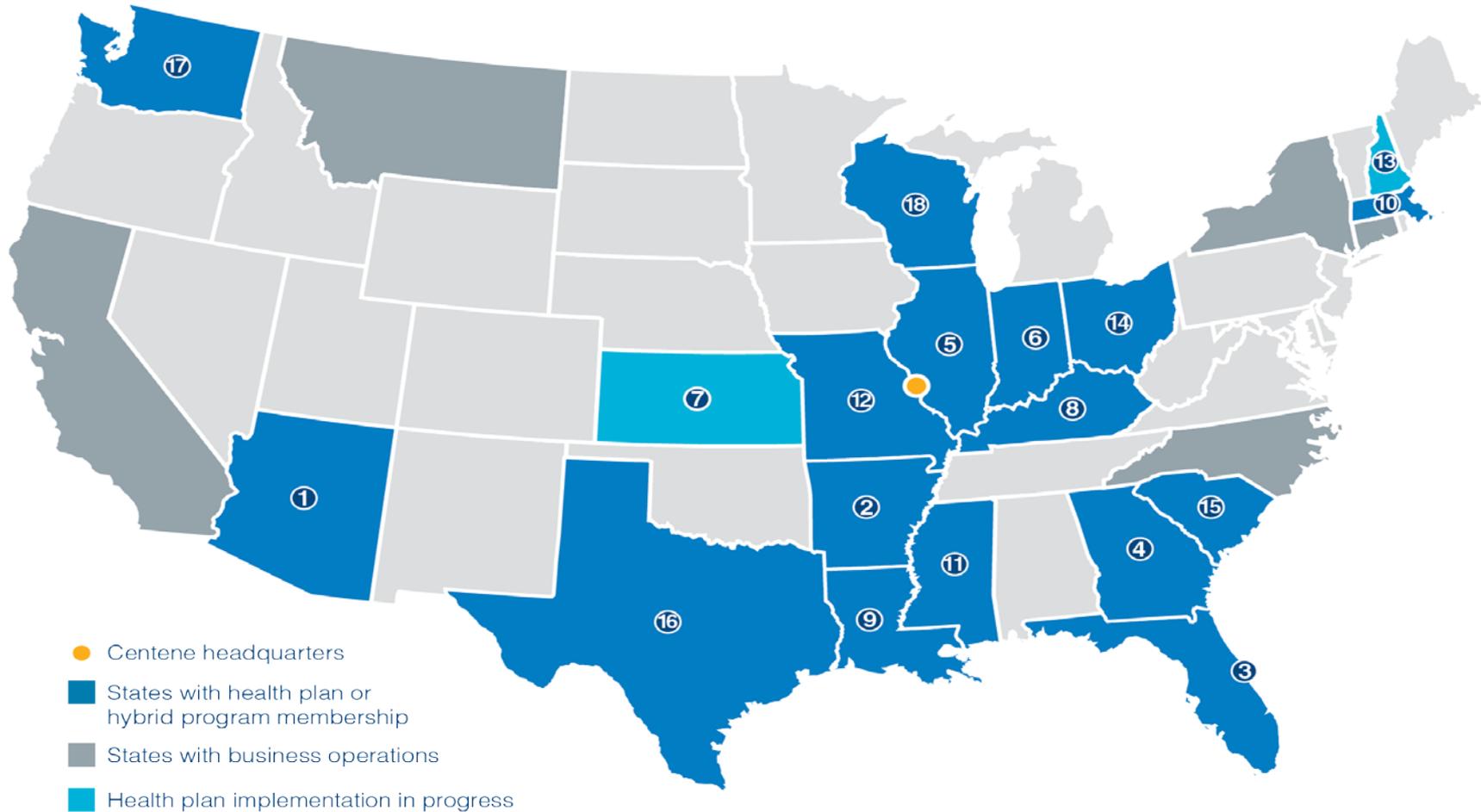
Financial Summary

- NYSE: CNC
- Revenue: Over \$7.7 billion expected for 2012

National Presence



SUNFLOWER STATE HEALTH PLAN



Local Approach & Job Creation

- Sunflower State’s core philosophy is that quality healthcare is best delivered locally. Our local approach enables us to provide accessible, high quality and culturally sensitive healthcare services to our members. Our care coordination model utilizes integrated programs that can only be delivered effectively by a local staff, resulting in meaningful job creation within the communities we serve.

Care Coordination

- Our proprietary care management programs promote a “**medical home**” for each member and enable Sunflower State to partner with its trusted providers to ensure members receive the right care, in the right place, at the right time.

Healthcare Compliance and Improved Outcomes

- State and Healthcare Effectiveness Data and Information Set (HEDIS) reporting constitutes the core of the information base that drives our clinical quality performance efforts.

Integration of Services

- Holistic Approach to Meeting Member Needs
- Understand overlap of services/specialty

Local Governance and Leadership



SUNFLOWER STATE
HEALTH PLAN

Kansas Staff to include the following:

- Local CEO who is empowered and accountable for all Kansas operations
- Local Call Center
- Local Medical Management
- Local Provider Relations and Contracting

Local Kansas representatives on our Board of Directors

Sunflower committees will be staffed by local stakeholders

- Member Advisory Committee
- Provider Advisory Committee
- Hospital Advisory Committee
- Credentialing Committee
- Peer Review Committee
- Community Advisory Committee
- Quality Improvement Committee
- Pharmacy & Therapeutics Committee

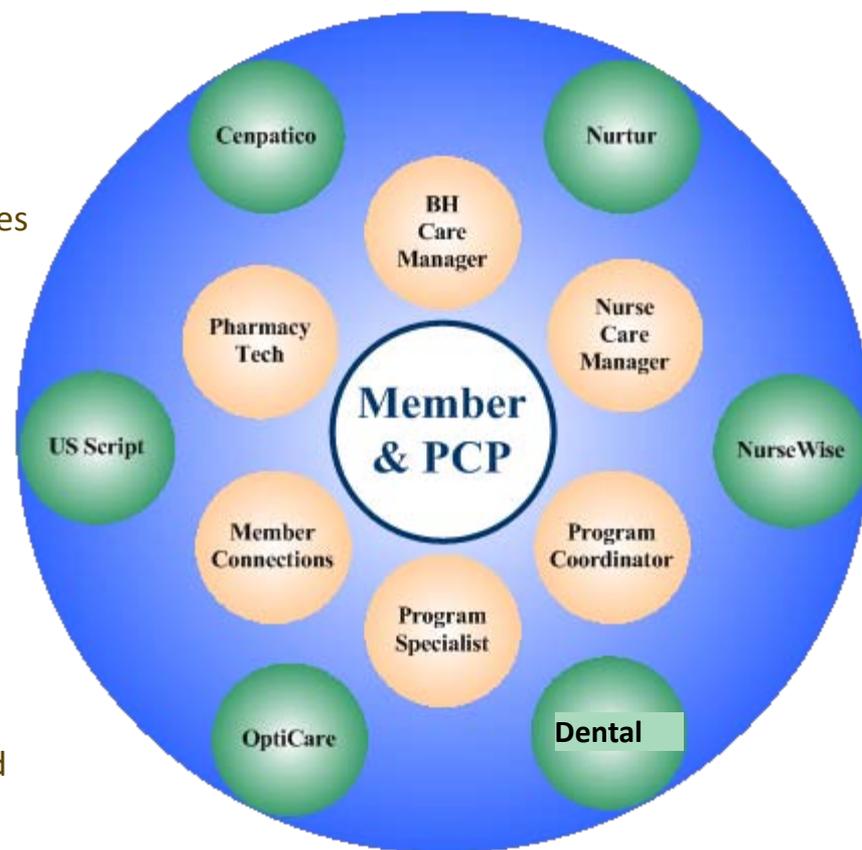
- Kansas-based Call Center
- First call resolution for members and providers
 - Achieved through self-service option, IVR, member and provider relations etc.
- Secure Member Portal (self-service)
 - Order an ID card replacement; update demographic information; complete online health risk screenings or assessments; view the online Provider Directory; change PCP
- Member Relationship Management (MRM)
 - Is our Member services inquiry and data management application, fully integrated with our entire suite of enterprise information system software including our secure web-based Member Portal
 - Upon receipt of an inbound call, MRM will prompt us that a care gap or wellness alert exists for a particular Member so they can address it or transfer the call to a Care Manager once the Member's original inquiry has been addressed
- MemberConnections Program
 - Outreach strategy that explains benefits and provides health education, including how to access care (ex. appropriate Emergency Room utilization)

Sunflower's promise:
"One Call That's All"
Providers and Members need to call only *one* phone number and place only *one* call.



Visible Clinical Presence - “Boots on the Ground”

- Bring Coordination of Care to the Members and Providers
 - Face-to-Face interactions
 - Field Teams and Co-located Teams in provider sites
 - Care Manager, Program Specialist, MemberConnections representatives
- Care Management Teams
 - Identify and engage high-risk and non-compliant members
 - Identify barriers to compliance with treatment plans and goals
 - Facilitate communication across medical and behavioral health specialties
 - Coordinate services, including transportation and referrals
- Disease Management
- Onsite discharge planning at high-volume facilities





- Since 2006, Sunflower's parent company has built provider networks from scratch in six states totaling ~50,000 providers
 - Georgia – 15,957 providers (116 Hospitals)
 - Illinois – 5,390 providers (54 Hospitals)
 - South Carolina – 7,380 providers (29 Hospitals)
 - Kentucky – 12,552 providers (54 Hospitals)
 - Mississippi – 4,232 providers (74 Hospitals)
 - Louisiana – 3,987 providers (31 Hospitals)
 - Washington – 8600 providers (66 Hospitals)*
 - Missouri – 7,782 providers (72 Hospitals)*

* Network still being developed

- Critical success factors:
 - Flexible, consultative, relationship-based, partner focused
 - Dedicated resources for Kansas
 - On-the-ground: experienced Network Development leaders building collaborative relationships (hospitals, physicians, CMHCs, CDDOs, FQHCs, trade associations)
 - Complemented by a dedicated telephonic Network Development team
 - Educate, listen and engage; Collaborate rather than mandate

Wide Spectrum of Solutions



Government Solutions	AR	AZ	FL	GA	IL	IN	KS	KY	LA	MA	MO ¹	MS	MT	OH	SC	TX	WA ¹	WI
TANF		•	•	•		•	•	•	•		•			•	•	•	•	•
CHIP		•		•		•	•	•	•		•			•	•	•	•	•
ABD (Non-Dual)		•	•		•		•	•	•			•		•	•	•	•	•
ABD (Dually Eligible)		•	•				•	•								•		•
Long-Term Care		•	•				•									•		
Foster Care							•	•	•		•	•				•	•	
Medicare Special Needs Plan		•		•										•		•		•
Other Subsidized Health Insurance Programs	•					•				•						•	•	
Specialty Health Solutions																		
Pharmacy Benefits (US Script)		•	•	•	•		•	•		•		•		•	•	•	•	
Behavioral Health Management (Cenpatico)		•	•	•	•	•	•	•		•	•			•	•	•	•	•
Life & Health Management (Nurtur)		•	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•
Managed Vision (OptiCare)		•	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•
Telehealth (NurseWise)		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

¹ MO and WA health plan operations are expected to start July 1, 2012.



- Consumers have a voice and choice in what services they receive, and how they receive them
- Meaningful engagement of the disability and aged advocacy networks
 - Help to shape the program through participation in our advocate committees
 - Contract for services
- Community education and outreach
- Ensuring access to traditional LTSS providers
- Accessible housing
- Transition services that impart the culture of independent living
- Facilitate appropriate transportation for all members
 - Seek out community resources
- Peer support to help with access to support services
- Coordinating with Medicare covered services

LTC and DD Advocate
Meetings Sunflower
Participated In: 86

Value-Added Services



<u>Service</u>	<u>Eligible Target Group</u>
➤ CentAccount Member Incentive Program	➤ All Populations
➤ Connections Plus	➤ High Risk/Disease state/Pregnancy
➤ Start Smart for Expectant Mothers/Newborns	➤ Pregnant Women, Moms and Children
Baby Showers	
Home Visits for New Mothers	
Birthday Programs	
➤ Behavioral Health-Children's Follow-Up Incentive Program	➤ Behavioral Health - under age of 21
➤ Nicotine Replacement Therapy	
➤ Co-Pays Waived	
Generic Prescriptions	➤ Title 19 Adults
➤ Preventative (Adult) Dental Coverage	➤ All Populations
➤ In-Home Telemonitoring	➤ High Risk/Multiple Co-Morbidities
➤ Assistance for Appointments and Care	
Escort/Assistant to accompany Members to appointments	➤ SMI/PMI
Lodging and Travel assistance for Specialty/In-Patient Care	➤ All Populations
Practice visits to OB/GYN and Dental	➤ MR/DD
➤ Pet Therapy	➤ Aged/HCBS
➤ Additional Respite Care	➤ ABD Populations
➤ Healthy Schools/Adopt-A-School Program	➤ Selected Schools/All Students

Quality and Outcomes

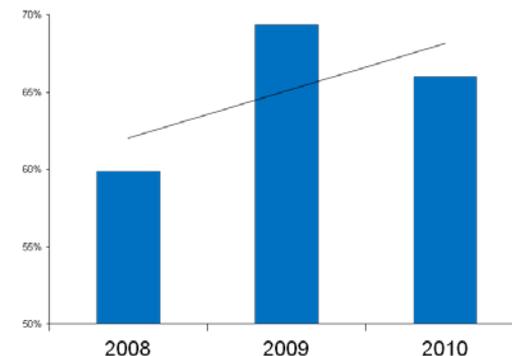


Start Smart for Your Baby Tactics

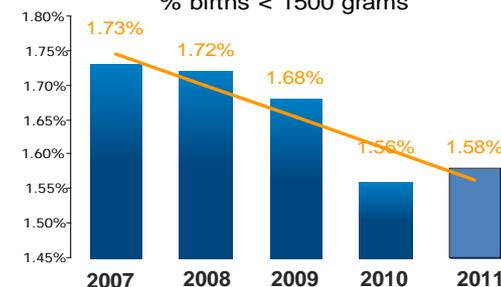


- Identifying High-risk Pregnant Members
 - Notification of pregnancy form
- Care Management
 - High-risk pregnancies the key target of the program
 - Assign a care manager (nurse) to a member for coordination of care
- Member Education
 - Low-risk and high-risk members benefit from educational tools
 - Handbook, materials, journey book, MP3 players, website
- Member Incentives
 - CentAccount rewards card, gift cards, baby gifts
- Post-Partum Outreach
 - Counseling, pediatric care education, NICU kits, diapers
 - Postpartum depression needs, lactation program, family planning

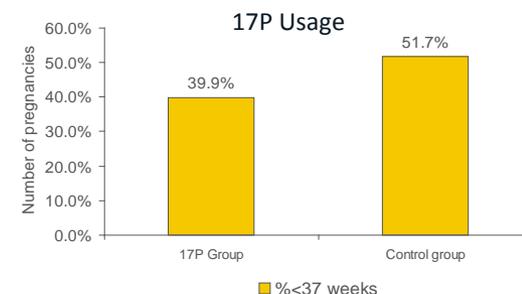
Timeliness of Prenatal Care



% births < 1500 grams



Percentage of Premature Deliveries



Start Smart Saves Health Care Dollars

- Reduction in NICU admission costs alone has led to significant savings
- 3 Year savings due to lower NICU costs: \$27 million
- Pediatric savings in first year of life average \$637/ child

Member Incentive Program

- Promotes personal healthcare responsibility and ownership by offering financial incentives that are valued and appreciated by healthcare consumers
- Piloted in South Carolina in 2008
- Currently we have over 400,000 active CentAccount cards
- Outcomes:
 - Reduction of ER utilization by 19% (South Carolina)
 - Members aged 3-21 were 33% more likely to get an annual well visit (Indiana)
 - Year end Case Management efforts to reduce non-compliance were 90% more effective when paired with a CentAccount reward (Indiana)
 - Member visits to their PCP within 90 days of enrollment increased by over 20% (Indiana)
 - Adult members who earned the annual well visit reward were 34% less likely to visit the ER, translating into a savings of \$2.04 PMPM in ER costs (Indiana)
 - Adolescent well visit rate increased 21% after 7 weeks (Georgia)





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Who We Are

Sunflower State Health is a proposed Managed Care Organization in Kansas with a commitment to deliver results for the people we serve. We will partner with physicians, specialists, hospitals, and other providers to ensure each member receives the right care, at the right time, in the right setting.

If you are interested in partnering with us or would like more information about Sunflower State, please call 1-877-644-4623 or visit the [Become a Provider](#) section of our website.



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Our Reputation

From our sister companies, other Centene subsidiaries



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Transition of Care

We focus on coordination of care.

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Sunflower State Health Plan News

Sunflower State Health Plan awarded KanCare contract

[Read more](#)

Phone Numbers

Member Services

(xxx) xxx-xxxx
Monday – Friday
8:00am – 5:00pm (CST)

NurseWise – After Hours

(xxx) xxx-xxx

Resources

[Member Handbook](#)
[Member Handbook - Spanish](#)
[Member Handbook - Vietnamese](#)
[Helpful Links](#)

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Payformance Corporation Announces Name Change to PaySpan®, Inc.

Payformance Corporation changes name to PaySpan®, Inc.

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Provider Q&A Calls

We're here to answer any questions you may have.

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Transition of Care

We focus on coordination of care.

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Provider Services

(877) 644-4623
Monday – Friday
8:00am – 5:00pm (CST)

Provider Agreement

To request a provider agreement or for other information, please call (877) 644-4623

Resources

[Provider Handbook](#)
[Provider Billing Manual](#)
[Contract Request Form](#)
[Forms & Reference Materials](#)
[Provider Training](#)

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Through the Secure Web Portal, Providers can:

- Check Member Eligibility
- Check by CPT or HCPC code whether prior authorization is needed
- Submit Prior Authorization Requests
- View Patient Lists
- Submit, view and adjust claims
- View Payment History
- Member Health Record

Value Sunflower State Health brings to providers



SUNFLOWER STATE
HEALTH PLAN

- Timely and accurate claims payment
- Local, dedicated resources
- Case managers who serve an extension of physician offices
- Education and support of providers and staff through designated Provider Relations Representative
- Provider participation on health plan committees and boards
- Member Education, Outreach and Support
- No paper or electronic referral requirements
- Limited prior authorizations
- Electronic transaction capabilities
- Web based tools for administrative functions

We strive to reduce administrative hassles so providers can focus on what they do best — providing quality healthcare to consumers



Prior Authorization

- Review to determine medical necessity before service is rendered
- Limited to services for which utilization can be favorably influenced by medical necessity review
- Use InterQual, nationally recognized criteria, to authorize most services
- Non-par services require prior authorization
(exclusions – ER, family planning, routine labs)
- Can submit by phone, fax or web
- Ask to submit at least 7 days prior to date of service

WPPA, INC. PROVIDERs CARE

A PPO serving the State of Kansas and surrounding areas

The only physician owned and operated PPO in Kansas

Providers in the ProviDRs Care network may participate with Sunflower by executing a Sunflower/Medicaid addendum to their ProviDRs Care agreement

Benefits of contracting with Sunflower State Health Plan through ProviDRs Care:

- ***Simple Sunflower/Medicaid addendum to ProviDRs Care contract in lieu of review and execution of a full participation agreement***
- ***Since you are already credentialed through ProviDRs Care, there is no additional credentialing paperwork***

What to expect prior to 1/1/2013



Provider Contracts are currently pending State approval

- ✓ Signed an LOI? You will still need to complete contracting and credentialing paperwork.
- ✓ Behavioral Health Providers already contracted with Cenpatico – addendum process

Next two weeks – Contracts approved and distributed to providers

- ✓ Provider Contract
- ✓ CAQH Credentialing documents or KS Standardized Credentialing App
- ✓ Disclosure of Ownership form (Federal requirement)

Next two months – types of communication from our contracting team

- ✓ Personal visits
- ✓ Phone calls
- ✓ Fax and/or Email



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Sunflower State Provider Contracting

1-877-644-4623

<http://www.sunflowerstatehealth.com>