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# Benchmarking Population Health Programming and Disease Management Expertise

Tina Ross Knapp, BS, RN, CCP, IC®

Manager, Disease Management

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Tina Ross Knapp has no relevant financial relationships or affiliations to disclose in regard to the content of this presentation.



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# Session Goals

Session attendees will be able to:

- ✚ Explain the Chronic Care Professional (CCP) certification
- ✚ Identify benefits and use of Chronic Care Professional (CCP) training in population health programming
- ✚ Describe the process used by Capital BlueCross for educating and preparing their Disease Care Management team for successful CCP certification
- ✚ Implement CCP certification as a mechanism for benchmarking current programming and calibrating staff expertise



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# About CCP Certification

Chronic Care Professional Certification is the only evidence-based, award-winning chronic care improvement, disease management, motivational interviewing, and health coaching training program:

- Training can be completed onsite, via Web or in combination
- Valid certification for three (3) years
- Fifteen (15) CEUs required for submission with re-certification fee
- Health Sciences Institute, DMAA and CMSA are approved providers of CEU for recertification



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# CCP Training Benefits & Use

- Provides “big picture” overview of national chronic care delivery
- Identifies key health care performance indicators
- Reviews common models, strategies and methods for improving health care performance
- Provides rationale for “big five” chronic disease focus, including self-care and evidence-based options
- Describes health care approaches and practices in various settings
- Presents the impacts of health literacy and cultural competence on care delivery
- Outlines the five leading models and guiding principles of health behavior change
- Explores proven models for assessment and communication
- Summarizes leading health threats and necessary steps for healthy lifestyles



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# Impetus for Obtaining CCP Team Certification

- Leading certification for Disease Care Managers
- Evidence-based, comprehensive training on chronic condition care delivery
- Calibration of knowledge base among team
- Serve as foundational education for support of Medical Home efforts
- Differentiator in the marketplace



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# Method for Delivering CCP Certification to DM Care Team

- Began in June 2009
- Monthly meetings focused on specific chapter
- Three-hour sessions that supported:
  - Module content review
  - Team discussion
  - Evaluation of current programming against content
  - Tracking of opportunities for redesign and/or further training



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# Foundational

## Module 1: Health Care Performance Improvement

- Access, Quality and Chronic Care Management Differences among Developed Nations
- Chronic Care Model and IOM STEEP Model
- Five Key Health Care Improvement Solutions

## Module 2: Population Health Improvement Solutions

- DMAA Model Components
- Patient Identification, Stratification and Registries
- DM Service Delivery Model & Outcomes Evaluation



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# Developmental

## Module 3: Chronic Diseases & Age-Related Conditions

- Big Five Chronic Diseases and WISE Self Care Model
- 20 Diseases and Age-Related Conditions

## Module 4: The Partnership Model of Care

- Partnership Model of Care
- Stanford's Chronic Disease Self-Management Programs
- Biopsychosocial (Whole Person) Model of Health
- Health Literacy, Disparities and Cultural Competency



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# Interventional

## Module 5: Health Behavior Change Facilitation

- Behavior Change Models
- OARS Listening Skills Model
- HSI's Patient Change Model

## Module 6: Health Promotion & Coaching

- Integrated Model of Health Coaching
- USDA Food and Harvard Healthy Eating Pyramids
- NHLBI and NIH Weight Loss Guidelines and LEARN Model
- Physical Activity for Seniors and Chronically Ill Adults



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# Evaluation Methods

## Monitoring of Staff Use of CCP Training Through:

- Call Monitoring
  - Evaluate staff use of MI and IC efforts to support member engagement and behavior change
- Case Reviews
  - Evaluate staff use of in-depth knowledge of evidence-based medicine in developing plan of care for members
- Case Audits
  - Evaluate staff documentation and adherence to workflow that supports recommended care delivery approaches



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# Impact on Knowledge and Care Delivery

## *Staff Comments*

- ❖ “My CCP certification verifies the programs we are working with are based on the most up-to-date information available in the health care continuum.”
- ❖ “The CCP certification training provided me with an expanded perspective of the current health care system and a review of the current evidence-based care for many chronic conditions.”
- ❖ “The variety of suggestions for checking adherence and using open-ended questions for better communications were a great contribution to my interaction with my members.”
- ❖ “Being relatively new to Managed Care, this program has helped me to see the ‘bigger picture’ around DM/PM. It also highlighted many accessible DM resources for in-depth information.”
- ❖ “I understand the Medical Home Model better now and the Motivational Interviewing and provider/patient communication skills were very enlightening.”
- ❖ “I found the CCP certification training to be a comprehensive training in all aspects of population health improvement, including comparison studies of other countries with the U.S. delivery system of health care.”



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# Additional Efforts

- Currently exploring use of CCP certification by our vendors for those individuals who work on our account
- One vendor with scheduled meeting with HSI to evaluate benefit to their entire care management team
- Exploring opportunities to use CCP certification training with Medical Home Model efforts



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# Results

- ✓ Increased awareness of Capital's programming as it relates to national / international standards
- ✓ Expanded team discussions on current aspects of health care delivery and afforded team member contributions to CBC strategic efforts
- ✓ Able to collate specific considerations for future disease management program redesign
- ✓ Improved monitoring results
- ✓ Network providers considering nurses with CCP certification as highly desirable and qualified for Medical Home effort
- ✓ **Training completed and 100% of staff are CCP-certified.**



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# THANK YOU

Tina Ross Knapp, BS, RN, CCP, IC®

Manager, Disease Management

2500 Elmerton Avenue

P.O. Box 779861

Harrisburg, PA 17177-9861

717-703-8556

[Tina.Ross-Knapp@capbluecross.com](mailto:Tina.Ross-Knapp@capbluecross.com)

[www.capbluecross.com](http://www.capbluecross.com)

Capital BlueCross is the leading health insurer in its region, providing health insurance coverage to nearly one million people in central Pennsylvania and the Lehigh Valley. Capital BlueCross is committed to making health insurance simple for its customers and members through all the stages of life by offering nationally acclaimed customer service and a full range of innovative benefit programs at competitive prices.

The company has been providing health security to the people and communities of central Pennsylvania and the Lehigh Valley for more than 70 years and employs about 2,100 people in the region.



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