

SECTION T: MARKETING AND MEMBER MATERIALS

T.1 Member Educational and Marketing Materials

T.1 Describe proposed content for your member educational and marketing materials and attach examples used with Medicaid or CHIP populations in other states. Describe innovative ways that you have engaged in member education.

Describe how you will provide equitable marketing throughout the state. Provide examples or descriptions of how your member education and marketing materials will be used to improve service coordination including:

- ***The coordination of carved out and behavioral health services.***
- ***Supporting MCO efforts toward EPSDT compliance, appropriate ED utilization, STI education, encouraging the use of prenatal services and prematurity prevention***
- ***The use of technological tools, including social media and mobile technology, to engage members.***
- ***Partnering with community-based organizations for education and outreach.***

For more than two years, Amerigroup Louisiana, Inc. (Amerigroup) has been a valued and trusted partner to Louisiana. We understand the people served by the State's Medicaid program, and we currently provide health care services to approximately 127,000 members enrolled in the Louisiana Bayou Health program. Our goal is transforming the health of our Louisiana communities, and at the heart of this transformation is a member education and outreach program that empowers our members to engage in improving their health. With that in mind, we have built a member education and outreach program that delivers the tools and information necessary to achieving DHH's goal of better health outcomes for Louisianans.

Amerigroup has developed a deep understanding of our members and communities through high-touch engagement. We acknowledge the barriers our members face when navigating the road to better health, such as limited resources, including housing and transportation, language barriers, and high incidence of chronic illnesses. Through our robust outreach program, Amerigroup identifies, educates, and coaches members to take greater responsibility for their health, wellness, and quality of life by empowering them to adopt improved self-management skills – thereby expanding participation in primary and preventive care, and enhancing health outcomes.

The centerpiece of our approach is a community-based model that pairs local expertise and relationships, with national resources and best practices. We have built relationships with trusted community organizations who share our goals and values, such as schools, community- and faith-based organizations, local businesses, support organizations, and our vast provider network. They strengthen our relationships within tight knit Louisiana communities and enable us to combine resources to better serve our members.

Marketing Practices That Engage All Members

Amerigroup's strategy provides equitable marketing across the service areas of Louisiana. We recognize that each person has value, and our marketing philosophy honors the unique opportunities presented by the regional differences of our members, providers, and communities. Our employees live in the communities they serve and each is as unique as the region where they work. Living and working in the community means that our employees have an appreciation and understanding of the resources available to our members where they live. Specifically, they are able to address the information needs of

Louisianans, including where and from whom they prefer to receive health information, as well as the unique challenges of communication presented by various cultures and geography. Amerigroup prides itself on our highly dedicated representatives who have become “connectors” in the community. Because they are knowledgeable about the community overall and the vast array of programs that exist, they have become a great resource for those potentially eligible for the Bayou Health program, and for community leaders who share a common goal of improving the health and wellness of Louisiana.

We believe that member engagement, empowerment, and education are paramount to a successful managed care program. Our marketing plan acknowledges that, before members can effectively engage in their own health care, they must possess knowledge of their benefits, the availability of programs and resources, and how access to these services can help improve their lives. This is especially important in Louisiana, where a significant population resides outside major urban centers, and health disparities are prevalent.

For this reason, Amerigroup has and will continue to build a comprehensive, far-reaching marketing initiative that meets all contractual requirements while being centered on program awareness and education, with follow-up outreach efforts that focus on health education and emphasize Louisiana’s top health issues.

Educational and Marketing Materials That Bring Value to Our Members

Our experience in Louisiana and other states has shown that, to increase personal responsibility and self-management skills, our members must receive educational materials that are easy to understand, relevant, meaningful, and accessible to all. We have a rigorous process to develop and continuously improve the quality of our member educational materials.

Our comprehensive Collateral Materials Approval Process (CMAP) assures that materials are accurate and meet compliance and company standards while being easy to understand. The process also pays close attention to cultural sensitivity, and aligns with Louisiana’s “Person First” policy. Amerigroup member materials are written at no higher than a 6.9 grade reading level, verified by the Flesch-Kincaid Grade Level index, with a minimum font size of ten-points. This policy improves readability and clarity, and meets DHH’s language level requirements, and all Federal Title XIX and XXI regulations.

We have significant experience producing materials that are culturally relevant to our members. Translation services are provided for written marketing and education materials for any primary language spoken by four percent or more members or potential members. We distribute all printed member materials in English and Spanish. Upon request, and at no charge to the member, we also offer materials in additional languages and formats, including large print, audio recordings, and Braille to accommodate those with visual or hearing impairments, disabilities, or special needs. Requests for alternate language, printing, and other accommodations are processed through our member call center.

To further demonstrate our commitment to providing relevant, culturally competent materials to our members, we make changes to our standard process when deficiencies are noted. Our experience with our Vietnamese community partners, for instance, has taught us that there are dialect differences within the American north and south Vietnamese communities. As part of our standard process, all translations are handled by our national marketing services translation vendor. When we identified a disconnect between our Vietnamese translated materials and the southern Louisiana Vietnamese dialect, we remedied the situation by forwarding our translated materials to the Vietnamese Initiative in Economic Training (VIET) translation services. VIET makes translation and dialect changes to our materials, which we send back to our national translation services to verify for compliance, before sending to DHH review for final approval.

Member Materials Provided at Enrollment

When members join Amerigroup Louisiana, they are welcomed into the health plan with the tools and information they need to understand and access their services right away.

Amerigroup Member Identification Card

Within 10 days of notice of enrollment from DHH or the enrollment broker, Amerigroup sends each member an ID card via first-class mail. Member ID cards are sent separately from the welcome packet to make sure that the member has access to, and knowledge of his or her PCP as soon as possible. The ID cards will contain all information required by section 12.13.3 of this RFP, including the name and contact information for the Louisiana Behavioral Health Partnership. They are printed on a high-grade Teslin plastic product to sustain a long usability life for the card. Members are educated on use of the card, including the use of it in tandem with the DHH-issued card and pharmacy card. A sample member ID card is shown in Figure T.1-1 and is included as Attachment T.1-1a.

Figure T.1-1 Our Member ID Card Provides Members with the Important Information They Need to Access Their Health Care



Member Welcome Packet

Each new Amerigroup Louisiana member receives a welcome packet within 10 business days of DHH notice of enrollment as outlined in Section 12.11.3 of the RFP. The packet includes:

- Welcome letter
- Health Risk Assessment
- Member handbook
- Provider directory
- Member health education and awareness materials

Amerigroup Welcome Letter

Amerigroup understands the importance of providing a warm and welcoming start to a member's experience with us. We use the welcome letter to thank members for choosing us as their health plan and provide an overview of the major features of the Louisiana MCO program and our value-added services. A draft Amerigroup Louisiana welcome letter is provided as Attachment T.1-1b.

Health Risk Assessment

A comprehensive Health Risk Assessment is currently under development using local and national expertise, as well as best practices from several of our affiliate Medicaid health plans across the nation. Our goal is to identify the existing and potential health care needs of our members upon enrollment through use of this comprehensive assessment tool.

Once developed, this tool will be included in all Louisiana welcome packets.

Amerigroup Member Handbook

The Amerigroup member handbook defines member rights and responsibilities, and provides a complete explanation of benefits, including how to obtain in- and out-of-network services, as well as urgent and emergent care. Members also receive detailed information about filing grievances and appeals, requesting

a State Fair Hearing, and reporting suspected cases of fraud and abuse. The handbook is available on the member website, and additional hard copies may be obtained by members upon request at any time. Both online and print versions are kept current and updated. The handbook is sent to DHH for approval annually before printing and distribution. A sample Amerigroup member handbook is provided as Attachment T.1-1c.

Amerigroup Provider Directory

Our provider directory is consistent with the requirements listed in RFP Section 12.14. Our directories reflect relevant provider data, including names, locations, telephone numbers, office hours, and non-English languages spoken by current network PCPs and specialists; hospital listings, including locations of emergency care and post-stabilization services; list of providers accepting new patients; and whether a provider performs EPSDT screens. A searchable tool with real-time updates on the member website facilitates searching for providers who meet member preferences. A sample Amerigroup provider directory is provided as Attachment T.1-1.

Member Health Education and Awareness Materials

Additionally, the welcome packet includes member health education and awareness materials as determined by the current needs of the Amerigroup Louisiana population. They include AmeriTips, and other materials developed to enhance the health of our members. A few of these materials are described later in this section.

Welcome Call

Amerigroup recognizes the importance of making early contact with our new members. In addition to our printed and web-based member materials, we proactively reach out to new members with a welcome call.

We use it to personally introduce members to Amerigroup, orient them to our services, identify their specific issues, and answer any questions they may have. Our team makes the initial welcome call attempt to all new members using advanced auto-dialer technology within 10 business days of notice of enrollment, surpassing the timeline standards set forth in RFP Section 12.11.3.2.1. During the welcome call, we:

- Welcome the member to Amerigroup as a Bayou Health Plan member
- Verify and update member information
- Explain our privacy policy
- Discuss the importance of the patient-centered Medical Home and the role of the PCP in the member's care
- Verify the member's PCP selection:
 - Help the member select a PCP if the enrollment file comes without one; if the member has no preference or cannot be reached after three attempts, PCP auto-assignment is triggered
 - Help the member change the PCP if desired
- Explain the member's benefits, including:
 - Availability of oral interpretation and written translation services available free of charge
 - Behavioral health and substance abuse services
 - Medical transportation
 - Long-term reversible contraceptives
 - Tele-consult
 - Value-added benefits:
 - Our Healthy Rewards Program and other incentive programs, including information on how to participate

- Maternal-Child Health
- Amerigroup On Call and alternatives to emergency department use
- Health and wellness benefits
- Conduct a Health Risk Assessment screening to determine any special health care needs, including pregnancy. The assessment may trigger referrals for Nurse Case Management or into one of our care management programs. When necessary, the call may be transferred to a registered nurse for further advice and action as needed or upon request. Members placed into care management programs receive specialized outreach and education tailored to their individual needs throughout the year.

Figure T.1-2 Amerigroup Welcomes New Members with Eye-Catching Materials to Engage Them in Their New Health Plan



We will make at least three attempts to contact new members. If a member cannot be contacted by phone, we send a *We Tried to Reach You* letter asking the individual to contact us at his or her earliest convenience.

Welcome Postcard

Upon enrollment, members also receive a welcome postcard shown in Figure T.1-2. They are designed to be colorful and eye-catching to engage members in communication with their new health plan. The postcard gives a brief overview of the health plan, outlines the value-added services available to members, and provides them with important information regarding how to contact us or obtain additional information. A copy of the postcard is included as Attachment T.1-1e.

On-Going Member Education and Communication

Amerigroup is proactive in its outreach and education programs designed to promote healthy behaviors. As such, we make prevention and educational materials available to all members upon request and through our providers' offices, in community partner locations, at community events, and on our member website. Below are a few examples of the types of materials we make available to our members.

AmeriTips

Amerigroup provides our members with easy-to-read, appealing tip sheets with information on preventive health care and management of chronic disease conditions. They are examples of methods we use to educate members and promote healthy behaviors. AmeriTips include a wide range of topics. Members may request AmeriTips on specific topics of interest or we may send them to members when health issues are identified through claims or outreach. AmeriTips are also used in annual health campaigns, such as our flu shot campaign. A comprehensive listing of available AmeriTips is listed in Table T.1-1. Sample AmeriTips are provided as Attachment T.1-1f.

Table T.1-1. AmeriTip Topics Available to Amerigroup Louisiana Members

AmeriTip	Information Offered
#	
24 Hour Nurse HelpLine®	Teaches members how and when to access our 24/7 Nurse HelpLine®
A	
Advance Directives	Educates members regarding the importance of having an advance directive and how to execute one
Anger	Provides helpful information on managing anger
Aspiration Pneumonia	Discusses how to avoid and recognize the signs of aspiration pneumonia
Asthma	Provides information on managing and living with asthma
Asthma Triggers	Education on recognizing personal triggers and preventing acute asthma attacks; includes a list of common triggers
Autism	Provides an overview of autism spectrum disorders
B	
Beating the Heat	Teaches members how to stay healthy, hydrated, and safe during periods of extreme heat
Breast Health	Demonstrates the importance of self-screening and annual screenings; includes helpful diagrams
Breastfeeding	Information on the importance of breastfeeding, including “how to” information
Breastfeeding Myths and Facts	Shares common myths and facts about breastfeeding
C	
Coronary Artery Disease	Information on risk factors and treatment
Children and Lead Poisoning	Discusses the importance of lead screening and detection in children
Chlamydia	Contains important information regarding prevention and treatment of STDs and chlamydia in particular
COPD	Provides information on the risks and treatment of COPD
D	
Dental Emergencies	Teaches members how to recognize and get treatment for dental emergencies
Diabetes (What is)	Provides important information regarding the causes and risk factors for diabetes
Diabetes I	Details the causes, risk factors, and treatments for Type I Diabetes

AmeriTip	Information Offered
Diabetes II	Provides information regarding the cause, risk factors, and treatment of Type II Diabetes
Diabetes Eye Care	Teaches the importance of regular eye care for members with diabetes
Domestic Abuse and Violence	Provides important information regarding the warning signs and available resources for persons at risk for or experiencing domestic abuse and violence
E	
Exercise: How Can You Be More Active	Teaches that everyone can be more active regardless of risk factors or health
F	
Facts about Alcohol	Contains important information regarding the effects of alcohol on one's health
Flu	Teaches members how to prevent, recognize, and seek treatment for the flu, including when to call the doctor
Flu Shots	Discusses the importance of getting an annual flu shot
G	
Gum Disease	Explains the correlation between gum disease and other health risks
H	
Healthy Lifestyles for Your Child	Teaches parents and guardians how to help their child develop healthy habits
Heart Disease	Provides information regarding the risk factors and treatment of heart disease
Heart Failure	Contains information regarding the risk factors and treatment of heart failure
HIV/AIDS	Discusses testing for and the prevention of HIV/AIDS
HIV/AIDS in Pregnancy	Contains information on the prevention and risks associated with HIV/AIDS during pregnancy
Hypertension	Provides information regarding the risk factors and treatment of hypertension
I	
Immunizations	Teaches the importance of child and adult immunizations
M	
Making a Change: How to Start	Teaches members how to begin making healthy choices
Making a Change: My Action Plan	Discusses how to make an action plan for a healthy lifestyle

AmeriTip	Information Offered
Making a Change: Making It Last	Provides information on making a healthy lifestyle stick
Mammogram Myths	Discusses myths associated with mammograms
P	
PAP Test	Teaches the importance of PAP screenings
Pneumonia	Tells members how to recognize, prevent, and seek treatment for pneumonia in older adults
Postpartum Care	Emphasizes the importance of postpartum care
Pregnancy 2 nd Trimester	Shares important information about what to expect during the 2 nd trimester of pregnancy
Pregnancy 3 rd Trimester	Shares important information about what to expect during the 3 rd trimester of pregnancy
Pregnancy and Diabetes	Teaches the risks and treatment of diabetes during pregnancy
Pregnancy Induced Hypertension	Educates members on the risks and treatment of pregnancy induced hypertension
Pregnancy: Pre-term Labor	Tells members how to recognize and seek treatment for pre-term labor
Pregnancy: Alcohol, Drugs and Tobacco	Outlines the risks associated with the use of alcohol, drugs, and tobacco during pregnancy
Pregnancy: Prenatal care/You and Your Baby	Emphasizes the importance of prenatal care
Pregnancy: Prenatal Care/Your Doctor	Demonstrates the importance of the patient/doctor relationship during pregnancy
Pregnancy: Postpartum Depression	Teaches members how to recognize and seek treatment for postpartum depression
Preventing Falls	Discusses the risks associated with falls and how to prevent them
R	
RSV	Contains important information regarding prevention, recognition and treatment of RSV
S	
STDs Myth vs. Fact	Discusses common myths and facts regarding the prevention and treatment of STDs
T	
Teens and Stress	Contains important information for recognizing, preventing, and managing stress in teenagers
Tips for Healthy Eating	Provides helpful tips for making healthy eating choices

AmeriTip	Information Offered
Tips for Taking Behavioral Health Medications	Educates members regarding appropriate use of behavioral health medications
Tips for Taking Medications	Educates members about taking medications appropriately
Tobacco Use: Reasons to Quit	Teaches the risks associated with tobacco use
Tobacco Use: Breaking the Habit	Discusses how to get help with tobacco cessation
Toothaches	Contains important information regarding the treatment and causes of toothaches
Y	
You and your PCP	Emphasizes the role the PCP plays in the member's health; includes a place to keep PCP information handy and explains when to call the PCP and what to do when the PCP cannot be reached

Member Education and Marketing Materials Used to Improve Service Coordination For Carved-Out and Behavioral Health Services

Amerigroup is adept at collaborating with external entities to coordinate carved-out services. In Louisiana, we have established protocols and an approach that supports integration of care and services for our members, even when they are delivered by external organizations, such as Magellan, MCNA, or other State-contracted entities, such as HCBS providers. This approach includes educating our members on how to access all needed services inside and outside of our health plan. We promote member awareness and access to the full spectrum of benefits. This includes carved-out services, such as Personal Care Services for those ages 21 and over, HCBS, and Targeted Case Management. Our marketing materials include important information regarding the following services:

- Dental
- Specialized behavioral health
- Applied behavioral analysis
- Intermediate Care Facilities for the developmentally disabled services
- Personal Care Services for those ages 21 and over
- Home and community-based waiver services
- Targeted Case Management
- Nursing facility services
- Individualized Education Plan services provided by a school district and billed through the intermediate school district, or school-based services funded with certified public expenditures (those services are not provided by OPH-certified school-based health clinics)
- Services provided through DHH's Early-Steps Program (Individuals with Disabilities Education Act (IDEA) Part C Program Services)

We attribute much of our success to our ability to educate our members, beginning with enrollment and expanding that education through our case managers, who meet with members via telephone or face-to-face, on a regular basis, helping to engage them and understand their concerns. Our nurse case managers develop relationships that support members in realizing their health goals. Our integrated case management employees tailor their activities and support to the member's choice, strengths, needs, and level of risk. Amerigroup Care Managers are trained on best practice techniques, such as motivational interviewing, and the strengths-based model, to more effectively engage members in their own health care decisions.

Since 2012, we have developed positive, proactive relationships with external organizations that provide our members carved-out services, including specialized behavioral health, dental, and home and community-based services (HCBS). *Amerigroup is proud to highlight our working relationship with Magellan, and share our successes as well as opportunities for the shared goal of providing quality care that supports our members in achieving wellness, quality of life, and improved outcomes.*

Creative Approaches to Improving Member Education Related to Service Coordination of Carved-Out and Behavioral Health Services

Our experience in Louisiana has taught us that member education related to service coordination of carved-out and behavioral health services requires a personal, innovative approach. Our care managers go the extra mile to collaborate with care and case managers outside of Amerigroup, thus improving member education by making sure that messaging to our members is consistent across the continuum of care.

Coffee Talk – Amerigroup Care Managers meet with care managers from other organizations over coffee so that they can meet in a relaxed setting to make connections with other professionals who are also serving our members. This approach to forming relationships with their community counterparts allows our Care Managers to place a face with a name and familiarize themselves with the professionals with whom they share a common goal of improved member care. These meetings are not designed to discuss individual members' cases, and care is taken to prevent member information being shared publicly.

Complex Case Rounds – Complex Case Rounds provide an additional layer of support to assure continuity of care. Amerigroup conducts complex case rounds where our Medical Directors (including our Behavioral Health Medical Director) and clinical staff (including physical and behavioral health) review complex cases or issues using a collaborative, multi-disciplinary approach. During the rounds, our Care Managers gather input from providers, Targeted Case Managers, and other team participants regarding members' medical management, medications, and suggested modifications to the plan of care; hear innovative approaches for engaging members; and identify community services and agencies that might provide needed assistance or specific services that meet the member's needs.

Integrative Rounding and Collaborative Discharge Planning resulted in a **half-day decrease** in the overall length of stay. 🌸

Complex case rounds can be expanded to include external partners, such as support organizations, other care or case managers, physical and behavioral health providers, and community-based or advocacy organizations. These rounds typically occur weekly or more often based on triggering events that warrant immediate discussion.

Integrative Rounding and Collaborative Discharge Planning – Amerigroup Louisiana implements focused, collaborative discharge rounding. Teams meet twice a week, focusing on members with barriers to discharge, longer lengths of stay, and complex discharge needs. Stabilization, emergency department, and complex case management teams are included on rounds to increase communication, improve member transitions, build depth, and enhance the team's skill set.

Clinicians are deployed to high-volume and strategic inpatient, rehabilitation, skilled nursing facilities (SNF), and long-term acute care (LTAC) facilities, obtaining full electronic medical records access wherever possible, to perform independent, timely clinical reviews. Our nurses facilitate complex discharges within SNFs and LTACs.

Our teams are on-site at eight facilities, with a ninth facility pending. Currently, all Utilization Management (UM) nurses meet daily to discuss new admissions and determine whether members are being served at the right level of care. Twice a week, we continue to pull together our integrated UM and case management teams to meet with the Chief Medical Officer and discuss cases that are not progressing optimally, such as those with long lengths of stay and with complex discharge plans.

Our Behavioral Health Nurse Case Manager holds similar rounds with the State's SMO to discuss members with complex medical needs and behavioral health concerns.

Once a week, our Neonatal Intensive Care Unit clinicians meet with our national Maternal-Child Health Medical Director to discuss our youngest members with complex health care needs.

This team approach to rounding and discharge planning results in better communication among our team participants and our external providers, and aids in clear communication with consistent messaging to our members regarding their choices for care.

Transition Planning – Amerigroup works with community organizations, such as Centers for Independent Living, to help transition members to safe living conditions following an acute episode or change in health status. Our efforts include multi-disciplinary team meetings to facilitate a smooth transition back to home or community for members with a new diagnosis or exacerbation of an existing condition that has resulted in an increased need for care. Examples include training and support for an individual using a new adaptive aid or now requiring short- or long-term personal care assistance.

Community Learning Collaborative – Our collaboration with *more than 400 community partners* has resulted in a learning collaborative to build business capacity and align service capabilities between Amerigroup and community organizations. This mutually beneficial cross-training program has been well received by employees. This effort involves reciprocal training between Amerigroup and our community partners. Representatives from community organizations participate in training sessions where they share their values, mission, objectives, and opportunities with the goal of helping Amerigroup employees understand the issues members living in the community face. The training includes a component that educates Amerigroup employees about the services available through their organizations, such as in-home services and community living resources. This knowledge better prepares our associates to appropriately refer our members to community resources and services that will aid them in navigating sometimes complicated systems of care. In return, our Care Managers train community organization staff on the Medicaid managed care benefits and services available to Amerigroup members, the referral process, accessing services, and navigating the managed care system. It all facilitates an understanding of how members can access managed care and community resources to best meet their needs in an efficient manner while avoiding duplicative efforts.

Amerigroup Community Resource LINK – Amerigroup Link will create a reliable, all-inclusive source for use by members, providers, and our Case Managers to help individuals find and access services. The Link platform also provides an online interface so programs and case managers in a given community can suggest updates and changes.

By giving members, providers, community organizations, and care coordinators easy access to programs and services available in the community, we will *improve coordination of care* and support *better health outcomes*. As members are accessing this information for their own needs, we are helping them to increase their *personal responsibility and self-management*.

Member Education and Marketing Materials Supporting MCO Efforts toward EPSDT Compliance, Appropriate ED Utilization, STI Education, Encouraging the Use of Prenatal Service and Prematurity Prevention

Amerigroup has implemented specialized educational and marketing materials for Early Periodic Screening and Diagnostic Treatment (EPSDT) compliance, appropriate ED use, STI education, encouraging use of prenatal service, and prematurity prevention. Our approach for each of these efforts has been customized for the state of Louisiana. In the following section, we describe our robust methodology for the creation and dissemination of member education and marketing materials.

Member Marketing Materials to Support EPSDT Compliance

Amerigroup is fully committed to helping members access all covered services, including EPSDT services.

Outreach to Encourage Members to Access EPSDT Services

Amerigroup maintains processes and procedures to promote primary and preventive services for the children we serve. Our EPSDT program is designed as a partnership between Amerigroup, our members, and providers. We recognize our responsibility to educate all of our members about the importance of preventive health care services, and we focus significant efforts on assuring that our youngest members receive these services. Our strategy reflects a blend of innovative and traditional outreach to increase member participation. These strategies include individual outreach and community-based activities, complemented by a wide array of print materials. We are committed to, and actively seek out, opportunities to take part in community events, and offer our assistance and expertise to improve the lives of our members, as described in detail in Section M.2, EPSDT Outreach.

Preventive information distributed to members is based upon Amerigroup preventive health policies and guidelines, and is written in accordance with federal and State requirements, and relevant recommendations of national organizations, such as the Advisory Committee of Immunization Practices, Centers for Disease Control and Prevention, American Academy of Pediatrics, and the U.S. Preventive Health Task Force.

In our experience, the key to assuring our young members of health screenings and services under EPSDT is having information readily accessible to educate members about the importance of receiving those services, identify gaps in compliance, and support the outreach process, fostering age-appropriate growth and development. Each month, Amerigroup also provides each PCP with a list of members who have failed to obtain required EPSDT services for follow-up. Included in the mailing is a cover letter explaining our commitment to appropriate EPSDT services for our members, and a listing of members and services that are past due. The list is generated from the same data used to inform members of past due service on the *Help Your Child Grow Up Healthy* well-child check-up postcard (Attachment T.1-1g of this response).

The use of member materials to support our strategy is highlighted in Table T.1-2.

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Partnering with Community-based Organizations for Education and Outreach

Figure T.1-6 Amerigroup will allow community organizations to use our space at the Cortana Mall to improve the health of Louisianans



Amerigroup recognizes the critical role that community resources play in member education and outreach. For the past two years, we have been establishing strategic partnerships with more than 400 trusted and respected agencies that serve our members and communities. They focus on agencies that understand the needs of Louisianans receiving Medicaid, and those that share our goals of improved member health and better access to care for all. Our community partners include large organizations, such as 2-1-1 United Way, enabling us to impact large-scale systemic changes, as well as smaller direct service organizations that impact the daily quality of life of our members. Attachment T.1-1q contains a comprehensive listing of our statewide community partnerships.

Through these relationships, we are able to effectively provide education and outreach at community events and health fairs. We also often provide free health screenings, such as blood pressure, body mass index, body fat measurement, dental checkups, hearing tests, child immunizations, and flu vaccines. These activities accomplish dual goals -- promoting healthy lifestyles for our members and enabling community agencies to further advance their missions. This extends the reach of both Amerigroup and our community agency partners, while efficiently using all available resources. Amerigroup believes

that substantial, long-term investment in Louisiana is paramount to reaching our goals.

Integral to our community partnerships is our storefront at the Cortana Mall in Baton Rouge. The mall agreed to allow us to use a storefront to host community events such as our Ultimate Baby Showers, Back to School Events and to facilitate our participation in co-sponsored community events such as Breakfast with Santa or Breakfast with the Easter Bunny. Use of this storefront has extended our community reach and we are able to allow our community partners like the Big Buddy Program to utilize the space to host educational events in a central location. Details on specific events held at the mall follow in subsequent sections. The use of the mall space has been so popular among our community partners that we recently decided to allow community organizations to request use of the space as shown in Figure T.1-6. To be respectful of our relationship with Cortana Mall, we will limit use of the space to community organizations that share our goals of improved health and wellness, and family and community involvement.

Community Partnerships with the Goal of Improved Coordination of Services for Our Members

We have established partnerships with faith- and community- based organizations and service agencies that educate, advocate, and serve our members. These entities can be a valuable source of referrals for members in need of disease or case management services. By educating our service partners about the health plan and resources available to our members, we promote true integration throughout the community. Further, our case management employees are fully informed about local resources. As part of our planning process, our case managers incorporate relevant community services into our members' case

management plans. For example, adherence to treatment plans for our most acutely ill members often requires coordination with community agencies, such as arranging nutrition through Meals on Wheels.

Our goal is to increase public awareness of Louisiana's MCO program, assist in the growth of the program, promote healthy behaviors through health education, and build trust within the communities we serve.

Below we provide examples of partnerships designed to improve the coordination of services for members and the communities we serve:

- **East Baton Rouge Council on Aging.** Throughout the year, Amerigroup Louisiana works with the East Baton Rouge Council on Aging to provide support and funding for their programs. We recently sponsored the annual "Beat the Heat" fan and A/C drive, *a much needed program for our seniors* who are susceptible to the effects of extreme heat.
- **Kingsley House.** A United Way Community Impact Partner, nationally renowned as the oldest settlement house in the South, Kingsley House has served more than half a million people since it was founded in 1896. Today, nearly 7,000 infants, children, youth, parents, persons with disabilities, and elderly adults from 13 parishes throughout southeast Louisiana participate annually in a comprehensive array of nationally accredited and State-certified programs. Our support provided funding for *programs and services within the adult day-care program.*
- **Lexlee's Kids.** Lexlee's Kids is well known and accepted in the community, and Amerigroup's relationship with this organization has afforded us opportunities to *improve the lives and health of the children and families they serve.* Their activities include car seat inspections, car seat distribution to families in need, teen driver safety and alcohol prevention programs, school-based gun safety programs, and bike and pedestrian safety.
- **New Orleans Resource for Independent Living.** Our partnership allowed this organization serving individuals with disabilities to purchase an accessible wheelchair examination table for its medical clinic. Currently, many of our members are unable to receive proper medical services because of the limitations of the standard examination tables. The clinic now has the capability to serve an increased population of persons with mobility limitations. This will *reduce frequent trips to the ED, resulting in a more cost effective mechanism of delivering quality medical services.* In addition, a portion of the funding was used to install an accessible commercial automatic door opener.
- **NHP Foundation.** Amerigroup Louisiana, in partnership with the NHP Foundation, hosted the 2014 MLK Day, which provided an educational health fair. In addition to participating in the health fair, Amerigroup Louisiana and Delta Sigma Theta, Inc., hosted a community beautification project where volunteers helped families in need *make minor home repairs and improvements.*
- **Southwest Louisiana Independence Center.** Our partnership with the center included funding to convert a van to wheelchair accessible; this allowed the center to *provide transportation services for center consumers,*
- **Victory Fellowship.** Amerigroup sponsored "Feed the Multitudes 2014," where more than 4,000 people received meals and 500 pairs of new shoes were provided to those in need.

Partnerships with the Goal of Providing Health Education and Improving the Health of Our Members

Amerigroup sponsors and promotes events that offer free screenings at health fairs and community events. Our events enhance access and educate participants about a variety of available services. They include screenings for blood pressure, body mass index, body fat measurement, dental checkups, hearing test, child immunization, and flu vaccine programs. These screenings provide valuable health checks to both Amerigroup members and the broader community.

Examples of such events include:

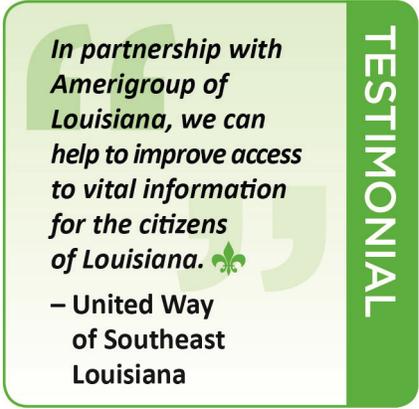
- **Amerigroup Louisiana Back-to-School Drive.** Events are held throughout the months of July and August, are open to the community, and serve more than 5,000 individuals. We create a festive atmosphere where individuals can stock up on needed school supplies, and *receive immunization and screening services while learning about a variety of health and community related topics*,
- **Baby Shower Celebrations.** In Louisiana, we invite expectant mothers from our plan—and the community—to participate in baby showers designed to both educate and celebrate soon-to-be moms. Games, prizes, and even a fashion show are combined with health screenings and important prenatal information for the expectant moms. Our Ultimate Baby Showers, held four times a year, serve 100 to 300 attendees, and we also conduct smaller, more personalized showers throughout the state several times a year.
- **Catholic Charities Head Start Program.** We work closely with this organization which serves 387 students at five Head Start locations. This collaboration enables Amerigroup to strengthen the academic service for Louisiana children; provide items that enhance the fitness program, such as footballs, basketballs, and jump ropes; and *provide a needed resource for the parents to enhance the students' health*. We have provided resources to attend the Head Start monthly parent meetings; these meetings encourage parent participation in school life and stress the vital role that parents play in their children's lives.
- **Families Helping Families.** Amerigroup sponsorships and grants support Families Helping Families local programs; in August, we conducted an *EPSDT seminar* for 116 parents and advocates at their Jefferson location.
- **Healthy Start New Orleans.** Amerigroup supports Healthy Start New Orleans community health events, nutritional food supplements, and appropriate incentive items. Healthy Start New Orleans is a community-based agency committed to supporting the community through health care, education, socioeconomic assistance, and opportunities that *avert negative birth outcomes and promote healthy families and communities*.
- **Liga de Veteranos Renato Varela (Veterans Renato Varela Soccer League)** afforded us the opportunity to support a Healthy Choices campaign by building a youth soccer field for young players. Our representatives actively participate in the on-going activities held there. The field provides an outlet to underserved youth who enjoy soccer and want to *make healthy choices by keeping fit and exercising* while playing their favorite sport.
- **March of Dimes.** Amerigroup's partnership and funding support of the March of Dimes promotes community programs that are vital to Louisiana, especially the Greater New Orleans community. Our relationship with March of Dimes furthers its mission to help moms *have full-term pregnancies and healthy babies by providing education and resources for expectant mothers*.
- **Vietnamese New Year Celebration.** This family health fair, with more than 30 vendors, including Amerigroup, provides a variety of free sporting activities and *healthy lifestyle education*. On-site translators help attendees with the educational materials and activities.
- **World AIDS Day** (Joint sponsorship with HIV/AIDS Alliance for Region Two (HAART) and LSU Mid-City Clinic). Baton Rouge leads the country for the most new HIV and AIDS infections per capita. Amerigroup Louisiana has promoted this event for the past two years and looks forward to participating again in November 2014. The issues people living with HIV and AIDS face are the inspiration behind LSU Mid City's world AIDS day theme: "Zero Takes a Community"—referring to zero discrimination for those living with the disease and zero new cases. This annual event focuses on *HIV/AIDS education* on the principles of Get Tested, Get Educated, Protect Yourself for a community with the highest incidence of new HIV and AIDS infections per capita in the country.

Partnerships With the Goal of Building Trusting Relationships Within the Communities We Serve

Amerigroup Louisiana recognizes the value of being a trusted community partner. An essential part of being healthy is having access to activities that bring families and communities together. We host activities, such as monthly movie and fun nights, for our members, giving them an opportunity to enjoy activities as a family and as a community.

Examples of activities that promote a sense of community include:

- **Arc of Greater New Orleans.** Amerigroup enters a float into the Baton Rouge Christmas Fair. Rather than purchase the throws from a retail outlet, we purchase the beads and throws (toys and trinkets) from the Arc of Greater New Orleans Mardi Gras Beads recycle program. Arc consumers help sort, package, and sell throws at discounted prices. Revenues in turn are used to fund community programs. *Good neighbors support each other, and Amerigroup sees itself as a neighbor in the communities we serve -- both their members and community partners.*
- **Big Buddy Program of Baton Rouge.** Through this relationship, Amerigroup has *impacted youth through mentoring, extended learning opportunities, and promotion of workforce development.* The Big Buddy Program has used our storefront at Cortana Mall to conduct mentor and staff training, special parent activities, and group meetings.
- **Breakfast with Santa.** Amerigroup Louisiana and Cortana Mall joined to bring Santa Claus to the community. He arrived in a helicopter and proceeded to have breakfast with the families in attendance. This provided a free photo opportunity and *holiday family outing for the community.*
- **Cervantes Fundación Hispanoamericana de Arte, in the Greater New Orleans area.** For the past two years, we have helped sponsor events, such as the Que Pasa Fest, which celebrates Hispanic Heritage every October with a free outdoor festival for the whole family, including Zumba fitness, children's games, character appearances, and Christmas of Hope. These events are *focused on family and community* and aid in raising funds to benefit children in need.



In partnership with Amerigroup of Louisiana, we can help to improve access to vital information for the citizens of Louisiana. 

– United Way of Southeast Louisiana

TESTIMONIAL

Community Partnerships Improving Access to Critical Services for All Louisianans

211/The United Way of Southeast Louisiana/Amerigroup Partnership- Amerigroup and United Way of Southeast Louisiana believe that all citizens of the State should have reliable access to information and referral services, whether during crisis or day-to-day health and human service needs. We acknowledge the importance of having a seamless system that will deliver referral and resource information regardless of where a caller is located. Louisiana currently has a 2-1-1 system operating statewide. It is an information and referral system that provides a cost effective, efficient communications system linking citizens, service providers, and government for daily use and in times of disaster or crisis. Providing the citizens of Louisiana with a critical link to essential services, such as suicide prevention, disease/epidemic information, disaster evacuation routes, and 9-1-1 relief during times of crisis, as well as information on social services resources, such as how to apply for Medicaid, Medicare, and other insurance benefits; housing; food resources; employment; and resources for the homeless. is paramount to improving the lives and health of the members that we serve.

Currently 2-1-1 operates six centers across the state. The current systems operate independently of each other, on separate platforms, and information for certain areas of the state is limited or fragmented. United Way's goal is to streamline the communication system, making it a more efficient vehicle for information and referral services.

Amerigroup shares United Way of Southeast Louisiana's vision of an efficient system that improves access for all citizens. To further the goal of a comprehensive statewide information and referral system, we have joined the United Way's endeavor to streamline and upgrade the current system by providing funding for the project. United Way of Southeast Louisiana proposes to steward our initial investment to oversee the following directives:

- Oversee the adoption of a common software platform for all six 2-1-1 Centers operating across the state to assure data on agencies, programs, and resources will be accessible to all citizens across the State
- Enable an efficient communications system, streamlining the process of connecting people to important services, community needs, and volunteer opportunities
- Standardize procedures to align resource and referral data entry across 2-1-1 centers
- Oversee the management of data entry and quality

As an adjunct to our work with United Way's 2-1-1 project, we are also providing support to the Volunteer and Information Agency (VIA) LINK 2-1-1 call center. As part of the larger 2-1-1 program, it provides a free, confidential, 24-hour safety net to a 10 parish region in Southeast Louisiana. Its highly trained counselors received more than 84,000 calls last year from people needing such services as: crisis intervention/suicide prevention, emergency housing, food pantries, rent assistance, utility assistance, inpatient/outpatient substance rehabilitation, health and mental health services, and help with family and relationship concerns. Together, Vietnamese Initiatives in Economic Training (VIET) and VIA LINK 2-1-1 have created the **Gulf Region in Language Link (GRiLL)** to provide a solution to the language access issue in our communities. VIA LINK 2-1-1 will provide the technical assistance and support necessary for VIET to make sure that GRiLL is developed to be effective and efficient. GRiLL's goal will be to assist all non-English speaking communities, beginning with a phased-in approach to five different languages, including Cajun, Cambodian, Chinese, Spanish, and Vietnamese. Detailed information on GRiLL can be found in section T.4 of this response.

Equitable, Compassionate, and Compliant Marketing

Amerigroup takes great pride in making sure that our community outreach representatives are closely aligned to the communities where they work. We employ representatives with disabilities, representatives that are bi-lingual in Spanish or Vietnamese, and representatives that grew up in and have become leaders in our communities. Our representatives understand the needs of the communities and members they serve. They go the extra mile to conduct activities with compassion and a deep understanding of the challenges our members face daily.

We currently employ seven outreach representatives that conduct health promotion and community outreach activities. We plan on increasing that number to eight. Our representatives' goals are to cover the entire State, including urban and rural areas, while conducting a wide variety of events to meet each community's needs. We have defined our coverage by seven major metropolitan areas:

- New Orleans and surrounding parishes – Southeast Louisiana
- Baton Rouge and surrounding parishes – Capital Area
- Lafayette and surrounding parishes – Bayou Region
- Lake Charles and surrounding parishes – Southwest Louisiana

- Alexandria and surrounding parishes – Central Louisiana
- Shreveport and surrounding parishes – Northwest
- Monroe and surrounding parishes – Northeast

While we define our outreach teams by metropolitan area, we emphasize rural outreach by making sure that our representatives conduct outreach in rural and non-urban areas at least twice per week.

To illustrate the impact our representatives have on the Louisiana communities we serve, the information contained in Table T.1-6 represents an actual week in the life of our State outreach team.

Table T.1-6. Average Weekly Marketing Activities Across Louisiana

Date	Event	Purpose
Friday, September 5, 2014	MO Hair Salon – Baton Rouge	Educational seminar on accessing health care
Friday, September 5, 2014	Movie Madness – Monroe	Night at the movies/member appreciation
Sunday, September 7, 2014	From Bondage to Freedom– Shreveport	Educational seminar on access healthcare
Monday, September 8, 2014	Mansoor Pediatric Clinic – Alexandria	Educational Seminar on EPSDT
Tuesday, September 9, 2014	St. Charles Community Center – Luling	Coordinated with physicians for members with high A1C levels and conducted diabetes education seminar
Tuesday, September 9, 2014	LSU Shreveport Clinic – Shreveport	EPSDT and well-woman educational Seminar
Tuesday, September 9, 2014	YMCA of Baton Rouge – Baton Rouge	Wellness and fitness Seminar
Tuesday, September 9, 2014	Alexandria Library – Alexandria	Educational seminar on accessing health care
Tuesday, September 9, 2014	Dr. Leo S Butler Community Center – Baton Rouge	Educational seminar on accessing health care
Tuesday, September 9, 2014	Norco Clinic – Norco	ED utilization education
Thursday, September 11, 2014	Southeast Community Health Systems Clinic – Albany	STI education and awareness seminar
Thursday, September 11, 2014	St. James Primary Care – Gramercy	EPSDT education and awareness
Thursday, September 11, 2014	Southern University AG Center – Lafayette	14 th annual back to school summit – EPSDT/immunization education and school supply giveaway

Date	Event	Purpose
Friday, September 12, 2014	Seventh annual Bienville Parish Health Fair – Arcadia	Health screenings
Friday, September 12, 2014	Movie Madness – Shreveport	Night at the movies and member appreciation
Saturday, September 13, 2014	Head of the Class back to school event – New Iberia	EPSDT/immunization education and school supply giveaway

In addition to the community events above, our representatives also conducted 12 planning meetings with community stakeholders and providers, and conducted telephonic outreach to more than 200 members to schedule missed EPSDT appointments in coordination with a clinic in Monroe.

Figure T.1-7 Amerigroup trains marketing representatives and all health plan employees on prohibited marketing practices.



Training

Our marketing and outreach team undergoes rigorous training in the marketing guidelines set forth by DHH before working in the field. Our representatives are expected to familiarize themselves with the Contract requirements, as well as Amerigroup's policies and procedures regarding marketing practices. The training program includes an overview of prohibited marketing activities, compliance, and business ethics.

Representatives must complete in-person, classroom, on-the-job, and computer-based training upon hire and annually. They must demonstrate proficiency before conducting marketing activities independently. In addition, our marketing officer and others from our compliance organization do compliance reviews on our representatives while they are in the field. These reviews are conducted as surprise visits and are designed to verify that our representatives are at our events on time, are using only approved materials and presentations, are engaging members and potential members properly, and are presenting Amerigroup in a professional and compliant manner. Retrospective reviews are also conducted via phone following events, speaking with event organizers about their experience with our representatives. Additionally, Amerigroup compliance conducts quarterly desk-top reviews of all plan marketing activities, and visits each health plan at

least annually to interview our representatives and observe them in the field. This on-site audit includes a review of all policies and procedures, marketing materials, and training offered to the representatives.

Our compliance training goes beyond our marketing representatives. All Amerigroup employees are provided with training and annual reminders of prohibited marketing practices, marketing policies and procedures, and the "Do's and Don'ts" of marketing to members and potential members, as demonstrated in Figure T.1-7.

T.2 Provider Directory Accuracy

T.2 Describe your strategy for ensuring the information in your provider directory is accurate and up to date, including the types and frequency of monitoring activities and how often the directory is updated. How will this information be available to members and the public?

Amerigroup acknowledges that access to complete, accurate, and up-to-date information is essential to assisting our members with finding the care they need. Amerigroup produces our ADA-compliant provider directory in multiple formats, including, print, a searchable online directory on our website, a searchable directory via our mobile application, and an electronic version for the Enrollment Broker. Audio, large-print, and Braille versions of the directory are available upon request. We update the directory nightly, so any changes made to a provider's profile are available within 24 hours, increasing the accuracy of our network information. We maintain the directory consistent with the frequencies required in Section 12.14.

Member Access to Provider Directory

Amerigroup members and non-members alike have multiple access options for our provider directory:

- Individuals may request a print copy of the provider directory by calling member services; large print, audio, or Braille copies are available to members upon request
- Our online provider directory is available at www.amerigroup.com/la without a login
- A mobile version of the provider directory is available for use on iPads[®], smartphones, and other Internet-capable mobile devices
- Member service representatives are specifically trained to answer questions regarding the provider network and help members locate PCPs or specialist

The provider directory is the most used feature of our member website. As such, we work to simplify the experience and provide a robust result set that can be sorted and filtered by name or distance to help our members find the physician, specialist, or facility they need. Navigation features allow users to move easily between search results, filter options, and display detailed provider information without the need to re-enter search parameters. Our integrated directions and travel-time feature, powered by Google Maps[™], is a valuable tool to help members arrive at appointments on time. Clicking on the word "map" displays a pre-filled pop-up window to select transportation mode (driving, public transit, bicycling, or walking) and receive a complete set of directions. If the user indicates the time they need to arrive at the provider location, the tool will display the time they need to begin their travel. To accommodate users with smartphones, we have a mobile-friendly version of our online Provider Directory that is optimized for a smaller screen.

Our online Provider Directory is designed to make it easy for users to apply an iterative set of criteria to narrow their provider search. Specific parameters available with each search option include;

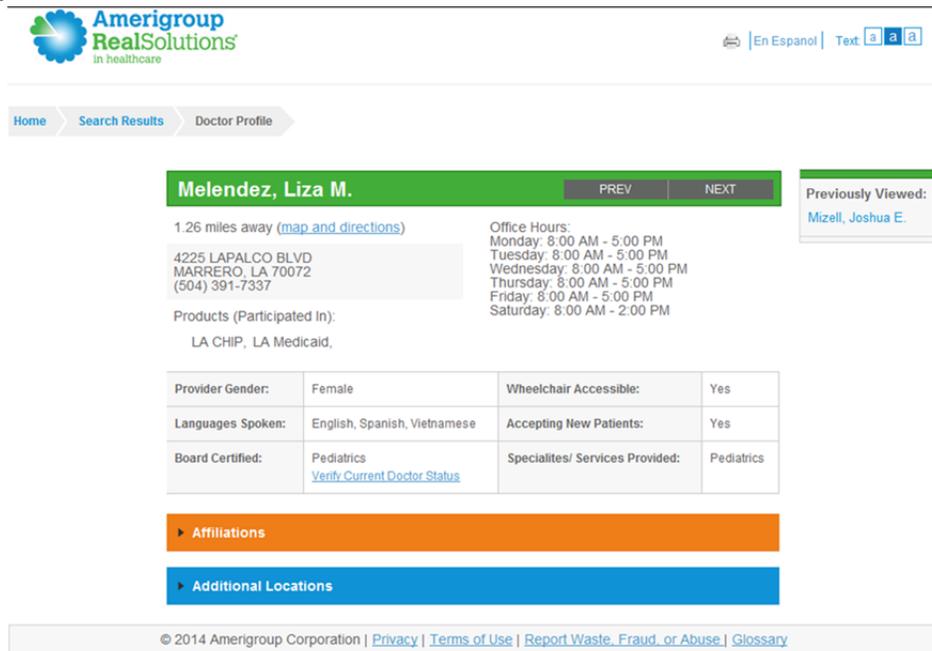
- Search by specialty
- Type of provider
- Address (street, city/state, or ZIP code)
- Distance from address in miles (1, 5, 10, 15, 25, 50, or 100)
- Specialty or service, with the ability to select multiple specialties
- Additional search filters
- Gender
- Accepting new patients
- Wheelchair accessible
- Board certified
- Languages spoken
- Specialty
- Group affiliation
- Hospital affiliation
- Search by name (to find a doctor)
- Provider name or portion of name
- Address (street, city/state, or ZIP code)
- Distance from address in miles (1, 5, 10, 15, 25, 50, or 100)

As shown in Figure T.2-1, initial search results display providers who meet specified criteria along with key demographic data, including address, specialty, distance from user location, board certification, and whether the provider is accepting new patients. At this point, the user has a number of available options to further identify a provider that best meets his or her needs:

- Filter the results by the additional search filters listed above
- Select individual providers to display for a side-by-side comparison of information
- Obtain directions and travel time to the Provider

The Online Provider Directory is also available in Spanish by clicking a button on the screen.

Figure T.2-1. Our online provider directory provides valuable information in an easy-to-use format for our members



The screenshot shows the Amerigroup RealSolutions website interface. At the top, there is a navigation bar with 'Home', 'Search Results', and 'Doctor Profile'. The main content area displays the profile for Liza M. Melendez, including her address (4225 LAPALCO BLVD, MARRERO, LA 70072), phone number, office hours, and a table of provider details. A 'Previously Viewed' box shows 'Mizell, Joshua E.'. At the bottom, there are links for 'Affiliations' and 'Additional Locations'.

Provider Gender:	Female	Wheelchair Accessible:	Yes
Languages Spoken:	English, Spanish, Vietnamese	Accepting New Patients:	Yes
Board Certified:	Pediatrics Verify Current Doctor Status	Specialties/ Services Provided:	Pediatrics

Maintaining the Accuracy of our Provider Directory

Amerigroup's national provider data quality team is dedicated to the following initiatives to ensure the accuracy of our provider data. This group focuses their efforts in the following areas to ensure provider data accuracy:

- Our national Provider Data Management staff conducts audits based on a random sample of provider data entry and update transactions. A random sample is pulled at an individual level with a **target audit volume of 25 percent** of each individual's processed transactions each month.
- Our national Quality Assurance Department conducts a monthly audit of a random sample of all providers to verify the accuracy of the data in our core administrative system. This audit process includes **telephonic outreach to the provider** to ensure that the demographic data is both current and accurate. The audit consists of accuracy checks for critical data elements to include demographic data, specialties, age limitations, and more.
- Quality reports are established to mirror State-specific business rules and to self-identify and drive correction of any provider data errors. In addition, the Provider Data Management employees **research all provider address issues** identified through any State files that are submitted to us such as returned mail, incorrect faxes, etc.
- Provider Data Management employees regularly **match our provider data against a third-party vendor's data** to identify, with confidence intervals, potential additions or corrections to the data in our system. The third-party vendor's data is retrieved from client sources, published sources, direct provider outreach, and other sources.

Amerigroup has created an overall quality framework and strategy that are made up of targeted audits, telephonic outreach, and proactive and reactive responses to any discrepancies identified via various sources, including automated reports and provider outreach.

Leveraging End-user Feedback

We encourage members, providers, and employees to identify and report incorrect or outdated provider directory information. We actively seek out changes or inaccuracies from a variety of sources:

- Providers who call to report changes or use our online, self-service tools to update their information (we often use our provider newsletters and fax blast updates on other topics to remind providers to call or report changes to demographics using our online tools).
- Member Disruption Program: When a member contacts us because he or she was not able to reach a provider or obtain care due to incorrect address or phone, the provider panel being full, or the provider not accepting new patients, we forward the information to our provider outreach team. The outreach team contacts the provider to verify demographic data in our system, and action is immediately taken to correct any bad data identified during the call. The member call center team also helps the member arrange for care with another network provider when panels are full or when new patients are not currently accepted.
- Our Louisiana provider relations team actively meets with providers to discuss and improve quality and claims efficiency, and to verify all provider data, including clinic rosters, addresses, phone and fax numbers, email addresses, hours of operations, languages spoken, and accessibility.

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T.3 Internet Presence via Web Sites and Social Media

T.3 Describe how you will fulfill Internet presence and Web site requirements, as well as any social media components.

Amerigroup uses our website and several social media sites for the benefit of our members and providers. Our current provider and member websites have public and secure login-only areas. Our public areas enable members and the community to access general information about Amerigroup, our programs, and the benefits available to our members, as well as links to community resources and informational materials. Our secure login-only areas give our members and providers a secure environment where information specific to their needs can be located in an easy-to-use, compliant location.

Member Website

We maintain an active member website that delivers vital information and tools to our Louisiana members, providers, and stakeholders at www.myamerigroup.com. Members can access this site in English and Spanish at any time to find a broad range of information and capabilities as shown in Table T.3-1. In addition to information about Amerigroup plans and benefits, members will find links to community resources, community events, and health and wellness information. The website also includes information on many health-related topics and seasonal reminders, such as time to get a flu shot and our Healthwise link that will help members understand their symptoms with a “symptom checker.” The site is in compliance with Section 508 of the Rehabilitation Act of 1973 and any amendments thereto (29 U.S.C. & 794d), and the Electronic and Information Technology Accessibility Standards (36 CFR§ 1194). Our member website is available 24 hours a day, 7 days a week. Its architecture and navigation platform is designed for usability and accessibility, including use on a smart phone. The website includes information that is culturally appropriate, written at a sixth-grade reading level, and oriented toward the health needs of our members. All information accessed through our website is audience-targeted and program-specific. It is fully optimized for those who have visual, auditory, physical, speech, cognitive, neurological, multiple, and age-related disabilities. We consider the needs of those who may:

- Require screen reader technology to narrate the content
- Lack the ability to navigate using a mouse
- Have visual disabilities and may have difficulty discerning colors and/or text elements on a screen
- Be deaf or hard of hearing, who may not be able to hear multimedia content

From our current website, our members can print a copy of their ID card or request that one be mailed, search the online provider directory, or ask questions or submit comments online.

Table T.3-1 Our Website Includes Vital Information and Tools for our Louisiana Members

<ul style="list-style-type: none"> • Detailed benefits information • Online searchable provider directory • Option to print an ID card or request a replacement • Primary care provider information with option to change • Preferred drug lists • Behavioral, social and physical health information 	<ul style="list-style-type: none"> • Detailed information on our disease management programs • Information on our integrated care management model that is relevant to members and caregivers • Access to health record and personal disaster plan • Safety and privacy information 	<ul style="list-style-type: none"> • Member handbook • Additional program-specific “Resources in your Area” • Community event and resources • Option to download/order materials • Demographic Information • How to submit complaints, grievances, and appeals • Member rights and responsibilities
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Provider Directory

On our member website, we maintain both a .pdf of our hard-copy provider directory and an online, searchable version. The online version is updated nightly and does not require a user login. It contains a sophisticated, user-friendly search function that enables users to identify providers who best meet their needs. Navigation features enable users to move easily between search results and filter options, displaying detailed provider information without the need to re-enter search parameters. Our online provider directory is designed to make it easy for users to apply an iterative set of criteria to narrow their provider search.

Our online provider directory search capability offers two main options—search by specialty and “find my doctor”—each with a variety of search parameters that enable users to filter their searches with criteria important to their choice, such as distance, gender, languages, and open panel. Our integrated directions and travel time feature, powered by Google Maps™, is a valuable tool to help members arrive at appointments on time. Clicking on the word “map” displays a pre-filled pop-up window to select transportation mode (driving, public transit, bicycling, or walking) and receive a complete set of directions. If the user indicates the time they need to arrive at the provider location, the tool will display the time they need to begin their travel. To accommodate users with smart phones, we have a mobile-friendly version of the provider Directory that is optimized for a smaller screen.

Member Questions

Recognizing the ever-increasing role of the computer in our daily lives, Amerigroup also allows members to ask questions on our site at www.myamerigroup.com. Our “Ask Us” tool on the public and secure member portal allows any user to submit a comment, question, or request. The individual receives confirmation of the request immediately after successful submission. An employee assigned to monitoring and responding to web-based member inquiries follows up with the appropriate internal resource with the goal of responding within 24 hours of receipt with copy to his or her supervisor. The total timeframe for responding to member inquiries is ***no more than two business days***.

Figure T.3-1 Our online education tools empower members to take preventive and proactive steps toward managing their own health.

eHealth Education: Health Encyclopedia and Tools

✿ **Problem**—Many Medicaid enrollees don’t have the information and resources they need to understand their health or manage their condition.

✿ **Amerigroup Solution**—The Amerigroup Member website offers members access to Health A to Z (powered by the Healthwise® KnowledgeBase). Health A to Z includes a variety of tools including an award-winning Symptom Checker. Healthwise can help consumers make better health decisions by providing them with accessible and easy-to-use online content.

Resources such as Healthwise empower members to take preventive and proactive steps to managing their own health. It includes the breadth and depth of health content people need as they work independently or with their physicians to make wise health decisions. Members can easily find information by selecting from 6,000 topics in English and Spanish, including:

- Understanding their symptoms
- Health conditions and diseases
- Health and wellness
- Medical tests
- Surgical and other treatment procedures
- Prescriptions, and over-the-counter medications and nutritional supplements
- Complementary and alternative medicine
- Self-help and support group information

✿ **Benefits**—eHealth provides members enhanced access to information about their health and gives them the tools to manage their condition(s).

AMERIGROUP INNOVATIONS

Confidential, proprietary, and/or trade secret language has been redacted from this page. Please refer to our proposal binders marked "Original" to access a non-redacted version of our response.

The program leverages gaming and social networking techniques to build online peer support communities and behavioral modification programs. Programs treat a range of substance use disorders and behavioral conditions, including depression, anxiety, eating disorders, gambling, smoking cessation, and obesity.

Personal Health Record, Including a Personal Disaster Plan

Amerigroup maintains a personal health record (PHR) for every member on our website for the member's ease of reference. An important part of the PHR is a personal disaster plan completed by the member. Using our secure login site they input detail about on-going needs that must be sustained during a disaster, such as a hurricane. The tool allows the information to be captured and accessible to members and their case manager. For example, members can input information on transportation needs, where they would go in an emergency, and other special needs, such as oxygen use and prescription medications they need so that in the event of a disaster, our staff can reach out to them to ascertain that they are safe. It also enables us to address any outstanding issues. Knowing how helpful it could be to members with complex needs, we are planning a multi-pronged campaign to advance their participation. The campaign will include:

- Health tips on-hold – our on-hold messages to incoming callers that encourage members to ask about the capability
- Promotion of the capability during live calls to educate the member on how to use it
- Automated outbound calls to give members an overview of the service and prompt them to learn more about it

Our website public area content will include:

- Information on Louisiana's getagameplan.org website
- Helpful tips for how to be prepared for an emergency
- A reminder to complete a disaster plan with Amerigroup Louisiana
- Reminders to stay alert to changing conditions
- Links to emergency contacts
- .pdfs of our helpful resources for Louisiana residents sheets provided as Attachment T.3-1

Secure member login content will include:

- Demographic information with option to update
- Primary care physician information with option to change
- Access to the member's personal health record
- Ability to complete a personal disaster plan

Procedures, Tools, and Reports for Tracking Website Interactions and Transactions

Amerigroup employees review the general volumes and trends of web transactions. We query transaction logs to research specific web events on an as-needed basis. This information helps guide our efforts to modify and update the website to encourage members to seek it out as a useful resource.

Provider Website

An important part of maintaining a website presence is providing the tools and information necessary to support our providers. We maintain a comprehensive provider website that maximizes usability and administrative simplicity. The public pages of the website contain information about our network and links to DHH programs. We showcase basic information and tools, such as our provider manual, formularies, and reimbursement policies; and we use the website to deliver information to providers, including announcements, alerts, and forms. After secure login, providers and their authorized delegates can submit claims, view the status of claims, check member eligibility, submit and view the status of prior authorizations, and access panel listings, as shown in Figure T.3-3.

Figure T.3-3. The Amerigroup Website Features Easy-to-Navigate Self-service Tools for Providers



The screenshot shows the Amerigroup RealSolutions in healthcare provider website interface. On the left, a navigation menu lists: Home, Claims, Precertification, Medical, Pharmacy, Members, Provider Education, Account Management, and Find a Doctor. Callouts on the left point to these features with the following descriptions:

- Important news, clinical and administrative updates:** Points to the 'News & Announcements' section.
- Claims submission & status:** Points to the 'Claims' link.
- Prior authorization requirements, requests and status:** Points to the 'Precertification' link.
- Eligibility verification and panel listings:** Points to the 'Members' link.
- Includes a searchable provider directory:** Points to the 'Find a Doctor' link.

The main content area includes 'News & Announcements' with articles such as 'Denial of Noncovered Inpatient Hospital Claims' and 'Your 2014 Guide to the Amerigroup Provider Website Updates'. Other sections include 'Useful Publications', 'Viewing' (with a state dropdown set to Louisiana), and 'Government Resources' (linking to the Louisiana Department of Health and Hospitals). The footer contains contact information for Medicaid/CHIP and Medicare, copyright information for Amerigroup Corporation, and a 'PRINTABLE' icon.

This year, Amerigroup implemented additional online technology—Member 360sm. To advance providers’ access to member health information, Member 360 combines member data and information from various sources into a single record to deliver a holistic picture of the individual’s utilization, care management services, and gaps in care. It includes information, such as member health risk assessments, care plans, longitudinal health records, and clinical data. Through the provider-facing Member 360 tools, providers can see their members’ records via the Amerigroup self-service website, giving them simple, easy-to-access data and information to help **engage members in their own health and well-being**. The integrated data is displayed to make it easy for the provider to act, assuring their patients of the services they need. This view enables any provider who treats our members to see the full picture, including care plans and assessment information, enhancing their ability to reduce duplication and improve quality of care. The physician view will enable them to understand, from a population health perspective, how members are doing and more importantly, get information to help them achieve better results.

Social Media

Facebook/Twitter/YouTube

Amerigroup uses Facebook and Twitter to share and receive information from members. Sharing articles and news stories stimulates active member participation. Our social media sites are used to provide information to, and solicit feedback from, our “followers,” keep members and followers actively engaged in healthy topics, and alert them to community events. Our Facebook and Twitter sites change frequently to keep members and followers actively engaged in healthy topics. These updates are sent out in the form of “tweets” and Facebook updates. For instance, we currently have articles on healthy eating and gardening on our Facebook site. Our social media sites all have subscriber and follower bases that continue to grow.

Amerigroup uses YouTube to highlight videos of our success stories. On our National Medicaid Business Unit’s YouTube channel, one will find videos featuring our Real Stories, corporate social responsibility stories featuring our philanthropic arm, presentations and seminars, short features on our volunteer efforts on our “In Your Community” page, and Amerigroup news and media clips.

T.4 CULTURALLY AND LINGUISTICALLY APPROPRIATE SERVICES

T.4 Describe how you will ensure culturally-competent services to people of all cultures, races, ethnic backgrounds, and religions as well as those with disabilities in a manner that recognizes values, affirms, and respects the worth of the individuals and protects and preserves the dignity of each, including description how you will ensure that covered services are provided in an appropriate manner to members with Limited English proficiency and members who are hearing impaired, including the provision of interpreter services.

Culturally Competent Services to People of All Cultures

In a state known for its mixture of culture and multilingual heritage; festivals famous around the world; great foods, such as crawfish, jambalaya, and po'boy sandwiches; the birth of jazz; and deeply rooted religious heritage, culture is intertwined with all that makes Louisiana unique. Amerigroup embraces the many diversities and complexities this environment brings. We do so very respectfully, taking care not to stifle the creative energy that exists, rather using it in a way that benefits the overall health and well-being of Louisiana's residents. We identify it as an invisible yet tangible heart beat that is uniquely Louisiana.

We design services to meet the cultural, linguistic, and special needs of our membership. As a result, we retain existing members and help potential members feel valued, understood, and appreciated.

Amerigroup recognizes that Louisiana residents represent a wide array of cultural backgrounds. We also recognize the vast differences of our members based on the geographic region of the state they live in. The State has culturally been divided into three regions: south Louisiana, north Louisiana, and the New Orleans/Baton Rouge area. These three are further subdivided into the following and reveal the subtle cultural differences of each:

- New Orleans and surrounding parishes, known as Southeast Louisiana
- Baton Rouge and surrounding parishes, known as the Capital Area
- Lafayette and surrounding parishes, known as the Bayou Region
- Lake Charles and surrounding parishes, known as Southwest Louisiana
- Alexandria and surrounding parishes, known as Cenla
- Shreveport and surrounding parishes known as Northwest Louisiana
- Monroe and surrounding parishes, known as Northeast Louisiana

Each region is unique and culturally independent. Louisianans pride themselves on their geographic heritage. Many diverse cultures are represented in Louisiana communities: Asian, African-American, Latino/Hispanic, Caribbean, French, Native American, Scots, Irish, and a growing Muslim population.

Our approach to meeting the health care needs of each region has been customized over the past few years, based in part on the knowledge our employees residing in the local communities have gained. ***We have successfully partnered with more than 400 community- and faith-based organizations*** that understand their communities, and through those relationships we have achieved greater outreach and education as demonstrated in section T.1 of this response. With growing Asian and Hispanic/Latino communities, we know that proactively embracing and honoring differences is vital to successfully serving members' health care needs. Additionally, providing access to persons with special needs, such as our video relay line for the hearing impaired, is essential to our goal of providing comprehensive

customer service to our members. We work closely with state agencies and trusted community partners to meet the needs our members with disabilities.

A Plan for the Delivery of Culturally Competent Services

Cultural competence in health care does not just happen, it requires a deep understanding of how culture and heritage impact member care, health, and access to services. To provide culturally competent services to the citizens of Louisiana, we have taken our knowledge of the State, its people, its communities, and its resources, then combined it with Amerigroup's tradition of providing culturally competent services and best practices shared by our affiliates nationwide. We adhere to all 15 National Culturally and Linguistically Appropriate Services (CLAS) Standards in health care. Additionally, we embrace a "Three R" approach to delivering culturally competent services—recognition of, respect for, and response to the culture, ethnicity, values, religions, beliefs, gender identities, and desires of members—while preserving their dignity.

Cultural Competence Starts with Us

At Amerigroup, cultural competence is a leadership principle and an integral part of our tradition. It is a foundational pillar for reducing disparities through culturally sensitive and unbiased qualities of care. We commend Louisiana for including people with disabilities in the cultural competence requirement. Cultural competence is often seen as encompassing only racial and ethnic differences, omitting other marginalized population groups who are ethnically and racially similar, but who are at risk for stigmatization or discrimination, different in other identities, or have different care needs that result in health disparities.

Amerigroup will do the following to promote linguistically-proficient and culturally-relevant services for our members:

- Recruit a culturally diverse workforce, including local, national, and call center staff, who mirror our membership
- Conduct introductory and on-going cultural competency training for every Amerigroup employee
- Contract a culturally competent provider network that communicates effectively across cultures
- Provide language-assistance services
- Employ marketing, community relations, and call center representatives who are culturally sensitive, knowledgeable about the linguistic needs of the population, and able to assist as needed
- Create member advisory groups that include member and community representatives, and provide feedback on how well we are addressing their needs and cultural competency issues
- Produce linguistically appropriate and culturally sensitive member communication materials
- Conduct on-going organizational assessments of culturally and linguistically appropriate capabilities as part of our Quality Management Program

Commitments are made annually in the following areas to support CLAS standards:

- Cultural competency training for all employees
- Salary differential for bilingual call center representatives
- IVR and phone menu prompt/message translation and recording in Spanish
- Bilingual call management at our member call center
- Redundancy in contract interpreter services to enable 24 hour a day, seven day a week (24/7) availability

- Clinically-certified contract interpreters at higher than standard translation rate
- Spanish-language website that mirrors complete English content
- Translation of member materials in languages other than English and production in alternate formats, such as large print, audio, or braille

We make sure that cultural competency practices are incorporated into our service delivery processes. These include relevant questions asked during initial and comprehensive member assessments, development of cultural supports in the member's plan of care, recruiting qualified multi-cultural practitioners, and partnering with local community-based organizations and cultural groups to provide additional support for our members. We will include methods for communicating with members with limited English proficiency and low literacy, and those who are visually or hearing impaired.

All Amerigroup employees participate in our cultural competency computer-based training (CBT) course. It defines cultural competency and presents examples of it in action. We use a multi-pronged approach to the training curriculum: it is aimed at improving knowledge that is group-specific and applies generic or universal models. It is important that this balanced approach be applied. A group-specific-only approach to teaching about a particular culture, race, ethnic, or religion could lead to stereotyping or oversimplifying the diversity within a particular group. A universal-only approach that teaches cultural competence through reflective awareness, empathy, active listening techniques, and the cognitive mechanisms could lead to cultural insensitivity or blindness, such as implicit biases or stereotype threats.

The curriculum includes definitions, benefits of cultural competency, government regulations, values, language resources, health-related beliefs, cultural-specific health disparities, and variations in social comfort factors. We also require all newly hired employees to participate in diversity training during their orientation.

Cultural Competence in Our Providers

The quality of the patient-provider interaction has a profound impact on members' ability to communicate symptoms to their provider and adhere to recommended treatment. We expect our providers to demonstrate cultural awareness and to have appropriate skills, such as the ability to understand another's values. Our network strategy and performance measures are designed to incorporate NCQA standards, most notably: ***The organization assesses the cultural, ethnic, racial, and linguistic needs of its members and adjusts the availability of practitioners within its network, if necessary.***

Cultural competence, multi-lingual support, accessibility to the provider's premises, and any special communication abilities are an integral part of our provider network development efforts. These requirements are detailed in the provider manual and online directory, as well as on-going communications with network providers.

Amerigroup consistently works to recruit and retain providers who can best meet the cultural, ethnic, and linguistic needs and preferences of members, then to communicate their availability throughout all our plans. We have learned that many health care professionals are committed to providing culturally-competent care, but lack the awareness, knowledge, or skills to do so. Through our provider training, we furnish information that providers and their staffs can use to remove cultural barriers between them and members. We strive to make sure that our providers are not only culturally sensitive, but also reflect the culture and languages of our members.

Providing Services in an Appropriate Manner for Members with Limited English Proficiency and for Individuals with Disabilities

According to the 2010 Census data, eight percent of people at least five years old living in Louisiana spoke a language other than English at home. Of those, 35 percent spoke Spanish and 65 percent spoke some other language; 32 percent reported that they did not speak English “very well.” Amerigroup strives to bridge the gap for members with limited English proficiency and for those with disabilities.

Interpreter Services

Amerigroup call center staff includes employees who reflect the cultural and linguistic backgrounds of our members. If a call center representative is unable to assist with a member’s linguistic needs, interpretive services are provided by professional over-the-phone interpreter (OPI) service vendors, the TDD line for the hearing impaired, or locally contracted interpreter service vendors. If a member with limited English proficiency or one who is hearing impaired requires interpreter service for an appointment with a provider, an Amerigroup member services representative or case manager will arrange for a locally contracted interpreter to accompany the individual to his or her appointment.

Members always have the right to refuse the interpreter service. If they do so, Amerigroup documents that decision in their files. A family member, especially a minor child, is not to be used as an interpreter in assessments, therapy, or other medical situations in which impartiality and confidentiality are critical, unless specifically requested by the member. Even if the member refuses services, Amerigroup will recommend that a professional interpreter sit in at the appointment to help assure accurate interpretation.

A separate toll-free number provides Telecommunication Devices for the Deaf/Teletypewriter Technology (TDD/TTY) access for members with hearing loss and/or language disabilities via AT&T Relay Services. The member calls the TDD line and the operator places a call to Amerigroup. The TDD operator communicates the member’s message to a call center representative. The representative then replies to the member through the TDD operator.

Callers with hearing disabilities can also communicate with Amerigroup using technology that enables them to conduct video relay conversations through a *qualified sign language interpreter*. The individual actually sees the Amerigroup representative and sign language interpreter on his or her screen and is able to observe their facial expressions -- a subtle but important factor in connecting with members.

Amerigroup is continuously identifying communication needs and developing solutions to meet them. Our provider directory includes the languages spoken by each primary care provider (PCP). As indicated above, we contract with a vendor to provide video conferencing for the hearing impaired through a qualified sign language interpreter.

To determine the impact and effectiveness of our cultural competency program, Amerigroup closely monitors member grievance and satisfaction surveys. We review our policies and procedures every two years and make revisions as necessary to support a culturally sensitive operation and delivery system.

Identifying Providers to Serve Members with Disabilities

While provider language proficiency and translation are essential to communicating with Members, we believe this barely touches the surface of culturally competent service delivery for members with disabilities. Members with disabilities often face challenges when accessing care, such as the need for accessible exam tables or other adaptive aids in order to receive care or testing. Our Louisiana provider relations representatives will work to identify Providers equipped to provide services to members with disabilities, or with expertise in treating members with special needs. We will also implement a local approach to identify Primary Care Providers and specialists located near members who are

knowledgeable about the experiences members with disabilities frequently encounter. We will ask caregivers, community-based providers, Targeted Case Managers, and organizations working with members with disabilities such as Centers for Independent Living to help identify Providers to recruit.

When developing our provider networks we consider language, thoughts, communications, actions, customs, and cultural beliefs, and values of our members because we are aware that:

- The health, healing, and wellness belief systems of our Members affect how they engage in their health care and with their care Providers
- Illness, disease, and causes can be perceived differently by the member and the provider, which affects how care is perceived and given
- The behaviors of our members seeking health care and their attitudes toward our health care providers can affect how often they seek health care support
- Providers who are informed about cultural competency are able to deliver services through a wider set of values, which can open a broader range of access, including members with disabilities, those of varying sexual orientation, or those from other cultures

Member Engagement and Education

Amerigroup's existing business processes make sure member communication is relevant and culturally appropriate. Material is written at the sixth grade reading level, and all our outreach and education materials will be printed in English and Spanish, as well as other languages and alternate formats upon request. As highlighted in section T.1 of this response, Amerigroup takes pride in our culturally sensitive outreach efforts.

To further the cultural impact of our marketing and outreach, Amerigroup is providing needed funding and informational support to the Vietnamese Initiatives in Economic Training (VIET) and VIA LINK 2-1-1 to develop a solution to the language access issue in our communities. VIET works to develop educational and economic training programs, and acts as a resource center for minority residents in Louisiana. It is equipped with bilingual staff that is culturally and language sensitive and has gained the trust of the community. VIET verifies the translation of our member materials printed in Vietnamese as part of our collateral materials development process.

The VIA LINK 2-1-1 Call Center provides a free, confidential, 24-hour safety net to a 10 parish region in southeast Louisiana as part of the larger Louisiana 2-1-1 network. Its highly trained counselors handled more than 84,000 calls last year from people needing services such as: crisis intervention/suicide prevention, emergency housing, food pantries, rent assistance, utility assistance, inpatient/outpatient substance rehabilitation, health and mental health services, and help with family and relationship concerns.

With more than 80 combined years of serving the community, VIET and VIA LINK 2-1-1 are creating the **Gulf Region in Language Link (GRiLL)**. With development of GRiLL, non-English speaking families will have support with their basic language needs to access services and programs. It will provide assistance during times of disaster, including information on where to evacuate and what to do; access to other services that are essential to family growth; and connect to different organizations and agencies located in the Gulf region.

While GRiLL's goal will be to assist all non-English speaking communities, the purpose of this pilot will be to start with a phased-in approach to five different languages, including Cajun, Cambodian, Chinese, Spanish, and Vietnamese. Initially, it will cover the Greater New Orleans region, with the ultimate goal

of providing coverage to the entire State of Louisiana. GRiLL proposes to eventually cover the neighboring Gulf Coast states of Alabama, Florida, Mississippi, and Texas. It will become the central location where information and referral services will be provided to non-English speaking communities, regardless of their geographic location. GRiLL will serve as the information and service delivery hub using technology and highly trained specialists to connect people with available resources. With the implementation of GRiLL, the non-English community will have a centralized source of information for all health and human service needs.

Amerigroup is proud to partner with these organizations and others like them to provide essential services to the diverse population of Louisiana.