

September 26, 2014

Mary Fuentes  
Department of Health and Hospitals  
Division of Contracts and Procurement Support  
628 N. Fourth Street, 5th Floor  
Baton Rouge, LA 70802

Dear Ms. Fuentes,

Louisiana Healthcare Connections, Inc. (LHCC), a subsidiary of Centene Corporation, is pleased to submit this response to the Request for Proposals for Bayou Health Managed Care Organizations (RFP#: 305PUR-DHHRFP-BH-MCO-2014-MVA) issued by the Department of Health and Hospitals.

LHCC, operating as a Bayou Health plan in the State of Louisiana since the program's inception in February 2012, has worked with DHH in its transition from a traditional Fee-for-Service (FFS) model to the current dynamic Shared Savings/Pre-Paid Bayou Health Plan program. As a trusted partner to the state in this profound reform, we possess an applied understanding of, and appreciation for, the needs of the population, their barriers to care and the unique issues they face every day.

Established in Louisiana, as an incumbent Bayou Health plan, LHCC brings a critical local perspective cultivated by benefit of a local workforce committed to the needs of its fellow residents. With a deep and abiding connection to the state and its communities, LHCC employees *understand* our members and providers, their cultural, and the challenges they must overcome in order to achieve better health.

LHCC's experience and commitment to the communities we serve sets us apart from other Medicaid health plans and positions us to offer an approach that aligns with DHH's priorities:

- ***We are Louisiana.*** Headquartered in Baton Rouge and employing Louisianans across the state, LHCC will continue to ensure that our operations remain local, with every function that touches our members or providers located in Louisiana. Our employees are hired from and know the communities we serve. We believe in and are committed to this local approach and look forward to expanding our local workforce to serve our members under this new contract.
- ***Always Remember the Member.*** As LHCC's CEO, I make sure that every employee at LHCC is always focused on how we can improve the lives of our members. Through our holistic person-centered approach to care coordination, we are able to improve health outcomes, disease prevention and management of chronic conditions. We help our members improve their personal responsibility and self-management of their health care through our MemberConnections Representatives, who are in the field meeting face-to-face with our members to provide outreach and education. We promote healthy behaviors through innovative programs such as CentAccount, our program that rewards members for obtaining important preventive care, to allow for earlier diagnosis of and treatment for conditions. LHCC is also very excited to be introducing our new

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mobile app, that offers members not only health plan information, but will also include features that encourage member engagement in healthy behaviors.

- ***Provider Partnerships that Lead to Improved Access and Quality of Care.*** We realize that our providers are at the forefront of improving our members' health status and quality of life. We support our providers through robust data and reporting solutions that make information easy for providers to access. Through Centelligence™, we have the ability to report on all datasets in our platform, including, for example, HEDIS, EPSDT services and claims timeliness. We are also able to offer our providers solutions incorporating evidence-based, proprietary Care Gap/Health Risk "alerts" that identify and report significant health risks at population, member, and Provider levels. We also support our providers through innovative enhanced payment models that reward quality of care. We have implemented several provider incentive models since initial implementation, and have identified innovative ways to expand these models by broadening the scope of providers eligible for the enhanced payments and to more directly tie the incentives to HEDIS measures and DHH goals.

In closing, we believe, based on our experience, local approach, and innovative solutions that we are uniquely positioned to apply our lessons learned and continue our commitment as a trusted partner with DHH as we continue to enhance and expand our programs to serve Louisiana's Medicaid populations.

Sincerely,



Jamie Schlottman  
President and CEO, Louisiana Healthcare Connections