

CDC's 6|18 Initiative: Informational Webinar for Prospective States and Territories

July 23, 2018

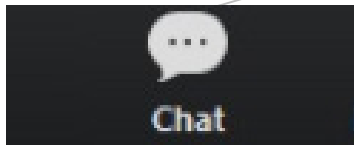
Tricia McGinnis, MPP, MPH, Senior Vice President
Alissa Beers, MA, Associate Director, Population Health

Made possible by the Robert Wood Johnson Foundation

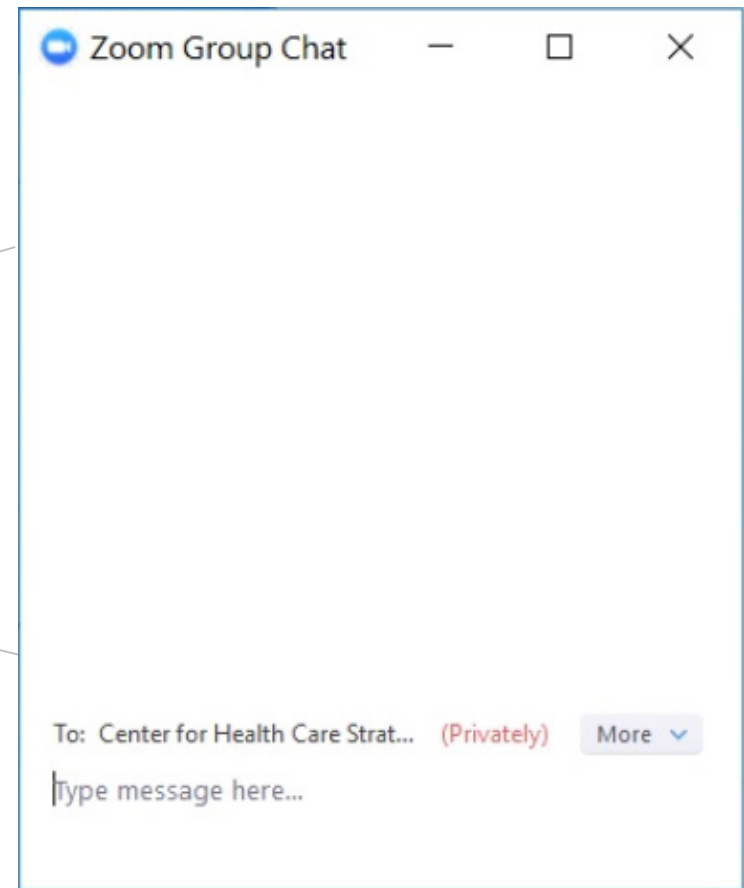
Questions?



To submit a question online, please click the chat icon located at the bottom of the screen.



Answers to questions that cannot be addressed due to time constraints will be shared after the webinar.



Welcome & Introductions

Meet Today's Presenters



Tricia McGinnis
Senior Vice President
Center for Health Care
Strategies



Alissa Beers
Associate Director,
Population Health
Center for Health Care
Strategies



Kristin Brusuelas
Senior Policy Advisor
Centers for Disease
Control and Prevention



Deirdra Stockmann
Lead for Secondary
Prevention
Centers for Medicare &
Medicaid Services



Laura Oliven
Tobacco Control Program
Manager
Minnesota Department of
Health



Ellie Garrett
Deputy Director, Office of
Medical Director
Minnesota Department of
Human Services

Agenda



- **Welcome and Introductions**
- **The 6|18 Initiative**
 - » Background and objectives
 - » Reflections from current 6|18 participants
- **Technical Assistance Opportunity (2018 – 2019)**
 - » Timeline and selection process
- **Q&A**

Welcoming Remarks

- **Center for Health Care Strategies (CHCS)**

- » Tricia McGinnis, Senior Vice President

- **Centers for Disease Control and Prevention (CDC)**

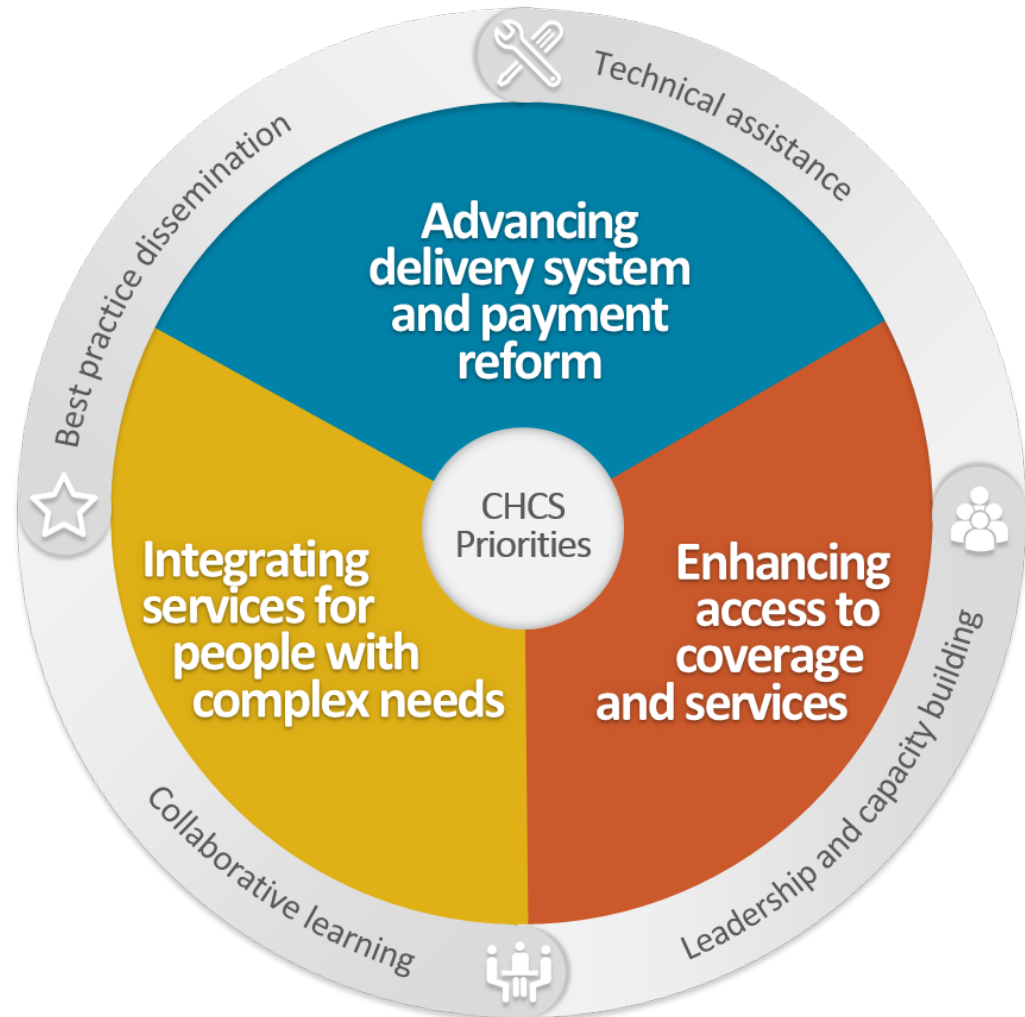
- » Kristin Brusuelas, Senior Policy Advisor for Office of the Associate Director for Policy, Office of Health Systems Collaboration

- **Centers for Medicare & Medicaid Services (CMS)**

- » Deirdra Stockmann, Lead for Secondary Prevention, Division of Quality and Health Outcomes

About the Center for Health Care Strategies

A non-profit policy center dedicated to improving the health of low-income Americans



The 6 | 18 Initiative

Alissa Beers, CHCS

The 6|18 Initiative

Promote adoption of evidence-based interventions in collaboration with health care purchasers, payers, and providers

High-burden
health conditions

6

18

Evidence-based
interventions that improve
health and save money

[CDC.gov/sixteen](https://www.cdc.gov/sixteen)

Hester, J. A., J. Auerbach, L. Seeff, J. Wheaton, K. Brusuelas, and C. Singleton 2015. *CDC's 6|18 Initiative: Accelerating evidence into action*. National Academy of Medicine, Washington, DC. <http://nam.edu/wp-content/uploads/2016/02/CDCs-618-Initiative-Accelerating-Evidence-into-Action.pdf>

6 High-Burden Health Conditions



- The 6|18 Initiative focuses on six common and costly health conditions — **tobacco use, high blood pressure, inappropriate antibiotic use, asthma, unintended pregnancies, and type 2 diabetes** — and associated interventions with evidence of improved health outcomes and cost reduction or neutrality.
- CDC used the following criteria to choose conditions/interventions:
 - 1 Health conditions that **affect large numbers of people** and are **associated with high costs**
 - 2 Interventions that are **specific and underutilized**
 - 3 Interventions that **prevent or control** the condition and yield **short-term savings**
 - 4 Interventions that can be implemented in both **clinical and community settings**

Why Adopt CDC's 6|18 Initiative?



Aligns with **quality improvement** goals



Accelerating the impact of **value-based payment** reform efforts



Promotes effective and results-driven **cross-sector collaboration**

"6|18 fostered communication and collaboration so that we each know what each other is doing."

- State Medicaid

"No longer do we think reimbursement is only a Medicaid issue."

- State Public Health

Reflections from Current 6 | 18 Initiative Participants

Laura Oliven, MPP; Tobacco Control Program Manager, Minnesota
Department of Health

Ellie Garrett, JD; Deputy Director, Office of Medical Director,
Minnesota Department of Human Services

ACCOMPLISHMENTS: Minnesota Reducing Tobacco Use



Goals

- » Assess and address variation in Medicaid MCO tobacco cessation benefits and services
- » Increase provider, enrollee and community-based organizations' awareness and use of free Medicaid tobacco cessation benefits and services



Activities and Accomplishments

- » Surveyed Medicaid MCOs to identify variation in benefits and used results to engage with MCOs not following state cessation policies – resulting in improved and more uniform cessation treatment coverage.
- » Increased awareness of free Medicaid benefits by engaging community groups and populations most disparately impacted by the health harms of tobacco.
- » Analyzed the All Payer Claims Database to establish a baseline for utilization of cessation medications across payers (*in progress*)

6|18 Initiative Technical Assistance Opportunity (2018 - 2019)

Alissa Beers, CHCS

6|18 Initiative: Program Overview

- Solicitation of state and territorial Medicaid and public health agencies to indicate interest in jointly participating in 6|18 Initiative
- Focus on up to two of the health conditions
- Receive assistance to select and implement interventions over 12 months (October 2018 – October 2019)



Condition-Specific Technical Assistance



**Control
Asthma**



**Reduce
Tobacco Use**



**Prevent
Type 2 Diabetes**



**Control High
Blood Pressure**



**Improve
Antibiotic Use**

Benefits of State Participation



- Build/enhance cross-agency partnerships
- Implement concrete interventions that align with state payment reform activities and goals
- Improve health and control costs using evidence-based interventions
- Receive targeted technical assistance
- Learn from and share experiences with other states

Project Activities



Work plan development



Targeted technical assistance



Peer-to-peer information exchange



Capacity building



Access to a range of how-to tools and resources



In-person convenings

Anticipated Time Commitment



- 5 calls between State team and TA team to deliver technical support and discuss progress
- Ad hoc peer-to-peer condition-specific calls or webinars
- 5 capacity-building learning sessions
- 1-2 in-person convenings
- Offline state work to advance 6|18 goals (e.g. MCO Surveys, State Plan Amendments, Communications Plans, etc.)
- Participation in 6|18 assessment activities

Examples of Targeted Technical Assistance



- Support with ROI development and financial analyses
- Strategic planning calls with CDC, CMS, and other subject matter experts
- Environmental scans and state examples (e.g., engagement strategies, communications campaigns, contract language)
- Connections to states undertaking similar activities (e.g., MCO surveys, social media promotion, provider training)

Instructions for Indicating State Interest



- Statement of interest form is available at: <http://www.618resources.chcs.org/technical-assistance-opportunity-state-medicaid-and-public-health-collaboration-to-advance-the-cdcs-618-initiative/>
- Respond to all questions directly in the Microsoft Word document
- Send completed form as an email attachment to Alissa Beers at: abeers@chcs.org
- Due: **Friday, August 10, 2018**

Criteria for State Selection

- ✓ **Commitment** from agency leadership and interest in partnering on chosen activities
- ✓ **Availability** to participate in regular calls, peer learning events and meetings
- ✓ **Identification** of high-level goals and target conditions
- ✓ **Need** for technical assistance
- ✓ **Willingness** to participate in project assessment

Project Timeline

Activity	Date
Application issued	July 9, 2018
Informational webinar for prospective states/territories	July 23, 2018
Applications due to CHCS	August 10, 2018
States/territories notified of selection	August 24, 2018
Orientation webinar for selected states/territories	Mid-September, 2018
In-person convening in Atlanta, GA	October 9-10, 2018

Visit CHCS' Resource Center for Implementing CDC's 6|18 Initiative

- **Online resource center**, made possible by the Robert Wood Johnson Foundation, to help Medicaid agencies and MCOs collaborate with public health departments to launch 6|18 interventions

- Offers **practical how-to resources**, including:



6|18 in Action - Interactive map of 6|18 activities from across the country and profiles of select state activities



General resources to help stakeholders get started with 6|18 interventions



Health condition-specific resources to guide the implementation of CDC's 6|18 Initiative strategies

www.618resources.chcs.org



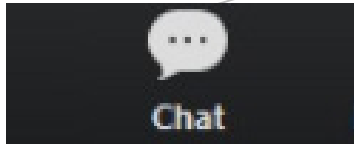
Question & Answer



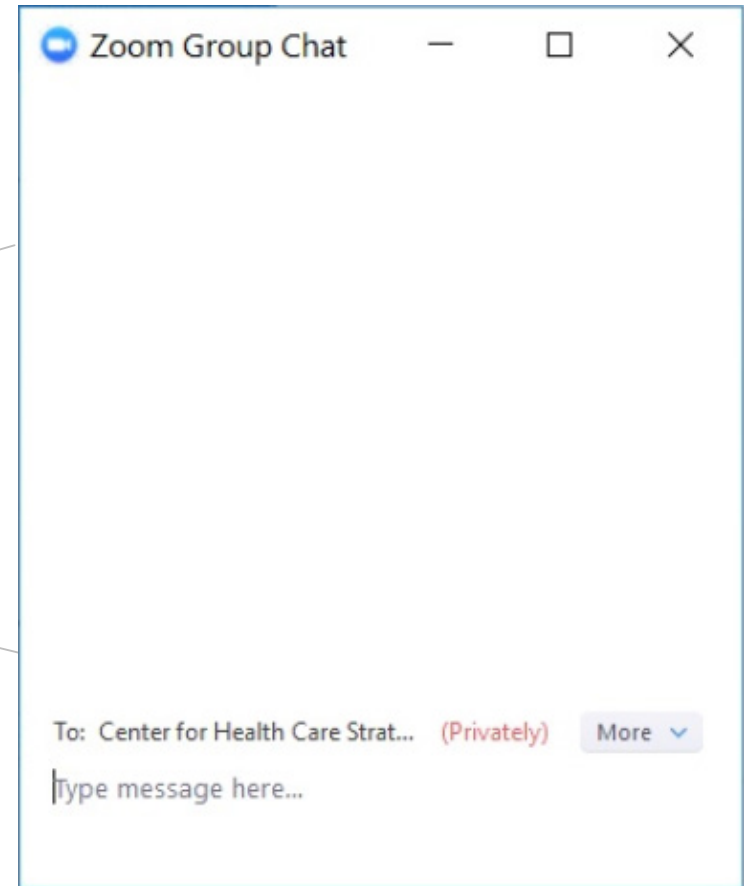
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For more information, contact:

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(609) 528-8400

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- **Learn** about cutting-edge efforts to improve care for Medicaid's highest-need, highest-cost beneficiaries
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