



# **AltaMed Providers' Critical Impact upon Patient Retainment during Healthcare Reform**

Adetayo Lawal -- AltaMed -- Los Angeles, CA



# Introduction

- The United State's healthcare delivery system is currently undergoing a major transition. "Obamacare", the product of the Affordable Care Act, is working to make healthcare affordable to every citizen of the United States.

The objective of this project is to increase the awareness of the specific components of the Affordable Care Act to AltaMed providers so that they can be the valuable source of information AltaMed patients need in order to continue with AltaMed coverage into the upcoming year. With all of the health care changes taking place, it will be imperative for AltaMed to maintain its patient base. Without a solid patient base, AltaMed will not continue be able to fulfill its mission, which is to tend to the underserved and uninsured. Thus, this project is intended to indirectly maintain AltaMed's patient base through the providers in order to preserve AltaMed's functional integrity.



# Background

- In California, 5.7 million people (16.1 percent) live in a Medically Underserved Area (MUA) and nearly all counties have a portion of their population that resides in a primary medical care HPSA (Health Professional Shortage Area Designations, 2005). Of the 5.7 million Californians without health insurance in 2012, 4.6 million will be eligible for coverage under the ACA. One million are ineligible due to their immigration status.
- California's health insurance exchange is known as Covered California . Beginning October 13<sup>th</sup>, 2013, pre-enrollment begins for this new health coverage. This pre-enrollment ends on March 31<sup>st</sup>, 2014. This new program will actually begin coverage starting January 14<sup>th</sup>, 2014. Future open enrollments will be each year from October 15 through December 7. Individuals who do not currently have insurance will be able to get coverage through Medi-Cal.



# Methodology

- Weekly synergistic meetings were held amongst the Branding, Marketing, and Communications departments to determine the most effective path to reach the providers, and thus indirectly reaching the patient base.
- The presentation was created with the intention of touching AltaMed providers; however, the message delivered was designed to indirectly reach the patients through the providers.
- Developed AltaMed Provider Pre-& Post-survey in order to assess the provider's knowledge base following presentation. An additional purpose of the survey was to collect the action responses from the providers in order to analyze how the providers will take steps in the future.
- The Los Angeles County Provider meeting was scheduled on July 16<sup>th</sup> at 8:00am at AltaMed Headquarters in the first floor Multipurpose room.



# Discussion

- Presentation to providers at the Los Angeles County Provider meeting on July 16<sup>th</sup> was rescheduled. Thus, alternative presentation was given to the AltaMed Research Committee on July 17<sup>th</sup>, 2013. Communications team will deliver presentation to providers in Fall 2013.
- Research Committee provides feedback concerning AltaMed Provider Presentation. The committee states that overall, presentation is very solid but needs to be slightly tailored to be more directed to the provider to promote a more powerful action response amongst the AltaMed providers.
- Further future research opportunities involve analyzing how many patients actually remained within AltaMed's system starting January 1<sup>st</sup>, 2014. Covered California involves 13 different health insurance plans, each with different provider contracts. It is of interest to see whether AltaMed maintains clasp upon current patients.



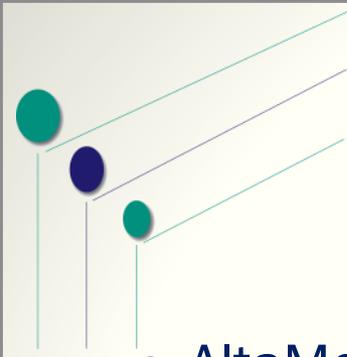
# Recommendations

- AltaMed must increase its provider base in order to accommodate the increased patient base. This involves building expansion as well as staff expansion. All together, this will put AltaMed in a better position to accept the larger number of patients and still provide quality health care.
- It is imperative for AltaMed to compete as an organization in order to bring more patients to the company. Without patients, AltaMed will see fewer insurance reimbursements and will not be able to continue running the organization. Thus, AltaMed must compete and promote itself as an elite provider of quality health care. No longer can AltaMed remain at the casual end as a “safety net” organization. AltaMed must present itself as a leader in quality health care delivery.



# Conclusion

- The research committee provided additional analysis for my AltaMed provider presentation. One of the strengths they noticed involved the simplicity yet effectiveness of the presentation. Another suggestion to strengthen the presentation was to really emphasize how the change in health care was going to truly affect AltaMed providers.
- Although I did not personally deliver my presentation to the AltaMed providers along with the pre- & post-surveys, the Marketing and Communications teams will use my presentation in the fall to reach the providers. It was great to be apart of this process and I look forward to observing the results.
- Further future research opportunities involve analyzing how many patients actually remained within AltaMed's system starting January 1<sup>st</sup>, 2014.



# Acknowledgements

- AltaMed
  - Communications Team
    - Lauren Astor
    - Terry Kanakri
    - Yurby Meza Solis
    - Melissa Gutierrez
  - Branding and Marketing Teams
    - Gwyn Chafetz
  - Site Director
    - Dr. Michael E. Hochman
- NMF-PCLP
  - Dr. Joy Jones
  - Dr. Ester Dyer