



Humana Physician News

Q1 newsletter for in-network physicians, clinicians and office staff to support you in the care of your Humana-covered patients



Health equity is a key value in value-based care

Value-based care provides a pathway to remove barriers to health equity by addressing social determinants of health.

The COVID 19 pandemic highlighted and exacerbated numerous disparities in care impacting patient outcomes and quality of life. But it also brought a renewed focus on health equity and sustainable value-based care.

The solution begins with acknowledging the impact of social and structural determinants of health on the ability of patients to access care and adhere to a care plan. Did you know...

- One in nine Americans lacks consistent access to enough food for an active, healthy life.
- More than half of the U.S. non-driving population age 65 and over doesn't have transportation.
- Minority populations have a higher prevalence of most of the major chronic diseases.

(SOURCE: KFF Analysis of the 2010-2019 American Community Survey)

Social determinants of health (SDOH) combined with structural issues such as systemic racism and cultural values dictate the choices available to individuals, which, in turn, influence their behavior and their health.

Clinician training is imperative to further the delivery of equitable value-based care. To help with that effort, Humana has partnered with the University of Houston to co-develop a unique [value-based care specialization program](#) that offers six courses with continuing education credits on Coursera. In addition, leaders from Humana and CenterWell attended a recent Payer+Provider Summit to share insights on how value-based care can advance health equity efforts. [Click the link below to listen.](#)

[Learn more →](#)



Value Based Care Report

A new report shows that Humana individual Medicare Advantage (MA) beneficiaries receiving care from primary care physicians in value-based payment models experienced, on average, better health outcomes, lower costs and more preventive care, compared to non-value based models.

The data collected during 2020 represents the challenges providers and patients experienced during the COVID-19 pandemic, and reflects the outcomes and experiences of 2.65 million Humana Medicare Advantage members seeking care from 67,800 primary care physicians in value-based agreements.

The report details how Humana's VBC-contracted Medicare Advantage providers were in a significantly stronger position to help ensure seniors were able to continue accessing essential care despite COVID-19 restrictions, lockdowns and nationwide deferral of care.

Their success in providing preventive, routine and urgent care throughout 2020 was due in large part to innovative technologies, capabilities and services that value-based agreements incentivize and support. Despite the significant challenges of providing care during the worst of the COVID-19 pandemic, providers in value-based agreements were in a better position to adapt and focus on patient needs, including social determinants of health exacerbated by the pandemic, like increased social isolation and food insecurity.

[Click here for the report](#)



Help your patients have a healthy 2022

Help your patients stay on track with their well-care visits and screenings by sending annual preventive care reminders. Humana's Provider Marketing Resource Center (PMRC) is a self-service marketing storefront that enables you to quickly and easily customize marketing templates with your practice information and send communications directly to your patients, regardless of their insurance carrier. And the resource is available to you at no cost.

Contact PMRC@humana.com for access to this library of customizable patient marketing materials or to setup a demo and discussion with one of our marketing professionals.



Home-based services help you maintain continuity of care

Humana's home-based services help your patients maintain their health, safety and independence, while helping you maintain continuity of care and achieve better outcomes. Options include multi-disciplinary skilled nursing and therapy care through Kindred at Home, to newer solutions such as same-day urgent medical care in the home for complex and severe conditions, as well as end-of-life services. To learn more, [click here](#).

Resources and support



Humana adopts ASAM National Practice Guidelines

Effective January 1, 2022, Humana adopted The American Society of Addiction Medicine (ASAM) National Practice Guidelines across all markets when making utilization management decisions for the treatment of addiction. ASAM is nationally recognized and ensures a holistic view of the patient's needs in treatment planning.



Drug updates now in effect

As of January 1, 2022, certain drugs now have new limitations or requirements under Humana commercial and Medicare formularies, which could mean new requirements or additional out of pocket costs for existing medications. Have a conversation with your patients to determine any changes that may impact medication adherence. Humana encourages the use of generic and cost-effective brand medications when possible. Find all the details [here](#).



The Provider Payment Integrity (PPI) contact mailbox is now disabled

To manage overpayments, please use Availity's secure provider portal, Availity Essentials, or call Customer Care at 800-438-7885, Monday – Friday, 8 a.m. – 8 p.m., Eastern time.



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[NEW: Updated SDOH Physician Guide](#)



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