



Promise Health Plan

A health plan's approach to providing palliative care

Dr. Kim Bower, Abisola Latona-Ugbeme, Anna Berens, Ben Scribner, Eileen Briones, Jenelle Hallock, Kim Beverly, Kristen Vallone, LaFiaun Coats

Program description

We're committed to creating a healthcare system that is worthy of our family and friends – and sustainably affordable. Our expanded palliative care program moves us closer to achieving this mission.

After the successful launch of a home-based palliative care pilot program in January 2017, Blue Shield of California expanded the program to enable members to access these services wherever they live in California. Blue Shield built this statewide network of home-based palliative care providers through collaborative partnerships with our provider groups and accountable care organizations (ACOs), offering a broad network of home-based palliative care providers throughout the state. Blue Shield is the only health plan offering its members home-based palliative care in all 58 counties in California.

This model of care features home visits from interdisciplinary teams that include physicians, nurses, social workers, chaplains, home health aides, and other specialists to form a comprehensive care team and support system for patients facing serious illness.

Learn more at blueshieldca.com/palliativecare

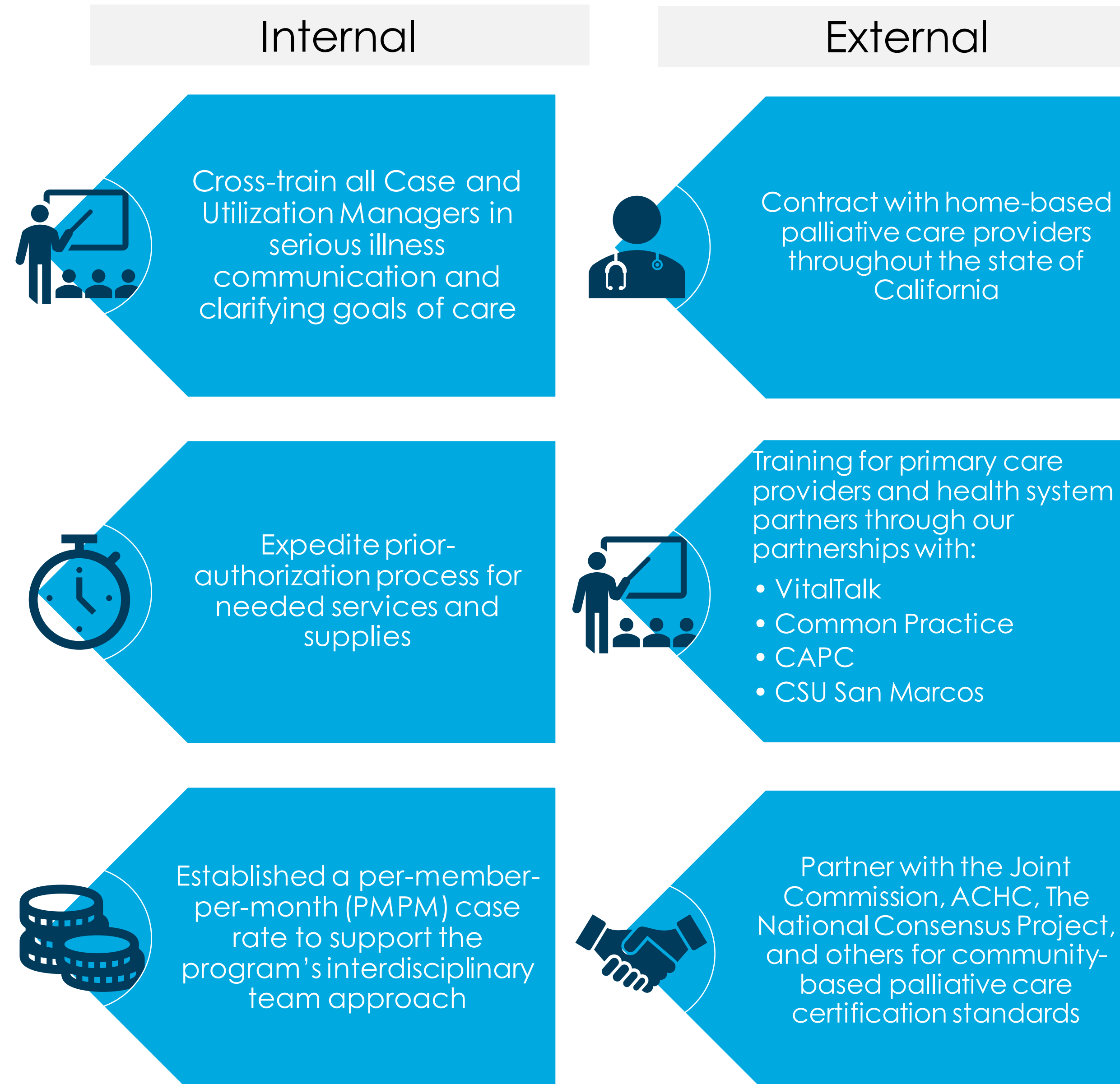


About Blue Shield and Blue Shield Promise

Blue Shield of California, an independent member of the Blue Shield Association, is a nonprofit health plan dedicated to providing Californians with access to high-quality health care at an affordable price.

Promise Health Plan was founded in 1994 by a group of providers, organized medical groups, and hospitals with the heart of the community at the forefront of their minds. This dynamic team came together to create a pro-patient healthcare delivery system that has grown to over 500,000 members today. Now an affiliate of Blue Shield of California, Promise Health Plan offers Medi-Cal, Cal MediConnect, Medicare Advantage HMO, and Dual Eligible Special Needs Plans.

Our approach



Network

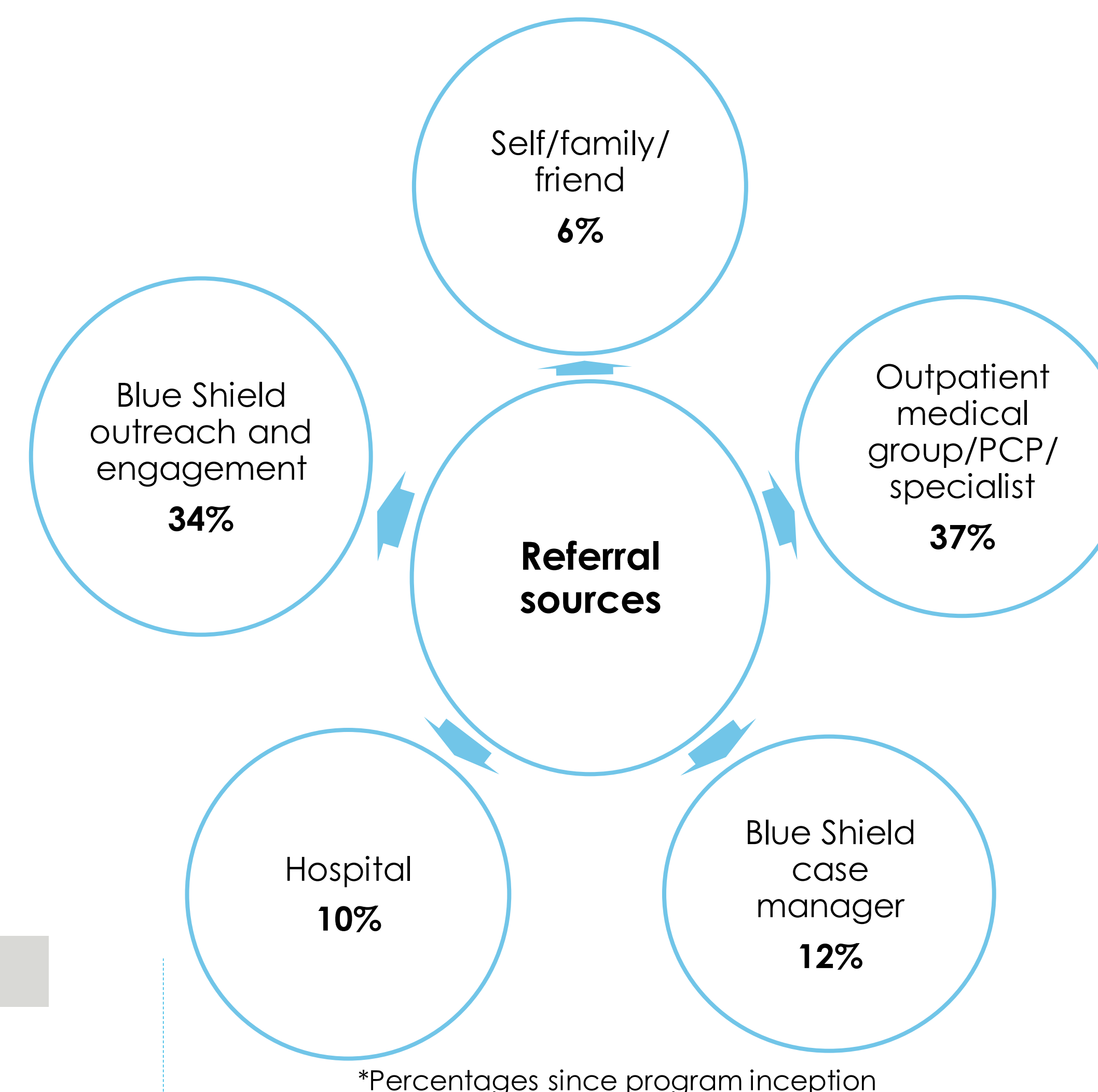
- Over 2,300 members served from program inception to January 2020
- 40 California state-wide contracted home-based palliative care providers (as of January 2020)
- 70% of our home-based palliative care providers are Joint Commission certified
- Home-based and community-based palliative care programs in all metropolitan service areas
- Telemedicine-enabled palliative care programs for rural members



Our program

Program goals

- Provide our members and their caregivers access to comprehensive community-based palliative care programs
- Provide care at the right time, in the right setting, and in accordance with our members wishes
- Create a robust, statewide network of community-based palliative care providers that is feasible, scalable, and replicable



*Percentages since program inception

General eligibility criteria

- Have a serious illness
- Have documented gaps in care, including decline in health status and/or function
- Use hospital and/or ER to manage illness
- Not currently enrolled in hospice
- Illness is NOT psychiatric or substance use disorder-related
- Provider would not be surprised if the member died in the next year

Diagnosis criteria

- Included but not limited to:
- Cancer
- Organ failure (e.g., heart, lung, renal, liver)
- Stroke
- Neurodegenerative disease (e.g., MS, ALS)
- HIV/AIDS
- Dementia/Alzheimer's
- Frailty or advanced age
- Multiple comorbid conditions with exacerbated pain

Home-based palliative care interdisciplinary team structure



Services included but not limited to:

- Advance care planning
- 24/7 access to help and support
- Medical care coordination
- Pain and symptom management
- Caregiver support