



FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA

*Transforming Health Care Delivery:
The Role of Nurses in Health Plans*



Susan Reinhard, PhD, RN, FAAN
Senior Vice President & Director,
AARP Public Policy Institute;
Chief Strategist, Center to Champion
Nursing in America



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Campaign for Action Pillars



**Advancing Education
Transformation**



**Removing Barriers to
Practice and Care**



Nursing Leadership

Interprofessional Collaboration

Diversity

DATA

Today's Webinar Will...



- Highlight the links between nurses, health plans, the future of health care delivery and the IOM's recommendations
- Provide a high level understanding of the unique role health plans play in the health care system and their overall mission
- Highlight the variety of roles that nurses play in health plans and the types of nurse-led programs and services delivered within them

Today's Presenters



Susan Kosman, RN, BSN, MS
Chief Nursing Officer
Aetna Inc.



Diane Hogan DNP, RN, MA
Director of Clinical Innovations
Humana Cares



Health Plans Work Team



The Health Plans Work Team works to support the IOM recommendations by:

- Discussing implications regarding health plans
- Sharing the IOM's report within respective organizations
- Brainstorming actions that health plans can take
- Collaborating where possible on actions
- Educating constituents on the various roles that nurses play in health plans, the linkage to the IOM's recommendations and the future of health care delivery

Health Plans Work Team



- Susan Kosman, RN, BSN, MS, Aetna, Inc.
- Shelley Balfour, RN, BSN, MBA, Aetna, Inc.
- Diane Hogan, DNP, RN, MA, Humana Cares
- Susan M. Pisano, America's Health Insurance Plans (AHIP)
- Cynthia G. Wark, America's Health Insurance Plans (AHIP)
- Mary Aikins, RN, BA, CCM, Horizon Healthcare Innovations - Patient Centered Medical Home
- Tom Michels, RN, HealthPartners Medical Group
- Jared T. Skok, MPA, Blue Cross and Blue Shield of Florida Foundation

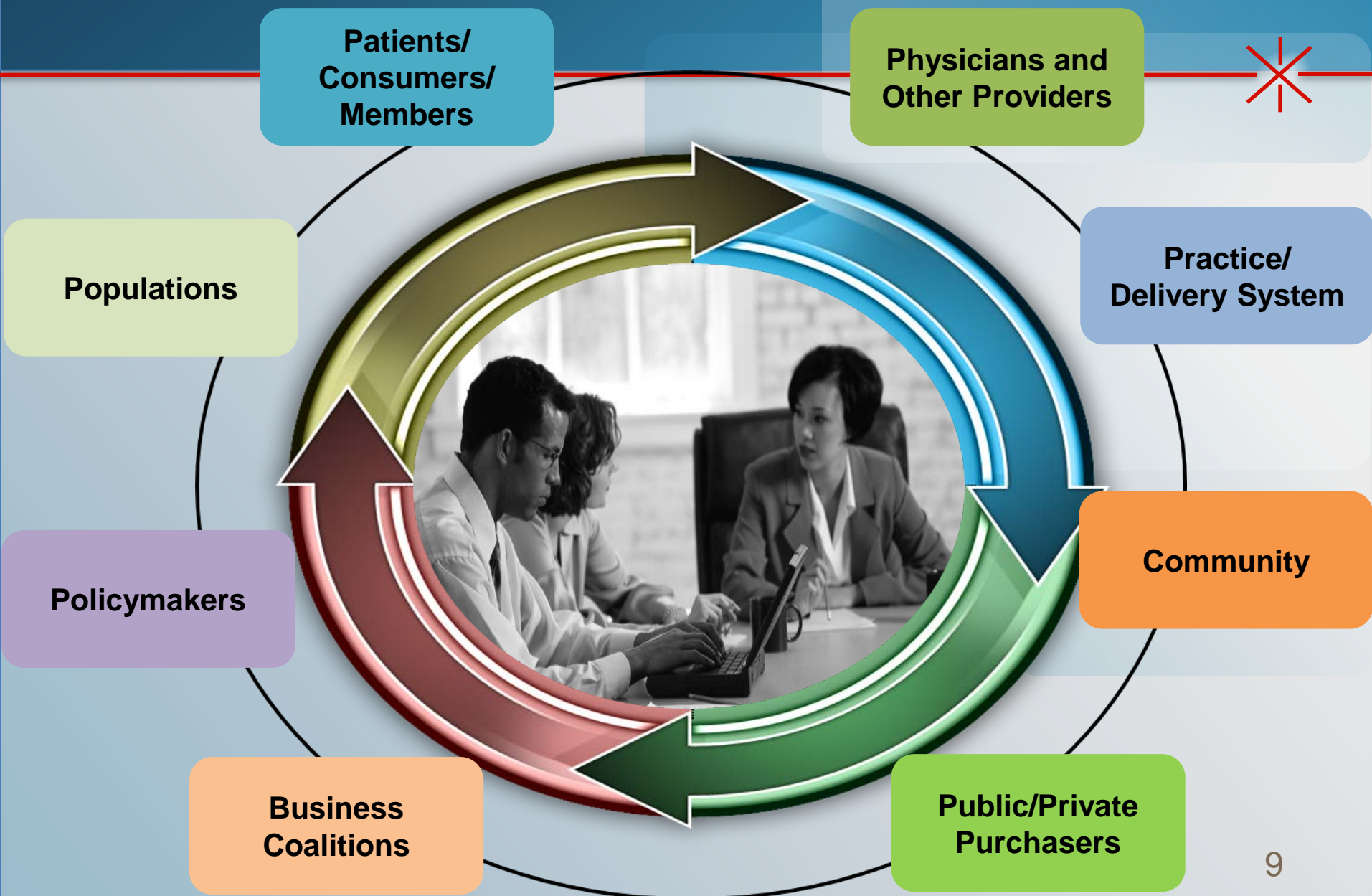
The Mission of Today's Health Plans



Beyond Claims Payment, Health Plans:

- Provide a comprehensive array of health care related products/services and solutions focused on addressing issues of cost, quality and access
- Serve diverse populations offering a full continuum of health care services and programs
- Promote evidence-based practice and innovative models of care, guided by data, research and technology
- Identify and engage members for the right program, level and type of interventions, emphasizing informed health care consumerism and self-care management
- Forge direct relationships with all health care delivery stakeholders
- Transcend the care continuum in that they are uniquely positioned to have a relationship with all the stakeholders in health care

Spheres of Influence



Spheres of Influence in Action



- Working with consumers (members) as partners in their wellness
- Preventing admission, readmissions, and emergency room use
- National Quality Forum on meaningful use criteria
- Innovations in identifying specific health problems in their communities and developing creative strategies

Nursing Values and Skills



Nurses Bring:

- Expert Knowledge and Experience
- Strategic/Critical Thinking and Problem Solving
- Collaboration Across Stakeholders
- Change Leadership
- Communicating for Impact
- Driving for Results/Outcomes
- Advocacy

How Nurses Contribute....



Nurses



- ❖ Educate, Engage and Inform Health Care Consumers
- ❖ Coordinate Care
- ❖ Navigate Complexities of Health Care Delivery
- ❖ Activate Self-Care, Motivation and Behavior Change
- ❖ Advocate for Optimal Quality and Well-Being
- ❖ Innovate for Best Practice and High Quality Care



Health Care Consumers

Care Continuum



Types of Nurse-Led Programs



**Complex Care
Management**

**Acute Case Management/
Concurrent Review**

**Prevention / Wellness/ Health
Coaching/Behavior Activation**

**Utilization
Management**

**Integrated Medical
Behavioral Health**



**Quality and Clinical
Strategy**

**Transition of Care/
Discharge Planning**

**Specialty Services – High
Risk Pregnancy, ESRD, End
of Life/Hospice, Nurse lines**

**In person, Onsite and
Telephonic Care
Management**

**Chronic Condition Management
(DM)**

Linkages to IOM Recommendations and Opportunities in the Future of Health Care Delivery



- Care Transitions
- Medical Home/Health Home
- Healthcare Consumerism

So, What Does this All Mean....



- Nurses are highly trusted and are at the frontline
- Nurses in their diverse roles have a wide scope of influence, credibility
- Power to impact health care as leaders, mentors and change agents
- Nurses play a significant role in designing, delivering and evaluating high quality care

So, What Does this All Mean....



- Nurses demonstrate effective leadership in advancing healthcare innovations and health policy
- Health care consumers, thought leaders, and industry stakeholders must better understand the skills and expertise of nurses and the importance role they play in the overall health care delivery system.
- Success will require sustained engagement

Questions?



Next Steps



- Upcoming Webinars on Leadership
 - June 11, 2012 – “Transforming Health Care Delivery: The Role of Nurses in Health Plans” - Part II
 - Sept 24, 2012 - Sigma Theta Tau International Leadership Institute
- Archived webinars www.championnursing.org/events
- Request Toolkit : Nurse Leaders in the Boardroom: The skills you need to be successful on a board
<http://championnursing.org/nurse-leaders-resource>

Campaign Resources



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