

ADDRESSING ISOLATION AND LONELINESS: A PAYER VIEW
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GUIDEWELL

Overview

- **How we are supporting our employees**
 - ✓ Addressing the challenges of transition to work from home
 - ✓ Visible support from leadership
- **Member Care**
 - ✓ Ensuring ease of accessing care
 - ✓ Informing and educating
 - ✓ Focus on our senior population to prevent feelings of isolation
 - ✓ Focus on members at greatest risk

Initial challenges of the transition were multifaceted.

Connectivity

- Internet service not present for some

Equipment Needed

- Laptops
- Monitors

A New Normal

- Parenting
- Teaching
- Employee responsibility

We have demonstrated our commitment to employees



- **Video messages from leaders to show employees they are there to support them**



- **Our teams are continually encouraged to donate to employee funds to help those in financial need**



- **Offering employees meals and other popular household items that are in high demand at a low cost**

We are offering a range of services to maintain access to care through:



- Free COVID-19 tests, waiving co-pay and cost share for those who test positive**
- Offering premium payment relief**
- Virtual non-emergency visits at \$0**
- Nurses and social workers working remotely proactively reach out to members to check on their health and help with food or paying rent and utilities.**
- Providing free mental health counseling by phone to members and the general public.**

In addition, information is being provided to members

- ✓ **Several free webinars on a variety of COVID-19 topics to make sure members hear the facts**
- ✓ **Several informative videos posted online and through social media channels**
- ✓ **Details on how to protect themselves against scams related to COVID-19 and where to report them**

Special attention to at-risk populations



Targeted messaging to our members with chronic disease - specific to diagnosis (diabetes, asthma, heart disease, severe obesity, immunocompromise)



Focus on optimizing control of chronic disease



Keeping appointments for routine visits



Continuing routine medications

With a focus on the senior population

Adoption of different virtual strategies to help prevent social isolation



- Partnered with Florida Council on Aging for webinar about the dangers of social isolation and how to prevent it
- Community health team transitioned to virtual operation, making daily contact with Medicare members
- Papa program also went virtual to keep assisting and providing companionship
- Provided tips to families and neighbors about how to stay connected while maintaining social distance

QUESTIONS?