

Community Stories



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MEMBER STORY

Breaking Through the Prison of Mental Illness

A man plagued by mental illness and alcoholism enrolled in our Plan. With vigilant case management and support, he is slowly turning his life around.

When a new member enrolls in our Plan, it's our job to learn as much as we can about their health care needs — and then develop an appropriate and integrated care plan that will help them achieve their health goals. This may sound straightforward, but it rarely is — and it often requires incredible persistence.

Thomas is a case in point. When the middle-aged man moved from Milwaukee last fall, he enrolled in our Plan — and our discovery process began. An assessment by our member engagement team revealed he was plagued by multiple mental disorders — from anxiety and bipolar disorder to schizophrenia and alcoholism.

Adrift in mental illness and alcoholism

"We learned that he didn't have a primary or behavioral care physician," said Erin Becker-Wilcox, SSI engagement supervisor. "This man was clearly suffering, and he was relying on ibuprofen and alcohol to get through each day." When

asked about his life goals, he answered that he didn't have any.

Not only that, but in the fog of his illness, Thomas had lost his health ID card — the key to obtaining the Medicaid services he so badly needed, including dental work. Lacking a physician, Thomas had developed a pattern of relying on emergency room care.

In fact, in the two months before he enrolled in our Plan, Thomas had been admitted to the ER on 24 separate occasions. Many of his conditions, like heart palpitations and nausea, were likely a result of his alcoholism. Several other visits stemmed from tooth pain from neglected dental care.

Coordinated care is effective care

Once we understood Thomas' health issues, we brought him under the care of our medical case manager, a behavioral health advocate and an emergency department education case manager: a comprehensive and integrated care team.

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\$6.8B

AND 1,500 LIVES/YEAR:
The estimated cost of excessive alcohol consumption in Wisconsin.¹



7.7

ABOUT 7.7 MILLION

Americans suffer from schizophrenia and bipolar disorder.²



PEOPLE WITH UNTREATED PSYCHIATRIC ILLNESSES SPEND

2X

AS MUCH TIME IN JAIL
as non-ill individuals and are more likely to commit suicide.²

GRANTS PROGRAM

Community Grants™ Program

Providing local nonprofits with no-cost training in grant writing helps them get the funding they need to continue their good work.



At UnitedHealthcare Community Plan of Wisconsin, we can usually gauge how well-funded our local nonprofit partners are by counting the number who enroll in our Community Grants Program training. Lately, we've seen a definite uptick in enrollment.

Building healthier communities

This is the second year our Plan has offered no-cost grant training to community nonprofits interested in pursuing grant funding – a perfect fit with our mission to build healthier communities. Many of those who enroll in the training come from the community-based organizations (CBOs) that we partner with to serve members.

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Daphne Jackson, marketing manager, community and provider engagement. "We had seven CBOs and one Federally Qualified Health Plan register for our recent training session!"

Grant writing expert teaches monthly webinar

We help to make funding efforts more productive for these organizations by offering monthly webinars on proposal development. Webinars are targeted to different areas of focus, from ethnic community self-help to special health care needs for children.

Facilitator Allison Rojas, a grant writing expert, is the enthusiastic teacher who leads the training, providing the strategies and tools to write stronger, more competitive proposals. She helps nonprofits define their objectives and answer funders' toughest questions, including:

- Their organizational mission
- How they solve community problems
- How they measure results
- What resources they require

We also offer nonprofits a complimentary copy of the Community Grant Guide,

an indispensable resource for funding applications. If participants need further guidance after the webinar, they can engage Rojas' one-on-one proposal advisory services.

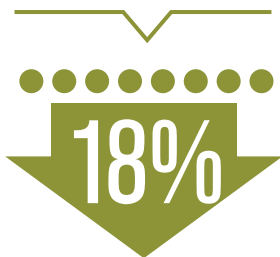
"It's so rewarding to help our community partners apply for these state or federal grants," says Jackson. "We know it's helping them continue the good work they do to keep our community healthy and strong – whether that means providing job training programs or working to prevent child abuse."



IN 2012
21%
OF CHARITIES' REVENUES
came from government grants and gifts.³



16
BROWN COUNTY SCHOOLS
NOW HAVE GARDENS



18%
OF GREEN BAY RESIDENTS LIVE
BELOW THE POVERTY LINE⁴



78%
OF BROWN COUNTY ADULTS
EAT FEWER THAN
FIVE SERVINGS OF FRUITS
AND VEGETABLES A DAY⁴

30%
OF LOW-INCOME
PRESCHOOL CHILDREN ARE
OVERWEIGHT OR OBESE⁴

COMMUNITY STORY

Farm to School Program: Growing Healthy Kids and Communities

In Brown County, our partnership with LIVE54218 is helping to plant more school gardens – and seeding an appreciation for the healthy effects of fresh, locally grown produce.

The classrooms inside Howe Elementary School may be empty this summer, but outside, the beautiful raised garden beds are teeming with a lush crop of veggies. The Green Bay school's garden is part of the Farm to School program we participate in with LIVE54218, the area's healthy-eating, active-living initiative. The name is a reminder to eat five fruits or vegetables, drink four bottles of water, spend less than two hours of screen time, get at least one hour of physical activity and get eight hours of sleep each day.

At work in 16 sites

With their complementary missions, the two initiatives go together like peas and carrots. In fact, the collaboration has made it possible to launch Farm to School programs at 16 local elementary schools in Brown County.

"Research shows that well-nourished, physically active students achieve higher academic success," said Ashley Poschok, Live54218's Farm to School coordinator. "That's why Farm to School is so important."

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In addition to increasing access to healthy, local foods, Farm to School programs also make educational opportunities like nutrition lessons, farm field trips and school gardening activities available to students and their families, all of which can positively influence their food choices.

Healthy inspiration needed in Brown County

The Farm to School program is based on the premise that students will choose healthier foods, including more fruits and vegetables, if products are fresh, locally grown and picked at the peak of their flavor. And when those choices are reinforced with fun educational activities — like the fitness activities we've introduced



at kickoff events and our Golden Shovel Award for deserving volunteers — it makes healthy eating even more rewarding.

The school gardening movement has spread across all 50 states and is now reaching millions of students. It's especially needed across Brown County and particularly in Green Bay, where local indicators show a steady increase in poverty — and growing obesity rates among adults and children. Economically disadvantaged groups are disproportionately affected by unhealthy diets and their health consequences, including obesity and chronic disease.

In March 2012, two-thirds of Green Bay elementary schools reported that over half of their student populations qualified for free or reduced price lunches. According to 2008 Wisconsin County Health Ratings, among low-income two- to four-year-olds, about 19% are at the 95th percentile for body mass index (BMI). The ratings also showed that 27% of Brown

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MEMBER STORY

Breaking Through Mental Illness *continued*

The emergency department education case manager helps members like Thomas learn when to use their primary care clinic instead of the emergency room. They also develop strong relationships with ER case managers across the state, so that we can better understand member health issues and patterns — and provide more customized intervention and education.

We referred Thomas to a primary care physician and a psychiatrist, and connected him with a behavioral health clinic too — but to no avail. In spite of repeated appointment reminders, offers of free transportation and frequent calls from his case managers, Thomas was a no-show for his appointments.

But the case management team wouldn't give up on Thomas. They convinced his providers to give him another chance. And when Thomas gave us permission to talk with his girlfriend — an important source of support — things finally began to turn around.

Thomas had kept only one appointment with his behavioral health clinic when his psychological condition worsened. Katie, our case manager, called him at home and he passed the phone to his girlfriend. She confirmed that he'd had a crisis and was hearing voices, experiencing panic attacks and mood swings. We arranged for a next-day appointment at his clinic — and this time, he kept it.

Care team's persistence pays off

With constant outreach and support — and encouragement from his girlfriend — Thomas has become more engaged in his own health care. He contributed to and signed a Plan of Care with agreed-upon health goals, has kept his primary care appointments, and is now taking the medications he needs to control his mental health. Thomas also followed through on inpatient surgery for his foot problems and has dentist appointments in place.

When Katie spoke to Thomas recently, she was surprised at how attentive and engaged he'd become. He was busy that day — helping a friend move — and was planning to move himself: to an affordable apartment in a drug-free area, he said. He also offered that he had already planned for transportation to his next behavioral care appointment to continue his treatment for alcoholism — and that he would get his prescriptions refilled at that time.

Thomas hasn't been admitted to the ER a single time since his integrated case management team rallied around him. More important, all signs point toward a more hopeful and positive life for this man who has struggled alone with his demons for so long.

COMMUNITY STORY

Farm to School Program *continued*



County adults are obese — a four-year health trend that's on the rise locally, while obesity rates have remained stable nationally and statewide.

We're hopeful that the Farm to School program will help to turn these trends around in Brown County. Both students and teachers give the program two green thumbs up.

A win for local farmers, too

Students aren't the only ones to benefit from the Farm to School program. Local growers are seeing positive returns as well. Our community engagement staff work with local farmers markets to make locally grown produce available to all people in the community — whether they're paying with cash or using electronic benefit transfer (EBT) cards to access their (SNAP) Supplemental Nutrition Assistance Program benefits.

"Everyone wins with Farm to School," said Valerie Dantoin-Adamski, owner and operator of Full Circle Farm. She added, "We are grateful to UnitedHealthcare for supporting us in developing a local producers cooperative to enable schools to procure more food locally."

¹<http://uwphi.pophealth.wisc.edu/publications/other/burden-of-excessive-alcohol-use-in-wi.pdf>
²<http://www.treatmentadvocacycenter.org/resources/consequences-of-lack-of-treatment/violence/1384>
³<http://nccs.urban.org/statistics/quickfacts.cfm>
⁴<http://www.dhs.wisconsin.gov/hw2020/pdf/nutrition.pdf>



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