

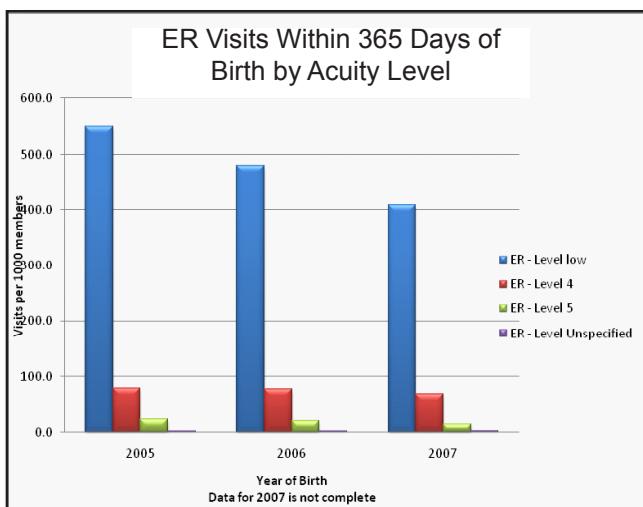
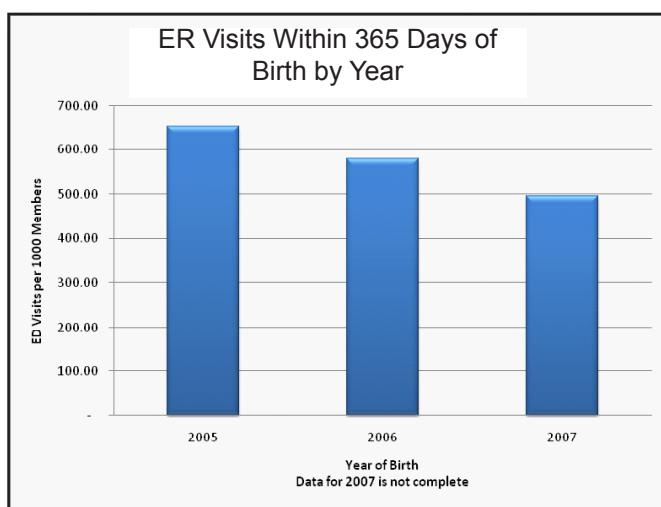
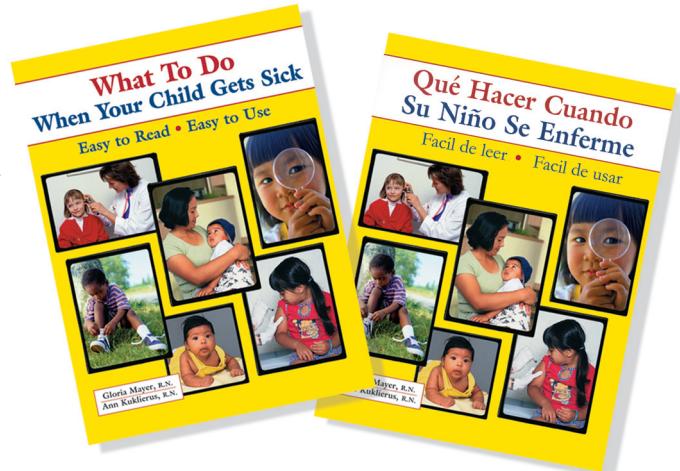
# Neighborhood Health Plan

## Championing Low-Literacy Healthcare Education

### Reducing Non-Emergent ER Utilization | Intervention Addressed to Mothers of Newborns

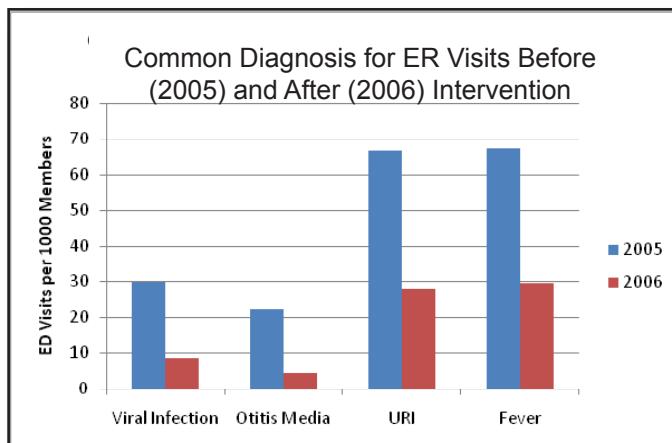
#### What to Do When Your Child Gets Sick book

- 0-1 years of age has the highest rate of ER utilization among any age group in Neighborhood Health Plan (NHP).
- NHP's prenatal care management program, "For You Two," added the *What To Do When Your Child Gets Sick* book to member mailings in January, 2006. NHP members who are identified as having had a baby are sent the *What To Do When Your Child Gets Sick* book in a mailing with other materials relevant to the needs of women and their babies in the postpartum period.
- To date, NHP has distributed 6,533 books to members.
- The estimated ROI for this intervention is 5:1



Total ER visits dropped from 653/1000 members before the intervention (2005 cohort) to 580/1000 members after the intervention (2006 cohort) and continuously drop in the first half of 2008. The 73 ER visits per 1000 members change before and after the intervention is statistically significant.

95% of the reduction of ER visits is from low acuity visits (level 1 – 3, CPT code 99281 – 99283). The change of 69 ER visits per 1000 members before and after intervention is statistically significant. The level 4 and level 5 ER visits are not significantly changed.



The ER visits of common diagnosis are significantly lower in the group of members who received the intervention.

#### Additional Distribution Avenues for Books

- Postage-paid offer card included in new member kits and promoted in each issue of the NHP member newsletter.
- NHP supplies participating primary care sites with books upon request.