

Put Communities First

Policy Prescriptions for Improving the Health of Communities and the Nation

Community-driven care assesses and addresses the clinical and social needs of an individual with a tailored approach. Social factors including housing, education, transportation, food and income have a direct impact on health outcomes. It is critical that our health care system make strategic investments to address unmet social needs to truly improve the health of communities nationwide. A community-driven approach also provides consumers personalized information and easy-to-use tools that empower individuals and families to engage in their health care.

These policy prescriptions offer near and long-term solutions, focused on community-driven care and consumer empowerment. For additional context, please see [Health Care 2030: ACHP's Roadmap to Reform](#).

Addressing Social Needs Through Federal Programs

Expand Medicaid's Home and Community-Based Service Programs

Medicaid serves as the primary source of coverage for long-term care, including home and community-based services. But state Medicaid programs are facing increased financial and personnel pressure to meet the health and long-term needs of a growing elderly population.

- ▶ Expand state authority to design flexible managed-care benefit packages so that seniors and individuals with chronic conditions can live independently. The desire for independence will only grow as technology improves and home-based alternatives become more attractive and more possible.
- ▶ Maintain independence for Medicaid beneficiaries by expanding delivery of high-quality services in their home or community rather than institutions or isolated settings.

Provide Medicare Advantage Plans the Full Quality Bonus

Current interpretation of law unintentionally prevents seniors in high-quality Medicare Advantage plans from receiving expanded benefits, reduced premiums and/or lower co-payments afforded under quality bonus payments that should be awarded to these plans. This penalizes beneficiaries based on where they live.

- ▶ Provide the full Medicare Advantage bonus to the highest quality plans, enabling them to deliver additional services to patients with chronic conditions and better address unmet social needs.

Improve Medicare Advantage Plan Benefit Design Flexibility

Medicare Advantage and Medigap plans need more chronic conditions management tools to improve the health of consumers.

- ▶ Expand Medicare Advantage plan flexibilities to develop benefit designs focused on chronic conditions management, building on special supplemental benefits for the chronically ill.
- ▶ Provide Medicare Advantage plans additional flexibility to create benefit designs that target and personalize benefits based on social needs data and clinical criteria.

70%
of Medicare
beneficiaries had
at least one chronic
condition in 2018.



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Empowering Consumers and Protecting Health Care Data

Provide Easy-To-Use Consumer Tools

- ▶ Offer transparent and readily available pricing and quality information that allows patients to compare cost and clinical outcomes for services and products, improving consumer engagement and awareness.
- ▶ Promote federal policy that incentivizes voluntary adherence to an independent certification of transparency tools to enhance consumer trust and create more effective, modern transparency tools.
- ▶ Ensure consumers are provided timely, accurate, personal and relevant cost and quality information through a “[seal of approval](#)” for certified price transparency tools.

Protect Consumer Health Care Information

Modernizing the handling of health data is necessary to meet consumer demand and deliver better and more accessible personal health information.

- ▶ Update existing privacy standards to provide heightened protection of information and easy patient access.
- ▶ Reform HIPAA to protect consumer health data and provide oversight as personal electronic health information is shared more widely, including by third-party app developers.

Establish Federal Health Data Privacy Framework

Health data is not regulated by a national privacy framework. New principles must be developed to address the gaps for health data not covered by HIPAA.

- ▶ Create a federal framework that encourage modern innovations, reliable and accurate data, and better data exchange to support individuals and their communities and protect health data wherever it is collected and used.