

# 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.

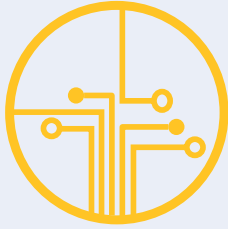
- ▶ Provide the full Medicare Advantage bonus to the highest quality plans, enabling them to deliver additional services to patients with chronic conditions and better address unmet social needs.

#### 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.