

# *Claims & Underwriting*

## **Lifestyle and Its Impact on LTC**

Producer: Bruce Margolis, DO, MBA - Genworth

Speakers: Stephen Holland, MD - LTCG

Jessica Miller, MS – LifePlans, Inc

Tuesday, 3/24/2015



**15th Annual Intercompany Long Term Care Insurance Conference**

- Introduction/Genworth Experience (Bruce)
- Lifestyle and Long Term Care (Stephen)
- Results of a National Fall Prevention Demonstration (Jessica)

- Can LTC insurers accurately assess lifestyle at the time of underwriting?
- Can LTC insurers motivate insureds to improve their lifestyle?
- Can changes in lifestyle reduce LTC related morbidity (e.g., cognitive impairment, stroke, cancer, falls and fractures)?
- Can changes in lifestyle impact LTC claims?
- Can a structured fall prevention program impact LTC needs?

# Healthy Lifestyle – Key Components



**Regular**



**Balanced**



**Reduce**

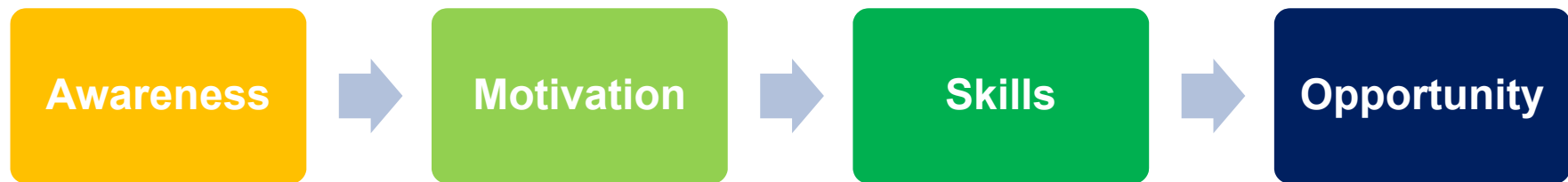


**Small Amounts**



**Big No No!**





Michael O'Donnell, PhD, MBA, MPH; Editor in Chief, *American Journal of Health Promotion*

- Genworth Live+Well<sub>SM</sub> Wellness Program
  - Personalized wellness program powered by Mayo Clinic
  - Imbedded in more recent LTCl products
  - Provides access to Mayo's wellness tools & resources
  - Developed to help customers manage and improve their health
  - Also available to uninsured spouses/partners
  - Access available upon policy delivery

- Program Includes
  - Annual Health Assessment
    - Personalized action plan
    - Personal coaching programs
  - Wellness plans for weight loss, healthy eating, fitness, stress and resiliency
  - Healthy living tools: recipes, nutrition and fitness planners/trackers, videos, guidelines, etc
  - 24-hour nurse line (chat and phone)
  - Mayo Clinic *Guide to Self-Care*
  - Weekly emailed newsletter

- Customer Engagement\*
  - Close to 10,000 participants
  - 56% female, 45% male
  - 65% over age 60
  - 30% taking health assessment
  - 97% consider resources trustworthy
  - 93% satisfaction rate
  - 60% say program has led them to make/think about positive changes to their lifestyle
  - Positive customer feedback
- Business Impact – too soon to know

\*Data as of December, 2014



# *Claims & Underwriting*

## **Results of a National Fall Prevention Demonstration Falls, Risks and the Impact on LTCI Claims**

Presented by  
Jessica Miller  
Director, Research & Product Innovation  
LifePlans, Inc.

Colorado Springs  
March, 2015



**15th Annual Intercompany Long Term Care Insurance Conference**

# Falls-What's the Problem?



- One in three adults age 65 and older suffers from a fall, often in the bathroom
- Many falls lead to fractures
- Falls are a leading claim cause for institutional and home-based care
- Well-targeted fall prevention programs can have a significant impact on:
  - Financial performance of claim block
  - Customer satisfaction, quality of life and carrier reputation

A majority of falls occur at home and are *preventable*. About 77% occur while doing daily activities.

- Since 2003 LifePlans has worked with the Department of Health and Human Services (DHHS) to:
  - Develop a comprehensive Fall Prevention and Wellness Program based on evaluation of best practices, literature, and expert advice
  - Develop the procedures, protocols and instruments for conducting the assessment and providing the individually-tailored intervention
  - Implement national demonstration project to test results and recruit LTC insurers to participate
  - Conduct evaluation to measure impacts
    - *Focus on LTC insurance policyholders living in the community age 75 and over*

# Key Objectives of Demonstration



- Study the longitudinal effects of a well-defined multi-factorial Fall Prevention program on:
  - ✓ Fall Rate
  - ✓ Fall Risk
  - ✓ Fall Risk Factors
  - ✓ LTCI Claims Cost
  - ✓ LTCI Claim Incidence
  - ✓ Acute Care Use
- Uncover the challenges and opportunities for rolling out the program on a national basis
- Enhance ability of individuals to live independently for as long as possible

# Demonstration Study Design



- Enroll LTCL policyholders holding policies for at least 5 years to mitigate underwriting effect
  - Program positioned as a Wellness Initiative called the LIFT Wellness Program<sup>sm</sup>
- Randomly assign participants to sample groups to create a randomized control trial
- Conduct telephone interview to assess baseline risk falls and general health and wellness profile
- Implement intervention
- Monitor impacts over time by comparing key outcome parameters across an intervention group and set of control groups
  - Self-Report Data collected through quarterly follow up calls
  - Claims data collected from LTCL companies and CMS

# Schematic of Sampling Plan



**Medicare Beneficiaries**  
Silent Control Group (SCG)

**LTCI Policyholders**

- ✓ Age 75+
- ✓ Not currently on claim
- ✓ In-force for 5+ years

Agree to participate in study

**Randomize**

**Administrative Control Group (ADCG)**

**Active Control Group (ACG)**

**Intervention Group (IG)**

# Randomization of Sample



- Initial recruitment to yield a sample of enrolled participants
- Enrollees are randomized into 3 sample groups:
  - **Intervention Group receives:**
    - Initial telephone screen
    - In-person assessment;
    - Individualized Action Plan
    - LIFT Wellness toolkit
    - Jump Start phone call for action plan implementation
    - Quarterly telephone follow-up calls
  - **Active Control Group receives:**
    - Initial telephone screen
    - Quarterly telephone follow-up calls
  - **Administrative Control Group**
    - Followed through collection of Medicare and LTC claims utilization

# Key Intervention Components



## Comprehensive Assessment

- Assess baseline risk
- Comprehensive clinical evaluation
- Evaluate home safety needs
- Identify key fall risk factors
- Provide a detailed medication review

## Customized Recommendations & Education

- Develop a specific and customized Action Plan
  - *Send to member*
  - *Send to physician*
- Provide a Fall Prevention and Wellness Tool-Kit



## “Jump Start” Telephonic Intervention

- Provide home safety/service recommendations
- Review action plan/recommendations with member
- Send quarterly newsletters for one year following assessment



# Sample Sizes

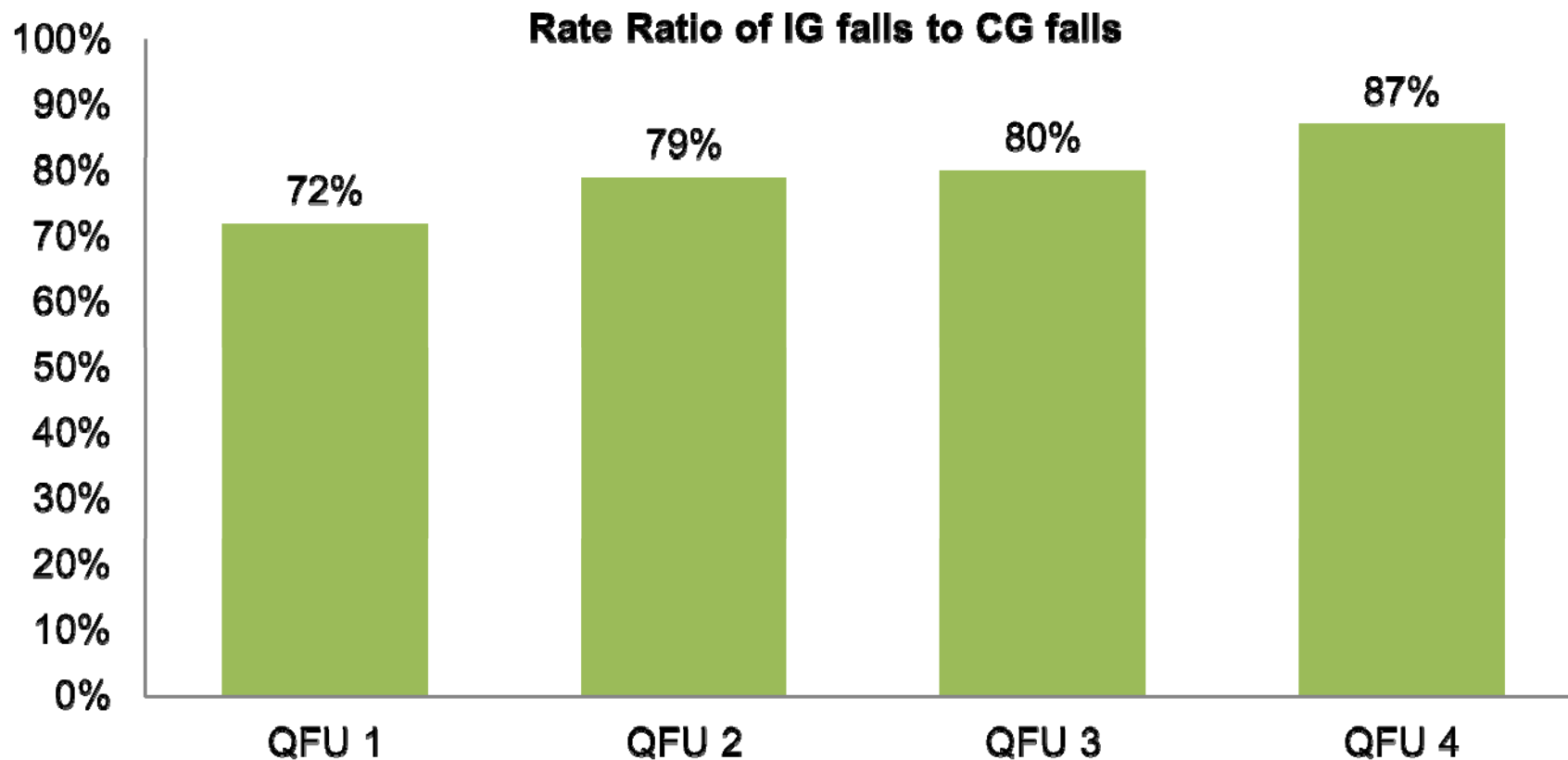


- Enrolled LTCI policyholders from Bankers, John Hancock, Genworth
- 7,229 total enrollees randomly assigned
  - Intervention Group: 2,839
- Two control groups
  - Active Control Group: 2,471
  - Administrative Control Group: 1,919

*No significant difference on any variable indicates successful randomization*

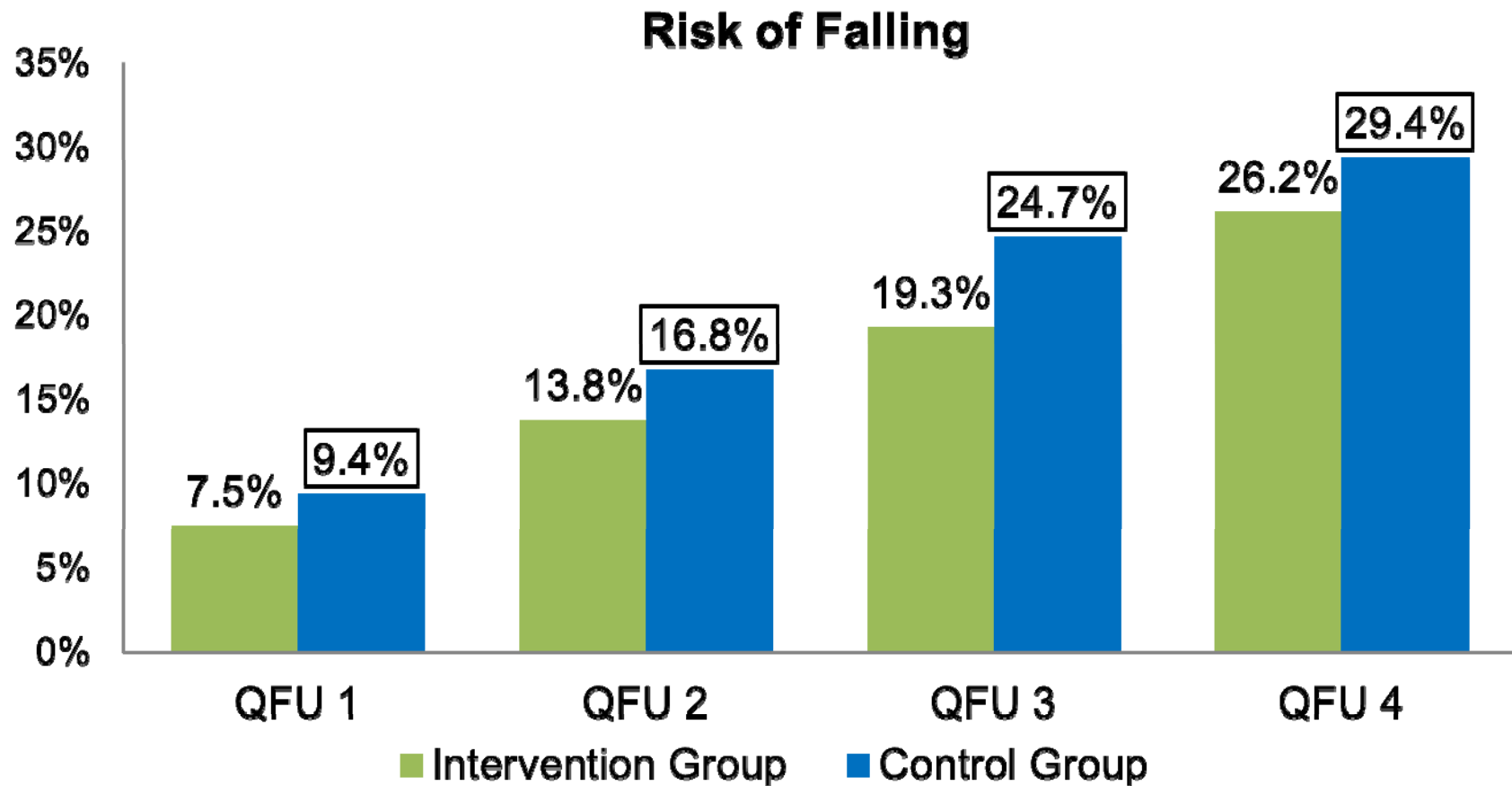
Baseline Demographics	IG	ACG
Average age	81	81
% Female	58%	59%
% Married	61%	60%
% with incomes less than \$50,000	49%	51%
% with 1 or more falls in past 6 months	19%	19%
% with no ADL limitation	91%	90%
% with no IADL limitation	84%	84%

# Findings: IG Has Lower Rate of Falls



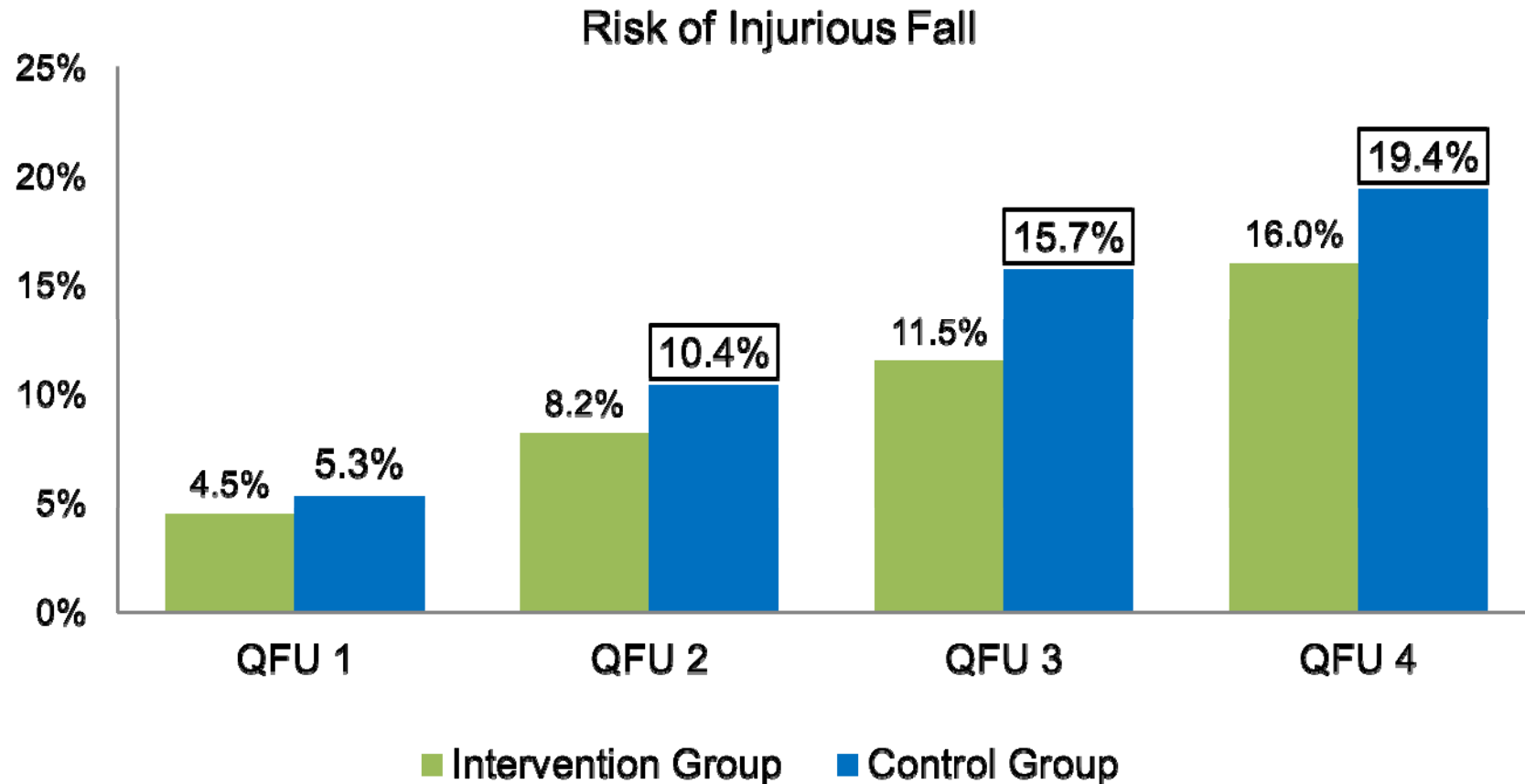
*For every 100 falls in the Control Group there are only 87 falls in the Intervention Group ( $p=.05$ )*

# Findings: IG has Lower Risk of Falls



*By the end of ~ 1 year , there is an 11% reduction in the risk of falling ( $p < .05$ )*

# Findings: IG has Lower Risk of Injurious Fall

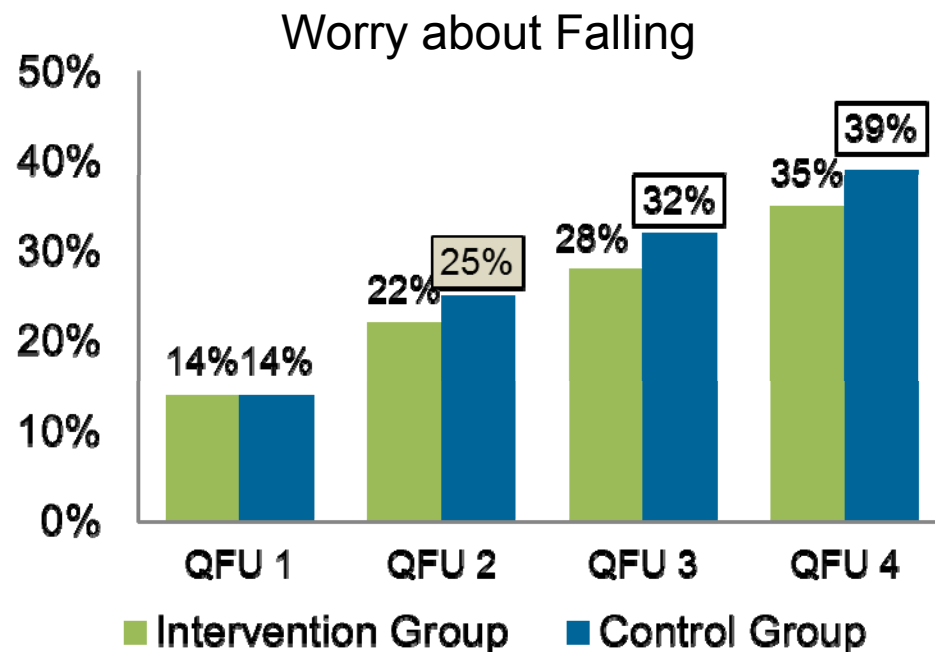


*By end of ~ 1 year, there has been an 18% reduction in the risk of having an injurious fall ( $p=.05$ )*

# Findings: IG Reports Less Worry/Fear of Falling



- Intervention Group reports:
  - Less cumulative worry about falls
  - Less fear of falling:
    - At QFU 1: IG is 38% less likely to report an increased fear of falling
    - At QFU 4: IG is still 25% less likely to report an increased fear of falling



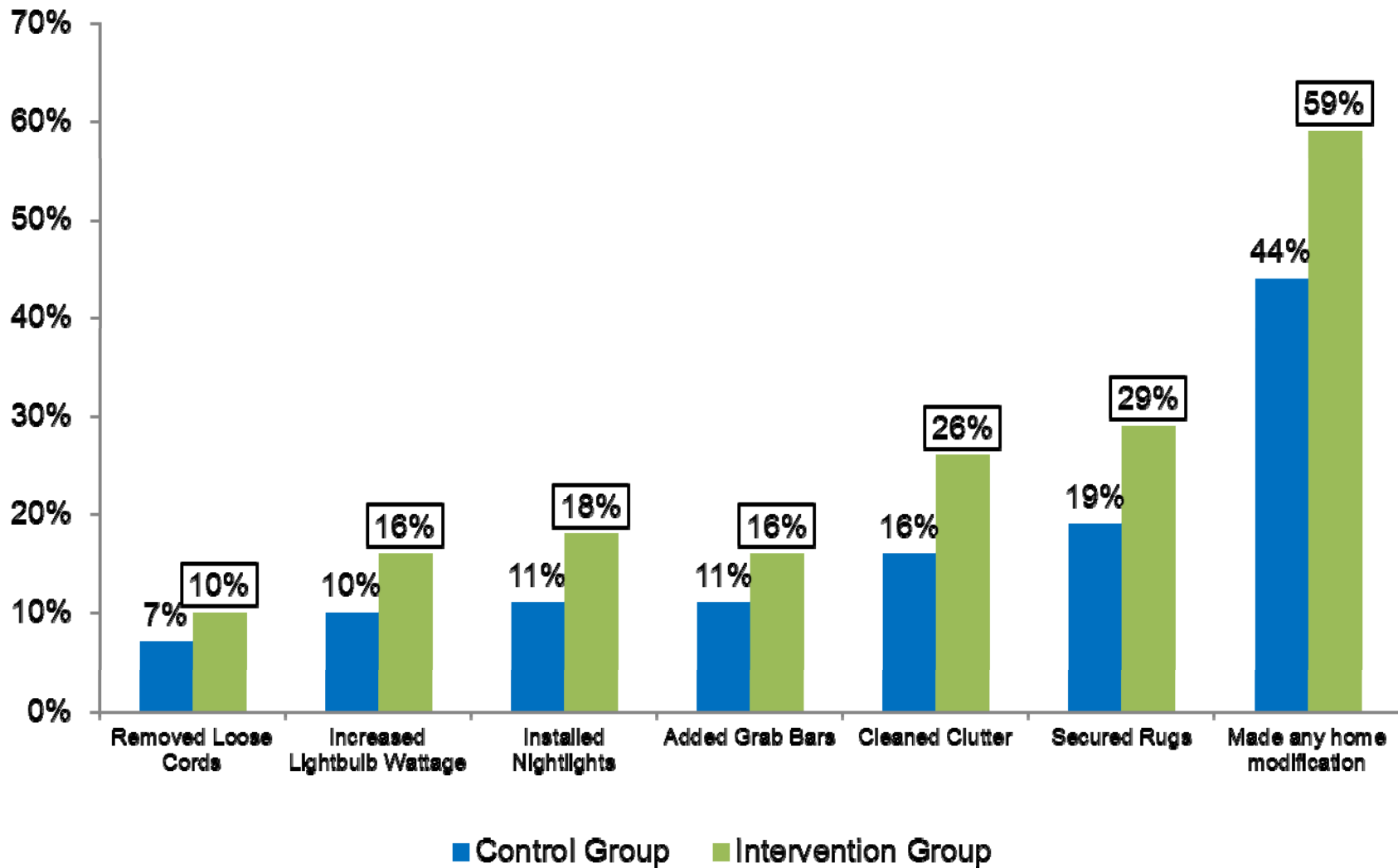
Increased Fear of Falling

	Intervention Group	Control Group
QFU 1	4.4%	7.1%**
QFU 2	3.5%	5.1%**
QFU 3	4.3%	5.4%
QFU 4	5.4%	7.2%**

□ Significant at p=.05   □ Significant at p=.10

\*\*significant at p=.05

# Findings: IG Report Greater Risk Mitigation Activities

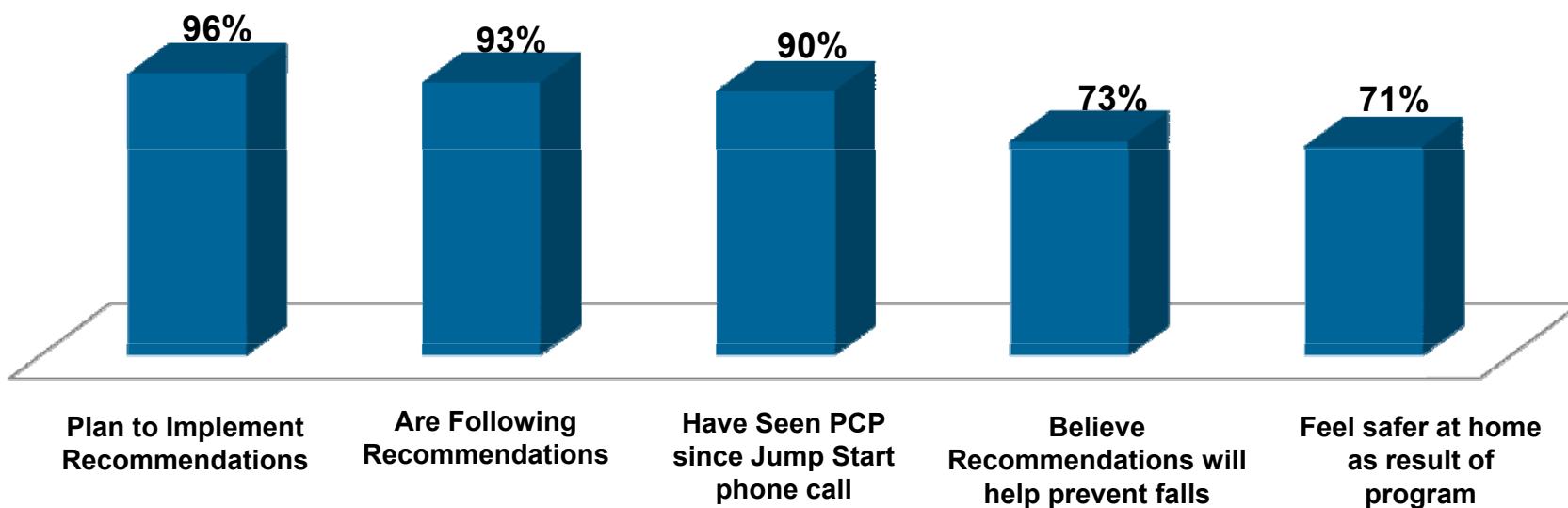


□ Significant at p=.05

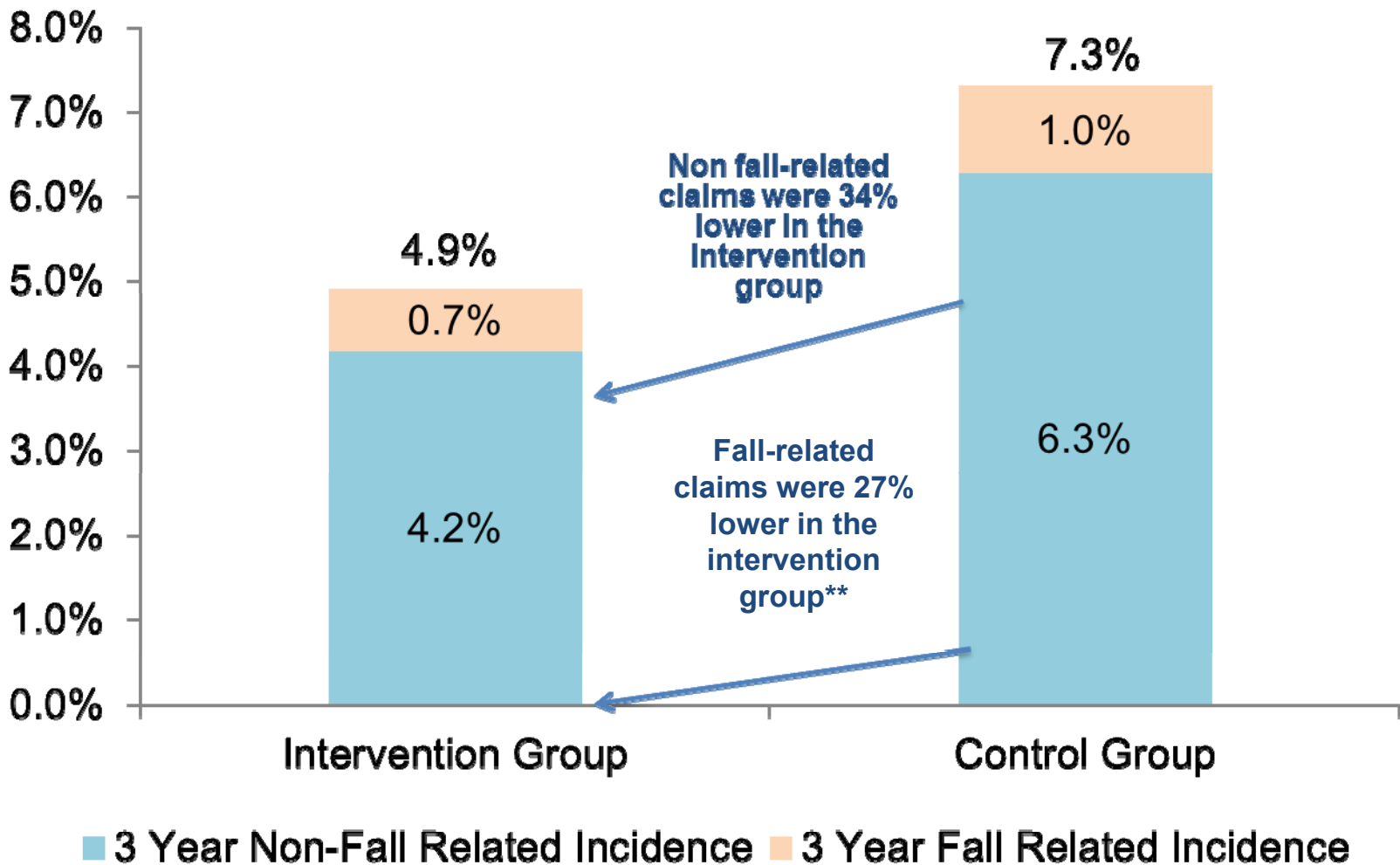
# Findings: IG are Motivated to Comply with Program Recommendations



- Participants follow recommendations and move forward with needed PCP visits
- Feeling safer in the home enables participants to remain active and therefore, reduce risk of falling



# Findings: Wellness Program Aspect had Largest Impact on Reduced Claim Incidence

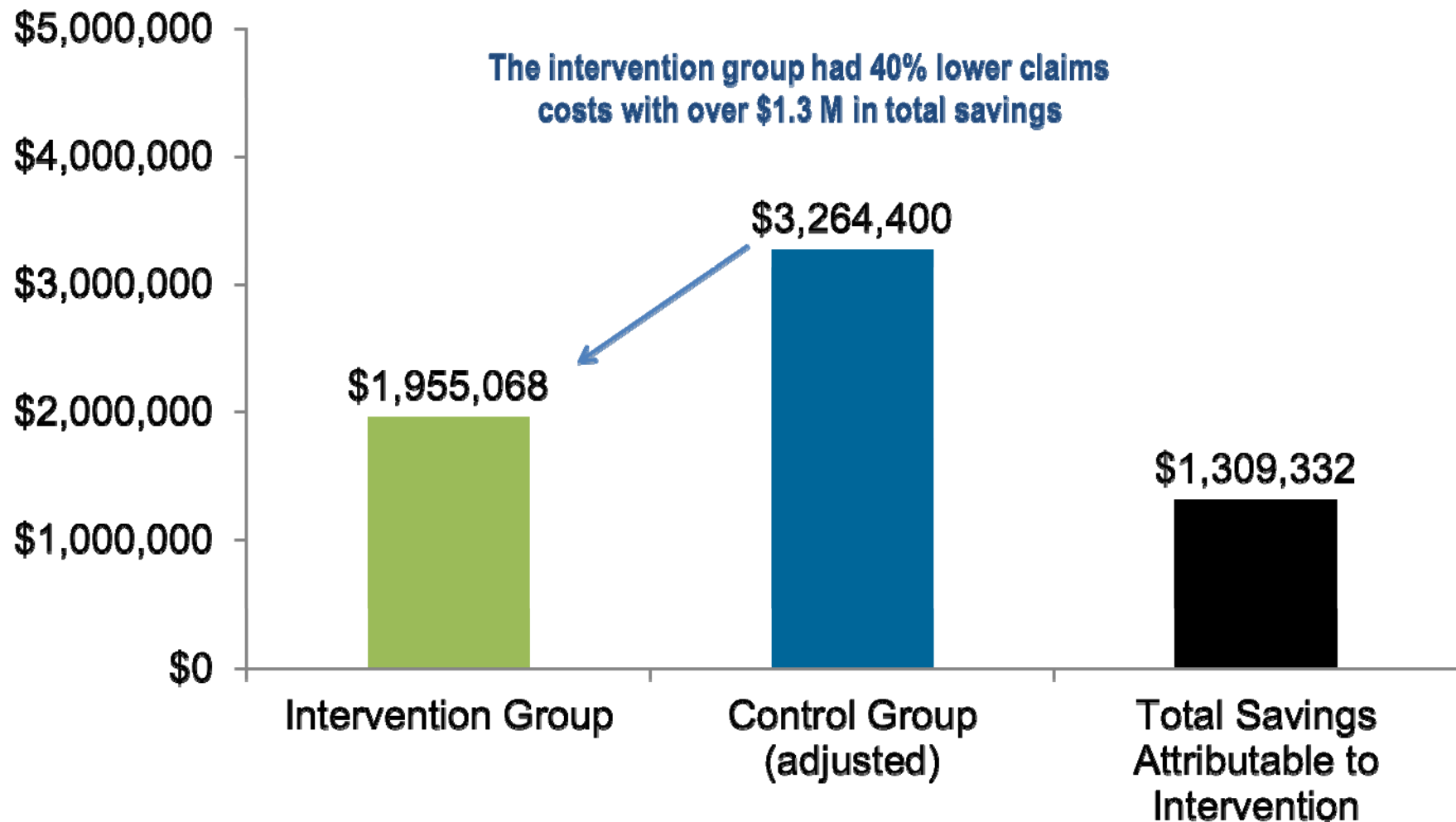




# Findings: Program Reduced LTCI Claim Costs



Claims cost comparisons three years after Intervention



- The Demonstration showed positive results with a sample of LTCl policyholders
  - Reduced fall rate and risk
  - Reduced fall risk factors
  - Reduced 3 year LTCl claim incidence and costs
- Findings indicate further positive results can be achieved by refining and targeting the intervention
- Analysis of CMS data will indicate impact on acute care costs

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## Q & A

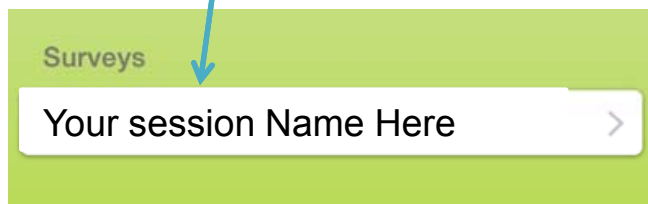
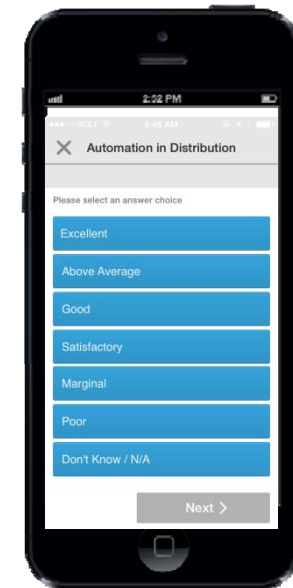
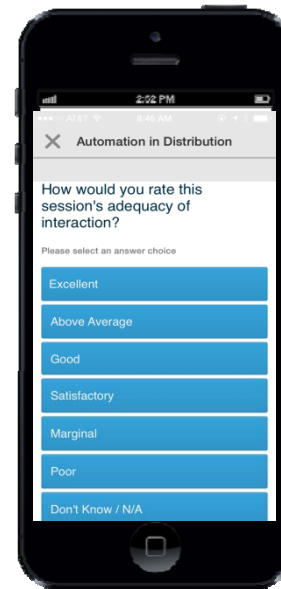
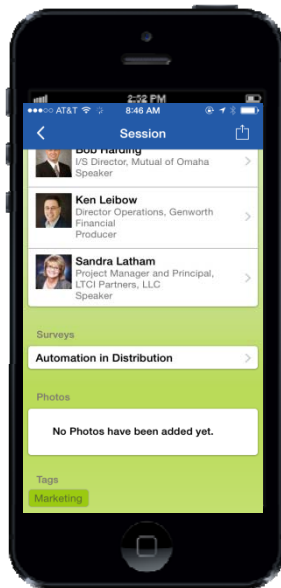
# Don't forget to fill out the survey



1<sup>st</sup> you must have download the ILTCI Mobile App  
- Go to your app store; search ILTCI. It's free.



1. Find the session
2. Scroll to the bottom
3. Tap on the session name below the survey



Tap on the answer you wish to submit

Click Next