

# Addressing Health Care Disparities

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*Marriott International Confidential and Proprietary Information*

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# Marriott Overview

- 3,200 hotels worldwide
- 93,000 benefits-eligible associates
  - 74,000 participating
  - 142,000 covered lives
- 50 HMOs, 3 national PPO/POS Plans
  - 70% plans are self-insured
  - 70% enrolled in HMOs

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# Marriott's Goals for Associate Health Care

- Marriott's medical benefits are an important part of our total compensation package to attract and retain talent
- Provide health coverage that helps associates and their families get the essential care they need – emphasizing simplicity, health improvement and shared accountability
- Develop long-term strategies to manage high-risk illnesses, improve access to needed services, and increase productivity
- Increase associate engagement and productivity through health improvement and care management programs

# Marriott Culture

- 85% associates hourly
- Cultural diversities play important role in Marriott “culture”
- Unique associate population
  - Associates speak over 100 languages - 25% speak Spanish
  - Top other languages – Haitian Creole, Mandarin, Croatian, French
  - Challenges with literacy in primary language and health care literacy

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# Marriott's Approach to Addressing Disparities

- Offering culturally competent health plans
- Conducting focus groups to better understand population
- Bringing access to care closer to associates
  - Working with local provider groups
  - Removing barriers to access care
- Providing language programs for associates and managers

# Health Care Communication Pilot

- Partnered with medical plan to improve usage/access for Latino population in Houston and Miami
- Member outreach upon new Rx fulfillment or missed Rx refill (for glucose-lowering and anti-hypertensive meds)
  - Postcard mailing to call Informed Health Line
  - RN outreach calls
  - *Talking with Your Doctor* – booklet in Spanish
- Health care professional outreach
  - Top 20 providers identified (by usage)
  - Informed of initiative
  - Invitation to cultural competency course

# Health Care Communication Pilot - Findings

Total # Identified	1,064
Total Participating in Project by Telephone	245/1064 (23%)
Unable to Contact (no phone number or wrong number)	408/1064 (38%)
Unavailable	397/1064 (37%)
Refused to Participate	14/1064 (14%)
% Participants referred back to provider for more information	35%
#1 reason for “referral back”	Medication question (97%)
% Identified for disease management	16%

# Health Care Communication Pilot – Findings

- Results pointed to disparities in prescription drug usage
- Members did not understand they had serious health conditions and how to take medications
- Affordability issue for members on multiple medications
- Medical plan implemented “First Fill” program
- Led to implementation of new programs
  - Care Advocacy Team
  - Value-Based Formulary
  - First Fill

# NYC - 47<sup>th</sup> Street Health Center

- Opened July 2007
- Partnership with multi-provider specialty group in NYC and medical plan for associates at the Marriott Marquis
- Brings access to care closer to associates
  - Two blocks from the hotel
  - Same day appointments, extended hours
- No office visit copay
- Relationship with local pharmacy for onsite prescription services
  - \$2 generics

# 47<sup>th</sup> Street Health Center – Utilization Study

- Pre and post health center implementation
  - 12 month pre-period/18 month post-period
- Majority of utilizers are female, age 40-45
- Over 1,000 associates visited the clinic
- Increase identification of asthma, CHF, hypertension and behavioral health conditions
- Increase in preventive care compliance across most service categories among clinic utilizers
- Utilization of generic drugs increased by 9% for utilizers (3% decrease for non-utilizers)

# Improving Access – Ongoing Initiatives

- Working to employ “roving” nurse for associates
  - Travel to the larger hotels
  - Provide care onsite
- Increase onsite health fairs
  - Coordinate billing with medical plans
- Expand partnerships with local physician groups
  - Orlando
  - Washington, DC
- Promote wellness

# Improving Access – Free Programs

- Free preventive care
- Free Disease Management and Care Advocacy programs, including a personal nurse
- Free 24/7 Nurse Lines
- Free Personal Health Record
- Free/reduced Rx copays for diabetes, asthma, and heart disease
- Free Smoking Cessation Program