Working with individuals who have difficult and overwhelming healthcare problems requires innovative solutions. Coordinated Care offers a variety of programs and services that are tailored to meet the specific needs of the communities it serves. One of these programs is MemberConnections.

MemberConnections is an educational and outreach program that offers members services with a personal touch. The program is designed to promote preventive health practices and connect members to both quality healthcare and community social services. By assigning Connections representatives to individual members, MemberConnections creates a special link between members and Coordinated Care providers.

Connections representatives reach out to members in a variety of ways; such as home visits, mail, phone calls, at community events and through special MemberConnections programs.

MemberConnections Referrals
Members can be referred to the MemberConnections program in many ways, including:

- Member Services Department
  Members who call Coordinated Care’s Member Service Department and would like a more personalized discussion on the topic they are inquiring about will be transferred to a Connections Representative.

- Medical Management Department
  Members are sometimes referred by case management nurses who, because of their involvement with physicians and hospitals, can identify members who would benefit from MemberConnections services such as those requiring prenatal care.

Coordinated Care Medical Management staff also determines if a member is seeking Emergency Department services inappropriately. A Connections representative will then follow up with the member to provide information on proper utilization of the health plan’s system of managed care.

- Participating Providers
  Providers can request MemberConnections service be provided when a member is noncompliant with recommended medical treatment or has other identified issues or high-risk factors such as frequent ED visits or repeated out-of-network services. They may also refer a member when they have high-risk social and medical situations, like a high-risk pregnancy.

For Providers

1145 Broadway
Suite 300
Tacoma, WA 98402

1-877-644-4613
CoordinatedCareHealth.com

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Home MemberConnections
Connections representatives are available when a need or request from a member, provider or case manager arises. All home visits are scheduled at the member's convenience.

Community MemberConnections
Connections representatives are available to present at group settings during events initiated by the state, community groups, the health plan, clinics, or any other approved setting. This form of MemberConnections is extremely useful in rural areas where home visits may not be feasible.

Phone MemberConnections
Connections representatives may contact new members by phone to review health plan material, educate them on proper use of the emergency department, evaluate reasons for noncompliance or help solve a social situation.

Mail MemberConnections
Mail MemberConnections consists of reminders about upcoming educational events, Community MemberConnections meetings, or health education material.

Special MemberConnections
Connections Plus®
This MemberConnections program offers a pre-programmed cell phone to identified members that have high-risk medical, social or behavioral health needs and will be followed by a Coordinated Care case manager. These members do not have safe, reliable phone access. When a member qualifies, a Connections representative visits the member's home or meets them at their doctor's office and gives them a free cell phone. This limited-use phone is pre-programmed with important numbers including their primary care doctor, a specialist, and a pharmacy or home health company. Members will also be able to call 911, their case manager, and NurseWise, a 24-hour, toll-free phone line through which callers can reach both customer service representatives and bilingual nursing staff.

Start Smart for Your Baby®
and Prenatal Outreach
The MemberConnections program is a vital component of Coordinated Care's Prenatal Case Management Program. The member may use the Connections Plus cell phone to call their health plan case manager, obstetrician, emergency contact(s) or 911 up until the time their baby is born. In addition to performing the usual educational services, Connections representatives will complete a pregnancy questionnaire and review prenatal and newborn care materials with members.

To augment the efforts of Start Smart for Your Baby, MemberConnections teams also hold community baby showers targeting pregnant members. They also hand out Start Smart MP3 players, pre-loaded with helpful pregnancy tips and Smart Steps walking program items.