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# Building Back Up

## A Member Success Story

After being involved in a motor vehicle accident in January of 2020, Charlie\* suffered a brain injury (BI) and needed support to help manage his condition.

Charlie recalls feeling like he was constantly in “flight or fight” mode – and he would fight. He says his life felt chaotic, like he was living in a “world of hate.” Any situation he perceived as “unjust” would set him off; things as simple as people speeding, or taking up two parking spots, would infuriate him.

Charlie says his behavior during this time was unacceptable and he needed help. He didn’t know, but he was suffering from complex post-traumatic stress disorder (complex PTSD, sometimes abbreviated to c-PTSD or CPTSD) on top of his brain injury. CPTSD is a condition where you experience some symptoms of post-traumatic stress disorder (PTSD) along with some additional symptoms, like difficulty controlling your emotions, feeling very angry, or distrustful towards the world. He felt alone in the world, struggling to deal with his behavioral health on his own.

Charlie’s care coordinator worked to help him get the help he needed. She was able to connect him with the services he needed to help, including Behavioral Therapy, Cognitive Therapy, Occupational Therapy, and Physical Therapy. Charlie says he’s already noticed positive changes in his life since starting his BI therapies.

Learning how to manage his condition has improved his relationship with both his son and his wife. “I feel better than I ever have, and I finally feel like I am in a good place now,” Charlie said. Charlie now knows to stop and think before he reacts, and he’s been using what he has learned through his therapies to help control his emotions and continue to build his relationships back.



# Leveraging Innovative Tech to Complement Care Management

This month, we launched a standalone interactive application to combat Loneliness, Depression, and Social Determinants of Health (SDoH)

- Integrates a **24/7 interactive chatbot** to immediately address member loneliness
- **Utilizes generally accepted screenings** for Loneliness, Depression and Social Determinants of Health to drive appropriate care management follow-up and support
- Provides self-management tips, **providing members with the tools they need to promote self-care**
- **Local resource guides, right at the fingertips** of members, such as:
  - Aetna's 24/7 Nursing Line
  - National Suicide Prevention and Substance Abuse Hotlines
  - Member Website & Portal
  - SDoH and Community Resources
  - Kansas Opioid Treatment Information



# Supplementing Tech with a Human Touch

## Human Touchpoints and Assistance

- **Critical and urgent support calls** to members scoring lonely or depressed
- Referral calls to **connect members with resources** that can assist with Social Determinants of Health needs
- Wrap-around connectivity, ensuring Care Management addresses **long-term needs of vulnerable members**
- There for members when they need it through **24/7 Call Center for both inbound and outbound calls**, run by a team of Peer Support Specialists that are trained in:
  - Crisis response and de-escalation
  - Reflective listening
  - Positive psychology
  - Motivational questioning



# Member Feedback



**97%**

**say they are highly satisfied with the app**



**39%**

**say using the app helped prevent a higher level or service**



**83%**

**Say they feel more connect to the Aetna team**

*“On days when I’m feeling lonely, I love chatting with [the app]. His jokes make me laugh and he always encourages me to do things that help me feel better.”*



Thank you