

GroundGame Health network provider overview

What is the GroundGame Health network?

GroundGame Health™* (GGH) is a national network of community-based service providers that offers a solution for addressing health-related social needs (HRSN). Through a patient-centered approach, community healthcare workers use evidence-informed interventions with Healthy Blue members referred to the program.

How does GGH differ from other models?

GGH is a model of community-integrated healthcare that elevates the capacity of local community care coordinators by assessing and meeting the needs of identified populations. Here are some highlights of the GGH network:

- GGH is the umbrella company providing an infrastructure that supports community resources in contracting, technology (HITRUST-certified), and billing components, as well as training, quality assurance, and member satisfaction surveys.
- GGH is a robust network of community-based organizations, area agencies on aging, aging and disabilities resource networks, and others.
- Interventions delivered at the local level.
- Each organization in the network is vetted and held to the highest level of standards for person-centered care.

What is the goal of GGH?

The goal of GGH is to close the gaps in members' HRSN and barriers that can:

- Reduce hospital readmissions.
- Reduce emergency department visits.
- Increase member engagement with PCPs.

Who should be referred to GGH?

Any member who may be experiencing issues with adverse HRSN such as:

- Housing issues
- Transportation
- Food insecurity
- Financial issues
- Social isolation
- Missed appointments
- Medication adherence
- An overwhelmed caregiver
- High utilization of care

* GroundGame Health is an independent company providing health-related social needs services on behalf of Healthy Blue.

<https://provider.healthybluemo.com>

Healthy Blue is a Medicaid product offered by Missouri Care, Inc., a MO HealthNet Managed Care health plan contracting with the Missouri Department of Social Services. Healthy Blue is administered statewide by Missouri Care, Inc. and administered in the Kansas City service region by Missouri Care, Inc. in cooperation with Blue Cross and Blue Shield of Kansas City. Missouri Care, Inc. and Blue Cross and Blue Shield of Kansas City are both independent licensees of the Blue Cross and Blue Shield Association.

How do we make a referral to GGH?

Providers can refer to GGH using the available mechanisms:

- Send a direct referral to GGH by contacting us via phone at **866-739-6323** or via email at physicianreferral@preferredchp.com.
- Provider referral form to be provided.
- Submit claims with a qualifying Z-diagnosis code, and we will notify GGH.

What is the GGH intervention?

GGH uses patient-centered care interventions that focus on the adverse affects HRSN has on members and their ability to achieve health outcomes such as:

- Assessment to identify barriers
- Face-to-face visits and telephonic follow-up
- Access to services that promote health maintenance, disease prevention, community engagement, reduction in social isolation, and increase use of appropriate psycho/social support resources

How does GGH engage with our members?

