

A woman with long brown hair is sitting on a grey couch. She is holding a black smartphone to her ear with her right hand and looking at a laptop screen with her left hand. She has a worried or stressed expression on her face. The background is a blurred indoor setting.

# PATIENT ADVOCACY: WHAT IT IS AND WHY WE ALL NEED IT!

2024 NCCMP Annual Conference

# | Agenda

## Moderator

- Segal, Vice President: Vanessa Flynn

## Introductions:

- Guardian Nurses President/CEO, Founder: Betty Long, RN, MHA
- Quantum Health VP Sales, Labor : Tony Saguibo, Jr

## Why Advocacy Matters

- Case Studies

## Next Steps

## Drawing for Prizes!

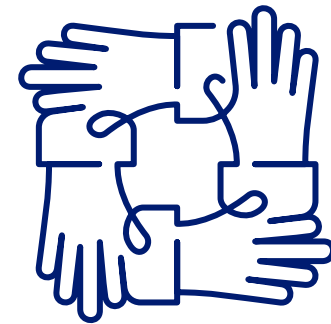
# What Does Advocacy Mean?\*

## Advocacy

### Noun

- **1:** the profession or work of an advocate
- **2:** the action of advocating, pleading for, or supporting a cause or proposal

\*Merriam-Webster



# Advocacy –

- Self Advocacy – Speaking up for oneself
- Systems Advocacy – typically changing policy, laws or rules – Cancer; Alzheimer's Disease
- Individual Advocacy – someone to stand beside you – our focus for today



CMS Agrees! Posted on cms.gov:

Find a patient advocate

Patient advocates can help you navigate the healthcare system. Advocates ask questions, write down information, and speak up for you. They help you get the care and resources you need.

Do an online search for an advocate that fits your needs.

Find a patient advocate online. You can search for an advocacy group that helps with medical bills in your state or for a particular disease or condition you have.

## We're here to help

Contact the No Surprises Help Desk for help in over 350 languages and for information in a format that's accessible to you. You can also ask a question online using our complaints form.

Get help in Español, Français, العربية, русский, नेपाली, and 350 other languages: [1-800-985-3059](tel:1-800-985-3059)

[Get help](#)

# Why? Impact on the bottom line:

- Four basic components of cost in health care:
  - Cost per unit - how much does the pill cost?
  - Units of Healthcare Purchased - how many inpatient stays?
  - Quality and Efficiency – Centers of Excellence
  - **Member Advocacy !**



# A Proven Model of High Touch, High Impact Care Management





# Who We Are

**Guardian Nurses is a national, nurse-owned, nurse-led company with an award-winning care model.**

We contract with self-funded health plans to deliver high-touch, high impact care management for their members and covered dependents through our unique **Mobile Care Coordinator® Program (MCC)**.

We employ **highly experienced RNs** and mobilize them in branded vehicles to **visit patients in person** and manage their care for acute and complex health conditions. Our team has more than 1,000 years of nursing experience!

**Our recent ROI studies demonstrate 3:1 (acute care) to 7:1 (diabetic program).**

In 2023, our MCC Program won the Edge Runner Award from the prestigious American Academy of Nursing.



# Serving 18 Health Plans



56,000 lives



22,000 lives



18,000 lives

SouthernCoastal FUND

16,000 lives



11,000 lives



10,000 lives



10,000 lives



8,500 lives

Holman ENTERPRISES

8,000 lives  
in 20 states



6,000 lives



6,000 lives



7,500 lives

BRICKLAYERS  
& ALLIED  
CRAFTWORKERS

4,000 lives



2,800 lives

IRONWORKERS LOCAL 11  
BENEFIT FUNDS & TRAINING FACILITY  
BUILT ON TRUST, FOUNDED ON SERVICE

2,500 lives



2,000 lives



14,000 lives

On April 1st, with  
3,500 lives





## OUR VISION

No one navigates  
their healthcare  
journey alone

## OUR MISSION

We make our members, clients and providers feel loved and cared for during their healthcare journey, because we take on the hard stuff, using the best technology, expertise and resources available to enable the best possible outcomes.



# Our unique, industry-leading solution



Simplify user experience  
and increase member  
engagement



Improve clinical  
outcomes



Reduce claims  
costs to provide  
significant ROI

Our holistic solution reduces healthcare-related costs, promotes prevention and guides plan members to appropriate resources to deliver significant value on your investment

# Thank You

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