



# THE HMA DISASTER OUTREACH TEAM STAYS NIMBLE FOR GOOD REASON.

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**At Healthcare Management Administrators (HMA), we long ago learned the importance of staying nimble. Being nimble helps us keep our clients one step ahead of a constantly evolving healthcare marketplace, and it keeps our Disaster Outreach team in a better position to respond to catastrophic events that affect our clients and members.**

At HMA, we define disasters as largely unannounced weather-related phenomena that leave widespread damage that impacts our members in any number, large or small. Obvious

examples include tornadoes and hurricanes that make landfall, and floods or wildfires that are seemingly all too common the last few years. Less common, though formidable when they happen, are earthquakes and the occasional volcanic eruption.

In any case, when the worst happens to our members, the HMA Disaster Outreach team springs into action. Triage starts with data analytics: we want to instantly identify members living within a 50-mile radius of the destruction zone who might be impacted. Files for each of those potentially impacted members are then flagged; should an impacted member call customer care, we already know why.

When affected customers call in to our care line, it's likely that they will hear about their disaster right away in the form of a menu bypass option. That option takes members



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straight to a customer care professional with ready access to flagged customer files.

Disaster outreach at HMA includes our Care Navigators who place calls directly to members within the disaster zone to offer help. At the same time, personalized letters offering assistance to members are sent via regular mail on the chance that a phone call isn't successful or even possible.

Depending on the situation, our outreach may also include help finding in-network providers, coordinating with key employee hubs or communities, issuing of replacement ID cards via email for immediate use until a hard copy card can be delivered, and prescription and pharmacy benefit manager (PBM) information and phone numbers. Sometimes members just need basics, like food, in which case we'll issue gift cards that can be used at the nearest grocery store that we've already confirmed as being open and operational.

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Our disaster outreach also includes collaboration with employers. Essential information for disaster recovery is provided through a variety of employee communication channels.

While we can't stop a disaster from happening, there's plenty we can do to help soften the blow for members when one does hit. Being nimble allows us to anticipate and react to members' needs quickly and effectively. And a proactive approach to disaster preparedness puts us in a better position to make a difference.

