

## Fostering positive perceptions in your community

There is something meaningful about “meeting people where they are.” It generates trust and makes relationships more productive.

Asthma home visiting services can literally and figuratively embody the best of meeting people where they are: by entering a member’s home, seeing what the family’s day-to-day environment is like, and providing much needed help and support, an MCO representative can establish trust and rapport that’s hard to replicate in other settings.

Not only does this trust and rapport have positive outcomes for the member, but it has positive outcomes for the MCO as well. Beyond improving the health of the members and reducing member costs, asthma home visiting services can improve community relations and strengthen local connections.

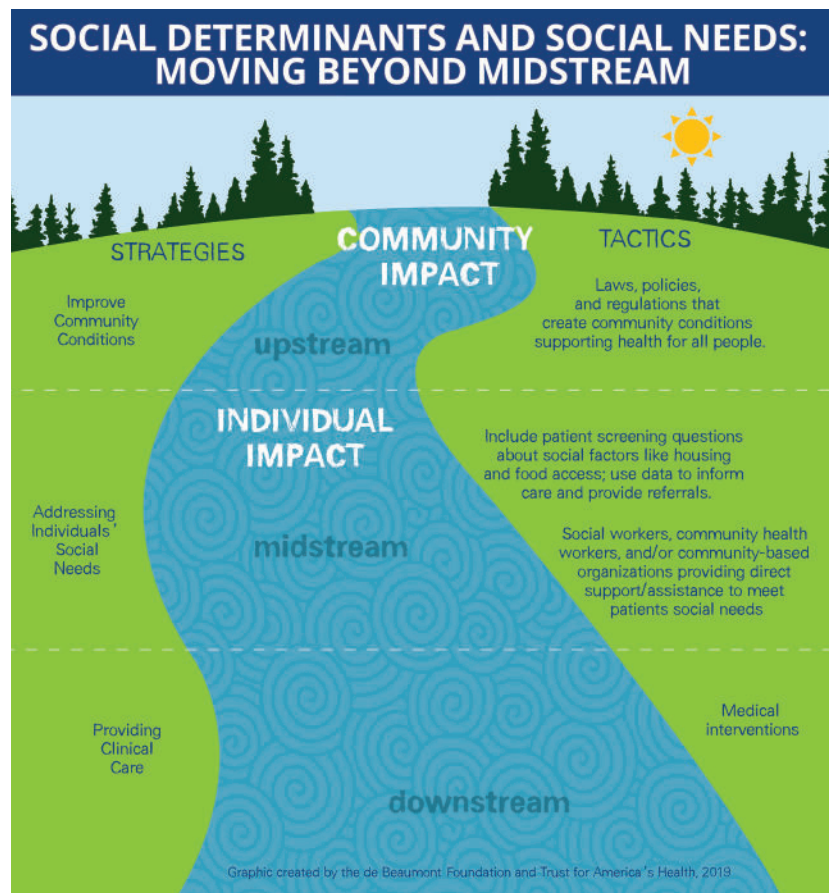


## Help align MCOs with health care trends

Asthma home visiting services are not a new intervention, yet in many ways they provide leading-edge care.

Providing these services can help your MCO get ahead of the curve on growing needs and better align with a variety of today's health care trends. Here are just a few:

- **Prevention:** Research demonstrates asthma home visiting services help keep members from utilizing more intensive and costly health care services such as urgent care, emergency department visits and hospitalizations. In this era of limited health care dollars, prevention is key.
- **Social and environmental conditions:** The health care sector is shifting its services to account for the fact that social and environmental conditions facing individuals and families — the social determinants of health — have as much if not more effect on health than medical care. By assessing and helping to improve members' living conditions, asthma home visiting services can promote healthy environments.
- **Health equity:** Across the health care field, it's a growing priority to not just improve the health outcomes of a population, but to also close gaps between different groups. Asthma home visiting services can play a key role in reducing disparities.



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**Leading the Way to Better Breathing: Managed Care Organizations and Asthma Home Visiting Services in California** Produced by Regional Asthma Management and Prevention, a project of the Public Health Institute. For the full document, including references, please visit [www.rampasthma.org](http://www.rampasthma.org).

