

Memorandum

To: Gold Coast Health Plan Primary Care Providers

From: Kim Timmerman, MHA, CPHQ, Director of Quality Improvement

Re: **Member Outreach Campaigns**

Date: October 2, 2019

Gold Coast Health Plan (GCHP) has contracted with HMS Eliza, a third-party vendor, to conduct member outreach to promote healthy behaviors and close gaps in care.

The gaps in care campaign includes outreach to Plan members via Interactive Voice Response (IVR) calls. The aim is to encourage members to seek preventive care services and to close clinical gaps in care tied to the Managed Care Accountability Set (MCAS) measures. The calls will inform members of needed services before offering transfer to a live agent for assistance with scheduling an appointment with a primary care clinic or physician.

Following the gaps in care program, there will also be educational campaigns using IVR and SMS text messaging* to send important reminders to members regarding needed services.

The outreach campaigns will focus on the following MCAS measures:

- Adolescent Immunizations (IMA) (Combo 2)
- Adolescent Well-Care Visits (AWC) (ages 12 to 21 years)
- Antidepressant Medication Management (AMM)
- Asthma Medication Ratio (AMR)
- Breast Cancer Screening (BCS)
- Cervical Cancer Screening (CCS)
- Children & Adolescents' Access to Primary Care Practitioners (CAP) (ages 12 months to 19 years)
- Childhood Immunizations (CIS) (Combo 10)
- Chlamydia Screening (CHL)
- Comprehensive Diabetes Care (CDC) (HbA1c)
- Well-Child Visits in the First 15 Months of Life (W15)
- Well-Child Visits (W34) (ages 3 to 6 years)

The gaps in care campaign is expected to launch on October 14 and conclude in December. The educational campaigns are scheduled to launch in early 2020.

Member Involvement

Members will receive a maximum of two call attempts, one day apart, between 9 a.m. and 5 p.m. PST. Each call will address all of the member's care gaps and offer scheduling assistance via a three-way call with the provider office. Each IVR call will provide the member the ability to opt out of the campaign.

Provider Involvement

GCHP requests your collaboration in this member engagement effort by helping members schedule timely appointments. All GCHP clinics received a Performance Feedback Report (member gap report) in mid-September and will receive an updated version in November. These reports list the clinic's assigned members who have gaps related to required screenings and services. Clinics should use the reports to assist with appointment scheduling for needed services.

If you have questions regarding the HMS Eliza outreach campaigns or to connect with the GCHP Quality Improvement team, please email QualityImprovement@goldchp.org.

*Pending approval from the state Department of Health Care Services (DHCS).