

Memorandum

To: Gold Coast Health Plan Primary Care Providers

From: Kim Timmerman MHA, CPHQ, Director of Quality Improvement
Nancy Wharfield, M.D., Chief Medical Officer

Re: **Member Outreach Campaign**

Date: November 5, 2018

In an effort to encourage members to seek appropriate preventive services, Gold Coast Health Plan (GCHP) has contracted with the Eliza Corporation, a leader in health engagement management, to conduct outreach to members via Interactive Voice Response (IVR) calls to close gaps in care.

This campaign is a year-end initiative targeted to improve Healthcare Effectiveness Data and Information Set (HEDIS[®]) rates. The calls will reach approximately 40,000 adult and pediatric members identified as having a clinical gap in care in one or more of the following areas:

- Childhood Immunizations
- Well Child Visits (ages 3 to 6)
- Children & Adolescents' Access to Primary Care Practitioners (ages 12 months to 19 years)
- Breast Cancer Screening
- Cervical Cancer Screening
- Comprehensive Diabetes Care (HbA1c, eye exam, microalbumin test)
- Monitoring for Patients on Persistent Medications

The call will inform the member of needed services and offer to transfer them to a live agent for assistance with scheduling an appointment with their primary care clinic or physician.

The campaign is scheduled to launch on November 12 and conclude on December 15. Members will receive phone calls between the hours of 9 a.m. and 5 p.m.

Member Involvement

Members can expect up to two calls, one day apart, during the campaign timeframe regardless of how many gaps of care they may have. Each phone call will address all of the

gaps in care during each outreach attempt and offer scheduling assistance to the members. An opt-out option will be provided during the IVR call.

Clinic / Provider Involvement

The goal of the effort is to close gaps in care prior to the end of the year. As such, GCHP requests that providers help members schedule their appointments by December 31.

All GCHP clinics will receive an updated Performance Feedback Report (gap report) by November 9. These reports list the GCHP members assigned to the clinic who have gaps related to required screenings and services. Clinics should use the reports to help members with appointment scheduling for needed services.