

# PROVIDER Bulletin



## KERN HEALTH SYSTEMS

August 29, 2022

### Infant Wellness Visits Collaboration

Dear Provider,

Key preventive health measures to support the highest level of infant wellness are the recommended 6 wellness visits from ages 0-15 months as recommended by American Academy of Pediatrics Bright Futures: <https://brightfutures.aap.org/materials-and-tools/guidelines-and-pocket-guide/>.

From 2021 through 2022, KHS worked with one of our local, high-volume providers to conduct a special project to increase members ages 0-15 months in completing this set of visits. The project involved leveraging robocalls and flyers mailed to parents of babies who needed these visits. The communications focused on educating parents of the need for completing the wellness visits.

Members who received a robocall and/or mailed flyer and did not follow through in scheduling an appointment received a direct outreach call from one of the clinic staff. Members reached were provided assistance to schedule an appointment, as well as transportation arrangements if needed. A gift card was also offered for members completing their visits as an extra incentive. **As a result of the combined efforts, 71% of the members successfully reached completed their infant wellness visits.**

With support from KHS' efforts of conducting robocalls and mailers, results showed that live telephonic outreach was most successful in closing gaps in care. KHS is sharing this as a best practice to leverage an intervention which has proven to be successful to best serve these infants.

KHS posts all bulletins on the KHS website, [www.kernfamilyhealthcare.com](http://www.kernfamilyhealthcare.com), choose Provider, then Bulletins.

For any questions, please contact your Provider Relations Representative at 1-800-391-2000.

Sincerely,

Melissa McGuire

Deputy Director of Provider Network

Kern Health Systems

