

Programs That Help Support Better Health Outcomes



Learn about current and pending 2021 Quality Improvement outreach programs for California Health & Wellness Plan (CHWP) Medi-Cal members.

The chart below lists health plan outreach programs to motivate members to schedule important preventive appointments and help increase rates for priority Healthcare Effectiveness Data and Information Set (HEDIS®) measures. It includes program descriptions, launch dates, plus applicable counties for each targeted HEDIS measure. Outreach programs and deployment are subject to change.

Outreach programs for Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Imperial, Inyo, Mariposa, Mono, Nevada, Placer, Plumas, Sierra, Sutter, Tehama, Tuolumne and Yuba counties

Adult outreach programs	Launch date	Counties	Description	HEDIS measures
Member Engagement Pilot	Q2–Q4	Alpine, Amador, Calaveras, El Dorado, Inyo, Mariposa, Mono, Nevada, Placer, Tuolumne, Yuba	Pilot program focused on increasing health care engagement among young adults, ages 18 to 30. The pilot includes tiered outreach to drive members to visit their provider and close open care gaps. Members will first receive interactive voice response (IVR) and email outreach encouraging annual wellness exams and addressing common barriers. Afterward, members will receive live calls from health plan representatives to help schedule appointments for open care gaps (CCS, WCV). Select members will be offered the option of an in-home wellness assessment during the call.	<ul style="list-style-type: none"> • Cervical Cancer Screening (CCS) • Well Child Visits (WCV)
Adult Member Incentive Program	Q1–Q4	All	Comprehensive member incentive program for target HEDIS measures. Select members are notified of incentive offers and can redeem incentives for completed healthcare activity via short message service (SMS), phone, email, mailer and digital platform.	<ul style="list-style-type: none"> • Cervical Cancer Screening (CCS) • Breast Cancer Screening (BCS)

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Pediatric outreach programs	Launch date	Counties	Description	HEDIS measures
Pediatric Automated Calls	Q2-Q4	All	Short IVR outreaches to parents of members ages 0 to 12 months and parents of members ages 3 to 17 years to remind and encourage the members' parents to schedule needed immunizations and well-child visits.	<ul style="list-style-type: none"> Childhood Immunization Status (CIS-10) Well Child Visits in First 30 Months of Life (W30) Child and Adolescent Well Child Visits (WCV)
Pediatric Live Calls	Q2-Q4	All	Live call outreaches to assist and encourage scheduling of needed immunizations and well-child visits. Outreach populations include: <ol style="list-style-type: none"> Calls targeting parents of members turning 18 months to encourage completion of childhood immunization series. Calls targeting households with 2+ members, ages 3 to 17 years, needing to complete their annual well child visit. 	<ul style="list-style-type: none"> Childhood Immunization Status (CIS-10) Well Child Visits in First 30 Months of Life (W30) Child and Adolescent Well Child Visits (WCV)
Human Papillomavirus (HPV) Second Shot Reminder from HealthCrowd	Q2	All	Email and IVR outreach to parents of members, ages 9 to 12 years, who have started the HPV vaccination series to encourage and remind them of their needed second HPV shot for series completion.	<ul style="list-style-type: none"> Immunizations for Adolescents (IMA-2)
Pediatric Member Incentive Program	Q1-Q4	All	Comprehensive member incentive program for target HEDIS measures. Select members are notified of incentive offers and can redeem incentives for completed healthcare activity via SMS, phone, email, mailer and digital platform.	<ul style="list-style-type: none"> Well Child Visits in First 30 Months of Life (W30) – Rate 1 Childhood Immunization Status (CIS-10) – flu shot only