UnitedHealthcare Community Plan of Kentucky Childhood Immunizations

- Demographic differences in terms of geography, age, and race/ethnicity:
  - As a new MCO and the technical specifications we are gathering HEDIS CIS data but have nothing to share currently.

- Outreach Initiatives:
  - Our member website provides education on the importance of vaccinations, timelines when vaccinations should be completed and other resources.
  - Information regarding vaccines was included in our summer quarterly newsletter.
  - Mailing reminder, educational postcards to members missing vaccination doses at 6 months, 8 months and 16 months of age.
  - Following mailing with reminder, educational phone call which includes an option to leave a reminder, educational voicemail message if the parent/guardian does not answer.
  - UHCCP’s PQEC (Provider Quality Engagement Consultants) met regularly with PCPs to review HEDIS measure requirements, share patient specific gap in care opportunities and implement strategies to ensure members close gaps in care.

UnitedHealthcare Community Plan of Kentucky COVID-19 Vaccination Strategy

Provider:
- Targeted PCP listen & learn sessions
- Sponsored vaccine incentive raffles w/ FQHCs
- Provider Town Halls w/ DPH
- PPE donation

Direct Member Engagement:
- Letters
- Phone Calls
- IVR Reminders for missed second dose
- Member Open Houses

Data & Training:
- Using data to drive targeted outreach efforts
- Case Management Job Aid & FAQ document

Community Outreach:
- Vaccine Hesitancy Video
- KY Youth Advocates Youth Focus Groups
- COVID + Flu Vaccine Clinics
- COVID Confidence Educational Sessions w/ International Centers
- Mobile Vaccine Clinic at Lexington Legends
- Food Distribution Vaccine Clinic w/ Lynn Bowden Jr.
- QMAC Feedback on vaccine hesitancy & potential incentives
- Staff participation at community vaccine clinics
- Back to School events
- Upcoming faith-based organization outreach & fall festivals
- Participating at KY State Fair with KAHP

Incentives:
- $100 Gift Card Incentive
- 14 home delivered meals