WellCare – Children’s Health TAC 3/9/22
WellCare COVID-19 Vaccination Efforts Already Implemented

- First KY MCO to offer in-home vaccination program
- $100 vaccine incentive campaign
- “Shots Across the Bluegrass” events in rural counties with live KSR broadcasts
- Vaccine clinics and back-to-school events in underserved and refugee communities
- Outreach to 95,000 at-risk members
- KAHP State Fair incentive strategy and multi-channel campaign via radio, social media, web advertising, and onsite promotions
- 750+ volunteer hours at vaccine sites helping homeless, domestic abuse victims, faith-based organizations, and African-American communities
- Partnered with the Pro Football Hall of Fame and other athletes to increase education and awareness about COVID-19 vaccines through public service announcements, with a particular focus on communities of color
- #saveourstages testing and vaccine events at live music venues
- Planning WellCare Harvest Festival (vaccine, dental, and wellness events) in all eight regions (Sept-Oct)
- KY Derby Festival Health Fair (vaccine, dental and wellness event) in South Louisville (Oct)
- American Heart Association radio series in English and Spanish (Oct – Nov)
Additionally WellCare COVID-19 Vaccination Initiatives in Planning Phase

- Hosting health fairs and family fun days at each of thirty-six YMCAs across Kentucky where COVID-19 vaccines will be given
- Outreach to each school district to offer in-school vaccination programs for free
- Offering a $100 COVID-19 vaccine incentive for WellCare Medicaid members ages 5 and up
- Giving signage to providers for waiting rooms promoting the $100 COVID-19 vaccine incentive
- Awaiting proposal from Scouts of America to provide COVID-19 vaccines at their events
## Child Wellness Visits Pre- and During Pandemic

<table>
<thead>
<tr>
<th>HEDIS Measure</th>
<th>CY 2019</th>
<th>CY 2020</th>
<th>CY 2021 (reported thru 11/30/22, not a full year of data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adolescent Well Visit</td>
<td>57.57%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>CIS – Childhood Immunization Combo 10</td>
<td>25.30%</td>
<td>28.95%</td>
<td>19.47%</td>
</tr>
<tr>
<td>IMA – Adolescent Immunizations Combo 2</td>
<td>31.14%</td>
<td>27.74%</td>
<td>25.87%</td>
</tr>
<tr>
<td>Well Child 15 Months Visits (6+)</td>
<td>60.17%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>W30 15 - 30 Months (2+)</td>
<td>N/A</td>
<td>68.89%</td>
<td>66.11%</td>
</tr>
<tr>
<td>W30 First 15 Months (6+)</td>
<td>N/A</td>
<td>57.77%</td>
<td>57.60%</td>
</tr>
<tr>
<td>Well Child 3 – 6 Year Old Visit</td>
<td>69.25%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>WCV - Child &amp; Adolescent Well Visit</td>
<td>N/A</td>
<td>40.83%</td>
<td>44.05%</td>
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<tr>
<td>WCV – Child &amp; Adolescent Well Visits (3 – 11 years)</td>
<td>N/A</td>
<td>47.17%</td>
<td>51.85%</td>
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<tr>
<td>WCV – Child &amp; Adolescent Well Visit (12 – 17 years)</td>
<td>N/A</td>
<td>40.37%</td>
<td>43.10%</td>
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<tr>
<td>WCV – Child &amp; Adolescent Well Visit (18 – 21 years)</td>
<td>N/A</td>
<td>20.49%</td>
<td>20.60%</td>
</tr>
</tbody>
</table>

N/A = not a HEDIS measure for the year
Below are some of our Quality Team initiatives aimed at enhancing rate of children receiving preventive care:

- Disseminating care gap reports to providers regarding members in the respective provider’s care
- Sending annual EPSDT status reports to providers regarding their members as well as monthly notices identifying members who’ve completed their EPSDT visits
- Text message campaigns
- Member incentives (value-added benefits) tied to annual Well Child Visits (as well as dental visits)
- Identify top noncompliant providers (childhood immunization status), develop motivational interviewing tips to be used, identify any potential billing issues
- Identifying members (quarterly basis) who are turning 2 who are noncompliant regarding 4 or fewer immunizations
  • Subsequently, quality practice advisors outreach the respective providers and work with the providers to schedule immunization visits for the children prior to 2nd birthday
- Identifying members (quarterly basis) who are turning 13 who are noncompliant regarding any immunizations
  • Subsequently, quality practice advisors outreach the respective providers and work with the providers to schedule immunization visits for the children prior to 13th birthday