



L.A. Care
HEALTH PLAN®

For All of L.A.

Clinical Care & Patient Experience Initiatives for 2022

Initiative	Launch Date*	Lines of Business**	Target Audience	Description/Notes
ADHD Provider Notification Letter	On-going	LACC MCLA	Providers	Letter notifying provider of patients needing follow up care after prescribing ADHD medication.
Adolescent Social Immunization Media Campaign	February – March 2022	Community-based	Community-based	Facebook Ads encouraging adolescent immunizations
Antidepressant Medication Management Member Letter	August 2022	LACC MCLA CMC	Members	Member letter educating on importance of following antidepressant medication treatment plan and friendly reminder on other yearly check-ups (colorectal, cervical cancer, breast cancer screening).
Asthma Member Kit	August 2022	LACC MCLA	Members	Asthma kit contains educational material emphasizing asthma rule of 2's and labels for relievers and controls.
Back to Care Child and Adolescent Well-Visit Automated Calls	August 2022	LACC MCLA	Members	Automated calls to guardians of members 0-17 years old and to young adult members encouraging checkups and shots.

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Back to Care Child and Adolescent Well Visit Postcards	August 2022	LACC MCLA	Members	Postcards to the guardians of members 3-17 years old and young adult members, encouraging checkups and shots.
Back to Care Adult Social Media Campaign	June 2022	Community-based	Community-based	Social media Campaign to encourage members/community to seek preventive care.
Birthday Cards	On-going	CMC MCLA	Members	Birthday cards with preventive health reminders.
Breast Cancer Screening Calls	May & October 2022	CMC MCLA	Members	Automated calls to members due for mammogram screening.
Breast Cancer Screening Mailings	October 2022	CMC LACC MCLA	Members	Mailer to members due for mammogram screening.
Breast Cancer Screening Social Media	October 2022	Community-based	Community-based	Social media posts encouraging breast cancer screening.
Bright Futures Periodicity Schedule Mailings	October 2022	Medi-Cal	Providers	Mailer to PCPs regarding childhood services recommendations and information on funding opportunities through Prop. 56 for administering Adverse Childhood Experiences (ACES) and developmental screenings.
California Right Meds Collaborative (CRMC)	On-going	CMC LACC MCLA PASC	Members	Specially trained community pharmacists will provide chronic disease management and education to qualified members.

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Cervical Cancer Screening Calls	August 2022	CMC MCLA	Members	Automated calls to members due for cervical cancer screening.
Cervical Cancer Screening Mailings	August 2022	CMC LACC MCLA	Members	Letter to members encouraging Pap testing.
Cervical Cancer Screening Social Media	March 2022	Community-based	Community-based	Social media posts encouraging cervical cancer screening.
Cervical Cancer Screening Text Messages	March 2022	MCLA	Members	Text messaging for members that opt in to receive messages.
Colorectal Cancer Screening Calls	September 2022	CMC MCLA	Members	Automated calls to members due for colorectal cancer screening.
Colorectal Cancer Screening Mailings	September 2022	CMC	Members	Mailer to members due for colorectal cancer screening.
Colorectal Cancer Screening Social Media	March 2022	Community-based	Community-based	Social media posts encouraging colorectal cancer screening.
Comprehensive Adherence Solutions Program (CASP)	On-going	CMC	Members	Pharmacists and pharmacy technicians call members to resolve any adherence issues.
Comprehensive Diabetes Care Text Messages	May 2022	MCLA	Members	Text messages to educate members about Comprehensive Diabetes Care.
Concurrent Drug Utilization Review (CDUR)	On-going	CMC LACC PASC	Members	Administered by Navitus – program helps pharmacists in protecting member health and safety by ensuring they receive the appropriate medications.

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Controlling High Blood Pressure Text Messages	May 2022	MCLA	Members	Text messages to educate members about Controlling High Blood Pressure.
Direct Network P4P Payment Reports	December 2022	Direct Network	Providers/ Clinics	Payment reports for the Direct Network P4P incentive program are mailed.
Direct Network P4P Program Description	April 2022	Direct Network	Providers/ Clinics	L.A. Care's Direct Network P4P Program Description for solo/small group physicians and community clinics are mailed and posted on the provider portal.
Fight the Flu End of Call Reminder	September 2022	CMC LACC MCLA PASC	Members	L.A. Care staff will end inbound/outbound calls with flu shot reminder during the flu season.
Fight the Flu Cal MediConnect (CMC) Thank You Cards	January 2023	CMC	Members	Thank you card sent to CMC members who have received the flu shot up until 12/31/22.
Fight the Flu Incentive Postcard	September 2022	CMC	Members	Flu shot reminder postcards with \$25 incentive information mailed to members.
Fight the Flu Provider Fax	September 2022	CMC LACC MCLA PASC	Providers	Tips for flu shot promotion sent to appropriate providers via fax.

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Fight the Flu Shot Automated Reminder Calls	September & November 2022	CMC LACC MCLA PASC	Members	Automated call reminding members to get the annual flu shot.
Fight the Flu Shot Pre-screen Message	September 2022 - February 2023	CMC LACC MCLA	Members	Recorded reminder to get the flu shot included in pre-screen message members hear when calling into L.A. Care's Member Services.
Fight the Flu Shot Reminder Email	November 2022	LACC	Members	Email reminding members to get the annual flu shot.
Fight the Flu Shot Reminder Postcards	September 2022	LACC/D MCLA PASC	Members	Postcards reminding members to get the annual flu shot.
Fight the Flu Social Media Campaign	September 2022	Community-based	Community-based	Facebook and Instagram campaign targeting high-risk groups promoting the annual flu vaccine and connecting individuals to additional educational resources.
Follow-up After Hospitalization for Mental Illness Incentive	On-going	CMC LACC PASC	Members	Incentive for those who received appropriate follow-up treatment after hospitalization for mental illness.
General Cancer Screening Automated Calls	April 2022	LACC	Members	Automated call to remind members of the importance of cancer screenings.

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Healthy Baby Mailer	Monthly	LACC MCLA	Members	Mailer sent to families with children who are newborn or newly enrolled between 0-6 months of age
Healthy Mom Postpartum Outreach Calls	On-going	CMC LACC MCLA	Members	Live agent calls to members who recently delivered to provide assistance with postpartum appointment scheduling and coordination of interpreting and transportation services. Members with a completed postpartum visit receive \$40 gift card incentive.
Healthy Pregnancy Prenatal Monthly Mailing	On-going	CMC LACC/D MCLA	Members	Health educational materials are mailed to pregnant members based on the member's trimester and a general prenatal letter is mailed to those without trimester information inviting them to access materials online (L.A. Care's My Health In Motion™ portal).
High Risk Pregnancy Program Member Letters	On-going	CMC LACC/D MCLA PASC	Members	Letter for opt-in program directing members to access health education materials and resources through L.A. Care's My Health In Motion™ (MyHIM) health and wellness portal.
Medication Reminder Calls	On-going	CMC	Members	Monthly automated call to remind members who have refills due to pick up their medications.

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L.A. Cares About Asthma® Program Member Letters	On-going	CMC LACC/D MCLA PASC	Members	Letter for opt-in program directing members to access health education materials and resources through L.A. Care's My Health In Motion™ (MyHIM) health and wellness portal.
L.A. Care's About COPD Program Member Letters	On-going	CMC LACC/D MCLA PASC	Members	Letter for opt-in program directing members to access health education materials and resources through L.A. Care's My Health in Motion™ (MyHIM) health and wellness portal.
L.A. Cares About Diabetes® Program Member Letters	On-going	CMC LACC/D MCLA PASC	Members	Letter for opt-in program directing members to access health education materials and resources through L.A. Care's My Health In Motion™ (MyHIM) health and wellness portal. Members with diabetes and chronic kidney diseases receive additional materials and resources on kidney self-care.
Lead Screening Reports	Monthly	MCLA	PPGs/ Direct Network	Missing lead screening reports available on the provider portal and are updated monthly for PPG/DN.
Lead Screening Social Media	October 2022	Community-based	Community-based	Social media campaign about lead screening awareness and lead poisoning prevention.

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Mail Order Pharmacy Advertisement	On-going	Community-based	Community-based	Promoting the use of our preferred mail order pharmacy, Ralphs, using social media, L.A. Care website, phone queue, and newsletters.
Medically Tailored Meals (CS-MTM)	On-going	MCLA CMC	Members	Community Supports program offering home-delivered meals (2 per day for 12 weeks). Eligibility criteria targets members with Diabetes, Chronic Kidney Disease, and Congestive Heart Failure.
Medication Therapy Management (MTM) Outreach	On-going	CMC	Members/ Providers	Comprehensive Medication Review telephonic outreaches to members and/or providers conducted by Navitus Clinical Engagement Center (CEC).
MedWiseRx (MWRx) Diabetes Prevention Program	On-going through September 2022	CMC	Members	L.A. Care pharmacy has teamed with MWRx to provide diabetes prevention program to pre-diabetic CMC members.
Metabolic Monitoring for Children/ Adolescent On Antipsychotics Provider Letter	August 2022	MCLA	Providers	Letter to prescribers listing child/ adolescent patients on antipsychotics requiring metabolic monitoring.
Missing Vaccine(s) Report	Monthly	Medi-Cal LACC	Providers	CIS-10 and IMA-2 reports with missing vaccines by antigen are available on the provider portal and by email request to Incentive_Ops@lacare.org

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Osteoporosis Management in Women Who Had a Fracture – In Home DEXA Scan	October 2022	CMC	Members	Collaborate with House Call Doctors to administer in-home DEXA scan.
Osteoporosis Management in Women Who Had a Fracture – Outreach	On-going	CMC	Members/ Providers	Outreach calls and letters encouraging prescribers and members to remind and educate them of DEXA scan and osteoprotective medications.
Opioid Home Program	On-going	CMC	Members	Pharmacy/Prescriber lock-in for members over utilizing opioids and/or benzodiazepines.
Pack4U Adherence Program	July 2022	CMC	Members	Members are sent a medication dispensing device to their homes with telehealth functionality to assist with medication adherence.
<u>Patient Experience Trainings</u>	May 2022	CMC LACC Medi-Cal PASC	PPGs/ Providers	A series of web-based trainings on how to improve patient experience and CG-CAHPS scores.
Perinatal Text Messaging Campaign	June 2022	MCLA	Members	Text messages to educate members about perinatal care and remind them to schedule perinatal appointments.
Pharmacoadherence Initiative Mailers and Calls	March 2022	CMC	Members/ Providers	Letters and live agent outreach to providers and members to improve medication adherence by Navitus CEC.

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Pharmacy Home Program	On-going	LACC PASC	Members	Pharmacy/Prescriber lock-in for members over utilizing opioids and/or benzodiazepines.
Pharmacy 100-Day Provider Letter	On-going	CMC	Providers	Letter mailed to prescribers to encourage them to convert their patients' medications to a 100 day supply.
Physician P4P Payment Reports	December 2022	Medi-Cal	Providers/ Clinics	Payment reports for the P4P incentive program are mailed.
Physician P4P Program Descriptions	April 2022	Medi-Cal	Providers/ Clinics	L.A. Care's Physician P4P Program Description for solo/small group physicians and community clinics are mailed and posted on the provider portal.
Prescriber Scorecard for Pharmacy Measures	On-going	CMC	Providers	Mail scorecards to providers on their patients' medication adherence to statins, RAS, and diabetes medications.
Preventive Health Guideline Mailing	August 2022	Direct Network	Members	Guide to preventive services needed by age.
Prior Authorization Memo	August 2022	CMC LACC MCLA	PPGs	Fax blast memo informing PPGs that no prior authorization is needed for obstetrical care, breast cancer screenings, and cervical cancer screenings.

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Provider Opportunity Reports (PORs)	Monthly	CMC LACC Medi-Cal	Providers/ PPGs	PORs for all incentive programs are sent out so providers/PPGs can monitor rates throughout the year and can close gaps.
<u>QI Webinars</u>	Monthly	CMC LACC MCLA PASC	Providers	Monthly educational webinars for medical groups and/or providers. Visit our 'QI webinars' page on lacare.org for more information.
Retrospective Drug Utilization Review (RDUR) Mailing	On-going	CMC LACC MCLA PASC	Providers	Prescribers are notified by mail of members receiving prescriptions from high number of prescribers, high utilization of controlled medications, and high utilization of medications that have a potential for overuse/abuse and are encouraged to take appropriate action.
Targeted Medication Review (TMR) Letters	On-going	CMC	Members/ Providers	Letters mailed to members and/or faxed to prescribers to resolve medication-related issues as part of the MTM program.
Transitions of Care (TCP)	On-going	MCLA	Members/ Providers	TCP is a collaboration between Social Services and Pharmacy to reduce readmissions for high-risk members. TCP team engages with member to address social, clinical, and provider needs including, but not limited to, medication reconciliation and follow up appointments.

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VIIP+P4P Program Description	April 2022	CMC LACC Medi-Cal	PPGs	L.A. Care's VIIP+P4P for PPGs. The Program Description, by line of business, are e-mailed.
VIIP+P4P Payment Report	December 2022	CMC LACC Medi-Cal	PPGs	Payment reports for the incentive programs are e-mailed and mailed.
Well Child Immunizations & Visit Text Messages	March 2022	MCLA	Members	Encourage guardians of members 3-17 years to schedule a check-up and shots for their child.
Well Child Visit Social Media Post	August 2022	Community-based	Community-based	Social media messages to encourage guardians of members 0 months-21 years to schedule a check-up shots for their child.

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