



For All of L.A.

Clinical Care & Patient Experience Initiatives for 2024

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.
Afterhours Care Options Call Campaign	March 2024	LACC MCLA D-SNP	Members	Calls informing members of their options to receive care afterhours, such as urgent care, the nurse advice line, and telehealth.
Antidepressant Medication Management Member Call	On-going	LACC D-SNP	Members	Interactive voice recognition calls to remind members on their antidepressant medication refill due.
Asthma Member Mailer	February 2024	LACC MCLA	Members	Asthma mailer contains educational material emphasizing asthma rule of 2's and labels for relievers and controls.
At Home Testing Kits for HbA1c, Kidney Health, and Colorectal Cancer Screening	July 2024	LACC MCLA D-SNP	Members	Kits ship directly to eligible members and returned via mail or dropped off at a Walgreen's Health Corner. The member and the member's PCP will receive the test results.

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Birthday Cards	On-going	MCLA D-SNP	Members	Birthday cards with preventive health reminders.
Birthday Card: One Year	Winter 2024	LACC MCLA	Members	Birthday card to members turning one with preventive health reminders.
Black Breastfeeding Week Social Media Post	August 2024	Community-based	Community-based	Social media post to encourage breastfeeding and raise awareness of the benefits of breastfeeding amongst the Black/African-American population.
Black Maternal Health Week Social Media Post	April 2024	Community-based	Community-based	Social Media post promoting BMHW to raise awareness of the Black/African-American maternal and infant mortality disparity and how to help reduce racial disparities in healthcare.
Breast Cancer Screening Calls	May/October 2024	LACC MCLA D-SNP	Members	Automated calls to members due for mammogram screening.
Breast Cancer Screening Mailings	April 2024	LACC MCLA D-SNP	Members	Mailer to members due for mammogram screening.
Breast Cancer Screening Social Media	October 2024	Community-based	Community-based	Social media posts encouraging breast cancer screening.
Breast Cancer Screening Text Messages	August 2024	LACC MCLA D-SNP	Members	Text messages to educate members about Breast Cancer Screening.

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Breastfeeding Social Media Post	August 2024	Community-based	Community-based	Social media post encouraging birthing parents to continue breastfeeding and the importance of supporting breastfeeding parents.
Bright Futures Periodicity Schedule Mailings	Fall 2024	Medi-Cal LACC	Providers	Mailer to providers for childhood services Recommendations for Preventive Pediatric Health Care based off recommendations by Bright Futures and the American Academy of Pediatrics.
California Right Meds Collaborative (CRMC)	On-going	LACC MCLA PASC D-SNP	Members	Specially trained community pharmacists will provide chronic disease management and education to qualified members.
Care for Older Adults – Medication Review	On-going	D-SNP	Providers	Medication reviews are conducted by pharmacists to minimize medication duplication and complexity, resolve discrepancies, and increase patient adherence. Reviews are faxed to the member's PCP to upload into the patient's medical record/chart.
Cervical Cancer Screening Calls	March/ September 2024	LACC MCLA D-SNP	Members	Automated calls to members due for cervical cancer screening.
Cervical Cancer Screening Mailings	May/ June 2024	LACC MCLA D-SNP	Members	Letter and postcard to members encouraging cervical cancer screening.

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Cervical Cancer Screening Social Media	January 2024	Community-based	Community-based	Social media posts encouraging cervical cancer screening.
Cervical Cancer Screening Text Messages	March/ August 2024	LACC MCLA D-SNP	Members	Text messages to educate members about Cervical Cancer Screening.
Child and Adolescent Well-Visit Reminder Calls	Winter and Summer 2024	LACC MCLA	Members	Automated calls to guardians of members 0-21 years old and to young adult members encouraging checkups and shots.
Child and Adolescent Well Visit Reminder Postcards	Summer 2024	LACC MCLA	Members	Postcards to the guardians of members 3-21year's old and young adult members, encouraging checkups and shots.
Childhood Immunization Series Combination 10 (CIS-10) Member Incentive	Ongoing	MCLA LACC	Members	\$100 incentive awarded to members turning two years old between 1/1/2024 and 12/31/2024 that complete their CIS-10 vaccine series by their 2 nd birthday. Members that complete the series before 8/1/2023 are ineligible for the incentive. Members will receive postcards regarding the incentive and robo-calls reminding them their child may be missing vaccines.
Children's Dental Month Social Media	February 26 th - 29 th	Community-based	Community-based	Social media campaign reminding guardians of the importance of dental care.
Colorectal Cancer Screening Calls	May 2024	LACC MCLA D-SNP	Members	Automated calls to members due for colorectal cancer screening.

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Colorectal Cancer Screening Mailings	April 2024	LACC MCLA D-SNP	Members	Mailer to members due for colorectal cancer screening.
Colorectal Cancer Screening Member Incentive (\$50)	On-going (until December 31, 2024)	LACC	Members	\$50 incentive awarded to members who complete appropriate screening for colorectal cancer.
Colorectal Cancer Screening Social Media	September 2024	Community-based	Community-based	Series of IG reels educating the community in the importance of colorectal cancer screening and following up after a positive screening.
Colorectal Cancer Screening Text Message	April 2024	LACC MCLA D-SNP	Members	Text messages to educate and remind members to screening for colorectal cancer.
Comprehensive Adherence Solutions Program (CASP)	On-going	D-SNP	Members	Pharmacists and pharmacy technicians call members to resolve any adherence issues.
Concurrent Drug Utilization Review (CDUR)	On-going	LACC PASC D-SNP	Members	Administered by Navitus – program helps pharmacists in protecting member health and safety by ensuring they receive the appropriate medications.
Controlling High Blood Pressure Text Messages	Spring 2024	LACC MCLA D-SNP	Members	Text messages to educate members about Controlling High Blood Pressure.

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Custom Health Adherence Program	On-going	D-SNP	Members	Members receive a medication-dispensing device to their homes with telehealth functionality to assist with medication adherence.
Depression Screening Social Media	May 2024	Community-based	Community-based	Social media post educating the community around emotional health by highlighting importance of getting screened for depression and anxiety at their next doctor visit.
Diabetes Awareness Month Social Media	February 2024	Community-based	Community-based	Social media posts educating members on the management of diabetes.
Diabetes Care Mailer	Spring 2024	Direct Network	Members	Diabetes 'white-board' magnet mailer including dry erase markers encouraging members to record their most recent A1c, blood pressure reading, diabetic screenings (foot/eye) and daily medication.
Diabetes Care Text Messages	Spring 2024	LACC MCLA D-SNP	Members	Text messages to educate members about Comprehensive Diabetes Care.
Diabetes Retinal Eye Exam Calls	April 2024	MCLA D-SNP	Members	iCare is calling members to help schedule eye exams.
Direct Network P4P Performance Reports	December 2024	Direct Network	Providers/ Clinics	Performance reports and incentive checks for the Direct Network P4P program are mailed.

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Direct Network P4P Program Description	April 2024	Direct Network	Providers/ Clinics	L.A. Care's Direct Network P4P Program Description for solo/small group physicians and community clinics are mailed to provider offices and posted on the provider portal.
Facebook Live Doula Maternal Health Interview/Discussion	February 2024	Community-based	Community-based	Social Media interview with Health Education Unit regarding maternal health, doula benefit and L.A. Care programs and services for pregnant members.
Fight the Flu Incentive Postcard	September 2024	D-SNP	Members	Flu shot reminder postcards with \$25 incentive information mailed to members.
Fight the Flu Provider Email	September 2024	LACC MCLA PASC D-SNP	PPGs/ Direct Network	Tips for flu shot promotion sent to appropriate providers via email.
Fight the Flu Shot Automated Reminder Calls	September 2024	LACC MCLA PASC D-SNP	Members	Automated call reminding members to get the annual flu shot.
Fight the Flu Shot Pre-screen Message	September - December 2024	LACC MCLA PASC D-SNP	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	September 2024	LACC PASC	Members	Email reminding members to get the annual flu shot.

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Fight the Flu Social Media Campaign	September 2024	Community-based	Community-based	Facebook and Instagram campaign targeting high-risk groups and families to promote the annual flu vaccine and connecting individuals to additional educational resources.
Fight the Flu Texting Campaign	September 2024	LACC MCLA PASC D-SNP	Members	Fight the flu texting campaign will be sent to members as a reminder to get their flu shot throughout the flu season.
Flu Text Campaign for Children	Fall 2024	MCLA LACC	Members	Text messages to remind guardians to vaccinate their children ages 0-2 years old (member) against the flu.
Follow After an ED Visit for Mental Illness	November 2023	MCLA	Members	Carelon conducts outreach to members after an ED admission to assess and offer support.
Healthy Baby Mailer and Robocall	Monthly	LACC MCLA	Members	Mailer and automated call sent to families with children who are newborn or newly enrolled between 0-6 months of age.
Healthy Mom Postpartum Outreach Calls	On-going	LACC MCLA D-SNP	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.

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Healthy Pregnancy Prenatal Monthly Mailing	On-going	LACC/D MCLA PASC D-SNP	Members	Trimester specific health education materials are mailed to MCLA pregnant members only and a general prenatal letter is mailed to pregnant members, in all lines of business, without trimester information. Members are invited to access health education materials and resources through L.A. Care's My Health In Motion™ (MyHIM) health and wellness portal.
High Risk Pregnancy Program Member Letters	On-going	LACC/D MCLA PASC D-SNP	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.
Hypertension Care Mailer with Magnet	February 2024	All	Members	Educational mailer with a hypertension self-management magnet whiteboard designed for member to put on their refrigerator and track their own blood pressure.
Kidney Health Social Media	March 2024	Community-based	Community-based	Social media reel and posts educating on the importance of kidney health for people with diabetes.

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L.A. Cares About Asthma® Program Member Letters	On-going	LACC/D MCLA PASC D-SNP	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	LACC/D MCLA PASC D-SNP	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	LACC/D MCLA PASC D-SNP	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 Mailer	Spring 2024	MCLA LACC	Members	Mailer encouraging parents/guardians of members under the age of 2 to get a blood lead test.
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	Winter 2024	Community-based	Community-based	Social media reel about lead screening awareness and lead poisoning prevention.

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Lead Screening Text Messages	Spring 2024	MCLA LACC	Members	Series of text messages encouraging parents/guardians of members under the age of 2 to screen for lead and provide lead poisoning prevention information.
Mail Order Pharmacy Advertisement	Spring 2024	Community-based	Community-based	Promoting the use of our new preferred mail order pharmacy, Quality Drug Clinical Care, using L.A. Care website, text messages, and newsletters.
Maternal Health Awareness Day	January 2024	Community-based	Community-based	Social media post to raise awareness about accessing maternal health care to improve birth outcomes.
Maternal Mental Health Social Media Post	May 2024	Community-based	Community-based	Social media post to raise awareness that pregnant persons can be affected by a perinatal mood disorder during and/or after pregnancy and to encourage them to see their provider to conduct a depression screening.
Meals As Medicine	On-going	MCLA D-SNP	Members	Community Supports program offering home-delivered, medically-tailored meals. Eligible members received 2 meals per day or a weekly produce box for up to 12 weeks. Extensions available if medically necessary (with new service authorization request form from treating provider).
Medicare Plus VIIP Program Description	October 2024	D-SNP	PPGs	L.A. Care's VIIP+P4P for PPGs. The Program Description is e-mailed.

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Medication Reminder Calls	On-going	LACC D-SNP	Members	Weekly automated call to remind members who have refills due to pick up their medications.
Medication Therapy Management (MTM) Outreach	On-going	D-SNP	Members/ Providers	Comprehensive Medication Review outreaches consisting of telephonic outreach, text, and/or postcards to eligible members by Navitus Clinical Engagement Center (CEC). Recommendations will be sent to providers, if appropriate.
Missing Vaccine(s) Reports	Monthly	LACC MCLA	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
Osteoporosis Management in Women Who Had a Fracture – In Home DEXA Scan	On-going	D-SNP	Members	In-home DEXA scan provided by HomeBase
Osteoporosis Management in Women Who Had a Fracture – Outreach	On-going	D-SNP	Members/ Providers	Outreach calls and letters encouraging prescribers to remind and educate members of DEXA scan and osteoprotective medications.
Opioid Home Program	On-going	D-SNP	Members	Pharmacy/Prescriber lock-in for members over utilizing opioids and/or benzodiazepines.
<u>Patient Experience Trainings</u>	Spring and Fall 2024	LACC Medi-Cal PASC D-SNP	PPGs/ Providers	A series of web-based trainings on how to improve patient experience and CG-CAHPS scores.

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Perinatal Text Messaging Campaign	On-going	MCLA LACC/D	Members	Text messages sent to members educating them about perinatal care and reminding them to schedule perinatal appointments.
Pharmacoadherence Mailers	Spring 2024	D-SNP LACC/D	Members/ Providers	Letters mailed to providers and members to improve medication adherence.
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	D-SNP	Providers	Letter mailed to prescribers to encourage them to convert their patients' medications to a 100-day supply.
Pharmacy 100-Day Supply Text Campaign	March 2024	D-SNP	Members	Text messages sent to members that are at risk for non-adherence to encourage switching their medications to a 100-day supply.
Physician P4P Performance Reports	December 2024	Medi-Cal	Providers/ Clinics	Performance reports and incentive checks for the P4P program are mailed.
Physician P4P Program Descriptions	April 2024	Medi-Cal	Providers/ Clinics	L.A. Care's Physician P4P Program Description for solo/small group physicians and community clinics is mailed to provider offices and posted on the provider portal.

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Prenatal Vaccination Social Media Post	August 2024	Community-based	Community-based	Social media post to educate birthing parents of the importance of protecting themselves and their babies by getting the recommended vaccines while pregnant.
Preventive Care Social Media Campaign	August 2024	All	Members	Social Media Campaign that encourages the community to seek preventive care that was missed during the Covid-19 pandemic.
Prescriber Scorecard for Pharmacy Measures	On-going	D-SNP	Providers	Mail scorecards to providers on their patients' medication adherence to statins, RAS, and diabetes medications.
Preteen Vaccine Week Social Media Campaign	March 4 th -8 th 2024	Community-based	Community-based	Social media ads encouraging adolescent immunizations
Preventive Health Guideline Mailing	August 2024	Direct Network	Members	Guide to preventive services for adults.
Prior Authorization Memo	August 2024	LACC MCLA D-SNP	PPGs	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	LACC Medi-Cal D-SNP	Providers/ PPGs	PORs are gap in care list for all providers. Programs are sent out so providers/PPGs can monitor rates throughout the year and can close gaps. A new practice-level Medi-Cal POR for Direct Network small-group practices (non-FQHCs/FQHC-lookalikes), will be available this year.
<u>QI Wednesday Webinars</u>	Monthly	LACC MCLA PASC D-SNP	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	LACC MCLA PASC D-SNP	Providers	Prescribers are notified 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.
Statin Therapy for Patients with Cardiovascular Disease/Diabetes Faxes	On-going	D-SNP	Providers	Prescribers are notified by fax of members at higher risk for cardiovascular events and are encouraged to take appropriate action by Navitus CEC.
Targeted Medication Review (TMR) Letters	On-going	D-SNP	Members/ Providers	Letters mailed to members and/or faxed to prescribers to resolve medication-related issues as part of the MTM program.

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VIIP+P4P Program Description	April 2024	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	November – December 2024	LACC Medi-Cal D-SNP	PPGs	Payment reports for the incentive programs are e-mailed and mailed.
Well Child Text Messages (0-30 months old)	Ongoing	MCLA LACC	Members	Encourage guardians of members 0-30 months to schedule check-ups and shots for their child.
Well Child Text Messages (3-17 years old)	Spring 2024	MCLA LACC	Members	Encourage guardians of members 3-17 years old to schedule check-ups and shots for their child.
Well Child Visits in the First 30 Months of Life (W30) custom report	Monthly	LACC Medi-Cal	Plan Partners/ Providers/ PPGs	Custom report that contains detailed data for members turning 15 months and 30 months in the measurement year, including last date of service and number of well child visit to date.
Well Child Visits in the First 30 Months of Life (W30) Member Incentive	Ongoing	MCLA	Members	\$150 incentive for completing 3 well-child visits before turning 15 months. Can claim award twice (up to \$300). \$50 incentive to members for completing one visit between 15-30 months.
Well Child Visits Social Media Campaign	Summer 2024	Community-based	Community-based	Social media messages to encourage guardians of members 0 months-21 years to schedule a check-up and shots for their child.

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