



For All of L.A.

Clinical Care & Patient Experience Initiatives for 2021

| 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 Media Campaign | April 2021 | Community-based | Members | Facebook Ads encouraging adolescent immunizations |
| Ambulatory Care Pharmacy Program | On-going | CMC LACC MCLA PASC | Members | L.A. Care pharmacist manages patients with chronic diseases via telehealth or in-person visits |
| Antidepressant Medication Management Calls | September 2021 | CMC | Members | Depression medication reminder calls |
| Antidepressant Medication Management Member Letter | April 2021 | MCLA | Members | Member letter educating on following antidepressant medication treatment plan |

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| Asthma Calls | March 2021 | CMC LACC MCLA | Members | Automated calls aimed at encouraging controller use |
| Birthday Cards | On-going | CMC | Members | Birthday cards with preventive health reminders |
| Breast Cancer Screening Calls | October 2021 | CMC MCLA | Members | Automated calls to members due for mammogram screening |
| Breast Cancer Screening Mailings | September 2021 | CMC LACC MCLA | Members | Mailer to members due for mammogram screening, in low performing regions |
| Breast Cancer Screening Social Media | October 2021 | Community-based | Members | Social media posts encouraging breast cancer screening |
| Bright Futures Periodicity Schedule | July 2021 | Medi-Cal | Providers | Mailer to PCPs regarding childhood services recommendations |
| Cervical Cancer Screening Mailings | August 2021 | CMC LACC MCLA | Members | Mailers to members in low-performing regions encouraging Pap testing |
| Cervical Cancer Screening Social Media | August 2021 | Community-based | Members | Social media posts encouraging cervical cancer screening |
| Colorectal Cancer Screening Calls | June 2021 | CMC LACC MCLA | Members | Automated calls to members due for colorectal cancer screening |
| Colorectal Cancer Screening Mailings | July 2021 | CMC | Members | Mailer to members due for colorectal cancer screening |

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| Colorectal Cancer Screening Social Media | July 2021 | Community-based | Members | Social media posts encouraging colorectal cancer screening |
| Community Pharmacy Value-Based Program – California Right Med Collaborative (CRMC) | On-going | CMC LACC MCLA PASC | Members | Specially trained community pharmacists will provide diabetes management and education to qualified members |
| Comprehensive Adherence Solutions Program (CASP) | April 2021 | CMC | Members | Intern pharmacists call to members to resolve any adherence issues |
| Diabetes & Hypertension Calls | March 2021 | CMC LACC MCLA | Members | Automated calls aimed at encouraging management and control of diabetes |
| Flu Clinics at Community Resource Centers (CRCs) | September – December 2021 | CMC LACC MCLA PASC | Members | Flu vaccines administered by retail pharmacy staff at CRCs |
| Fight the Flu Provider Fax | September 2021 | CMC LACC MCLA PASC | Providers | Tips for flu shot promotion sent to appropriate providers via fax |
| Fight the Flu Shot Automated Reminder Calls | September and November 2021 | CMC LACC (Sep only) MCLA PASC | Members | Automated call reminding members to get the annual flu shot |

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| Fight the Flu Shot Reminder Email | November 2021 | LACC | Members | Email reminding members to get the annual flu shot |
| Fight the Flu Shot Reminder Postcard | August 2021 | CMC | Members | Flu shot reminder postcards with \$25 incentive information mailed to members |
| Fight the Flu Social Media Campaign | September 2021 | 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 Robo Calls | June 2021 | LACC | Members | Quarterly robocalls to remind members of the importance of cancer screenings |
| Healthy Mom Postpartum Outreach Calls | On-going | CMC LACC MCLA | Members | Live agent calls to members offering education around and assistance in appointment scheduling for postpartum visit |
| Healthy Pregnancy Prenatal Monthly Mailing | On-going | MCLA | Members | Educational packets with resources mailed to pregnant members based on member's trimester |
| Lead Screening Reports | On-going | MCLA | PPGs/ Direct Network | Missing lead screening reports available on the provider portal and are updated monthly |

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| Lead Screening Social Media | September 2021 | Community-based | Members | Social media ad on blood lead screening awareness |
| Medication Therapy Management (MTM) Outreach | On-going | CMC | Members/ Providers | Comprehensive Medication Review telephonic outreaches to members and/or providers conducted by MedWiseRx |
| MedWiseRx (MWRx) Diabetes Prevention Program | On-going through September 2021 | 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 | September 2021 | MCLA | Providers | Letter to prescribers listing child/adolescent patients on antipsychotics requiring metabolic monitoring |
| Missing Vaccine(s) Report | May 2021 (monthly thereafter) | Medi-Cal | 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 | October 2021 | 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 encouraging prescribers and members to remind and educate them of DEXA scan and osteoprotective medications |

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| Opioid Home Program | On-going | CMC | Members | Pharmacy/Prescriber lock-in for members over utilizing opioids |
| <u>Patient Experience Trainings</u> | April 2021 | CMC LACC Medi-Cal | Providers | A series of web-based trainings on how to improve patient experience and CG-CAHPS scores |
| Pharmacy Home Program | On-going | LACC MCLA PASC | Members | Pharmacy/Prescriber lock-in for members over utilizing opioids |
| Pharmacy 90-Day Provider Letter | On-going | CMC | Providers | Letter mailed to prescribers to encourage them to convert their patients' medications to a 90 day supply |
| Physician P4P Payment Reports | November 2021 | Medi-Cal | Providers | Payment reports for the P4P incentive program are mailed |
| Physician P4P Program Descriptions | April 2021 | 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 |

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| Preventive Health Guideline Mailing | August 2021 | Direct Network | Members | Guide to preventive services needed by age |
| Prior Authorization Memo | May 2021 | N/A | PPGs | Fax blast memo informing PPGs that no prior authorization is needed for obstetrical care, breast cancer screenings, and cervical cancer screenings |
| Provider Opportunity Reports (PORs) | May 2021 (monthly thereafter) | 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 | 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 Medi-Cal 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 |

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| Use of High Risk Medications in the Elderly Outreach | On-going | CMC | Members/ Providers | Mailer to inform providers to review high risk medications and interactions outreach |
| VIIP+P4P Program Description | April 2021 | CMC LACC Medi-Cal | PPGs | L.A. Care's VIIP+P4P for PPGs. The Program Description, by line of business, are mailed. |
| VIIP+P4P Payment Report | October/ November 2021 | CMC LACC Medi-Cal | PPGs | Payment reports for the incentive programs are mailed |

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