

Programs That Help Support Better Health Outcomes



Learn about current and pending 2021 Quality Improvement outreach programs for Health Net* Medi-Cal members.

The chart below lists health plan outreach programs to motivate members to schedule important preventive appointments and help increase rates for priority Healthcare Effectiveness Data and Information Set (HEDIS®) measures. It includes program descriptions, launch dates, plus applicable counties for each targeted HEDIS measure. Outreach programs and deployment are subject to change.

Outreach programs for Health Net members in Central California counties: Kern and Tulare

Adult outreach programs	Launch date	Counties	Description	HEDIS measures
Chronic Conditions Medication Adherence Program	Q1–Q4	Kern and Tulare	Health plan pharmacists reach out to members with uncontrolled diabetes and hypertension who are not adhering to their prescribed medication. Pharmacists use motivational interviewing techniques to identify and address member barriers to medication adherence.	<ul style="list-style-type: none"> Comprehensive Diabetes Care, HbA1c Poor Control (> 9.0%) (CDC) Controlling High Blood Pressure (CBP)
Cervical Cancer Screening (CCS) with Icario	Q2	Kern	Interactive voice response (IVR) and email outreach to a subset of women with gaps in cervical cancer screening. This outreach addresses common barriers and encourages members to schedule a screening with their primary care physician (PCP).	<ul style="list-style-type: none"> Cervical Cancer Screening (CCS)
Adult Member Incentive Program	Q1–Q4	Kern and Tulare	Comprehensive member incentive program for target HEDIS measures. Select members are notified of incentive offers and can redeem incentives for completed healthcare activity via short message service (SMS), phone, email, mailer and digital platform.	<ul style="list-style-type: none"> Cervical Cancer Screening (CCS) Breast Cancer Screening (BCS)

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Pediatric outreach programs	Launch date	Counties	Description	HEDIS measures
Pediatric Automated Calls	Q2-Q4	Kern and Tulare	Short IVR outreaches to parents of members ages 0 to 12 months and parents of members ages 3 to 17 years to remind and encourage the members' parents to schedule needed immunizations and well-child visits.	<ul style="list-style-type: none"> Childhood Immunization Status (CIS-10) Well Child Visits in First 30 Months of Life (W30) Child and Adolescent Well Child Visits (WCV)
Pediatric Live Calls	Q2-Q4	Kern and Tulare	Live call outreaches to assist and encourage scheduling of needed immunizations and well-child visits. Outreach populations include: <ol style="list-style-type: none"> Calls targeting parents of members turning 18 months to encourage completion of childhood immunization series. Calls targeting households with 2+ members, ages 3 to 17 years, needing to complete their annual well child visit. 	<ul style="list-style-type: none"> Childhood Immunization Status (CIS-10) Well Child Visits in First 30 Months of Life (W30) Child and Adolescent Well Child Visits (WCV)
Human Papillomavirus (HPV) Second Shot Reminder from HealthCrowd	Q2	Kern	Email and IVR outreach to parents of members, ages 9 to 12 years, who have started the HPV vaccination series to encourage and remind them of their needed second HPV shot for series completion.	<ul style="list-style-type: none"> Immunizations for Adolescents (IMA-2)
Pediatric Member Incentive Program	Q1-Q4	Kern and Tulare	Comprehensive member incentive program for target HEDIS measures. Select members are notified of incentive offers and can redeem incentives for completed healthcare activity via SMS, phone, email, mailer and digital platform.	<ul style="list-style-type: none"> Well Child Visits in First 30 Months of Life (W30) – Rate 1 Childhood Immunization Status (CIS-10) – flu shot only
	Q2-Q4	Kern and Tulare	Comprehensive member incentive program for target HEDIS measures. Select members are notified of incentive offers and can redeem incentives for completed healthcare activity via SMS, phone, email, mailer and digital platform.	<ul style="list-style-type: none"> Child and Adolescent Well Child Visits (WCV)