



## Quality Improvement Strategy: Summary

**Issuer Name:** Coordinated Care Corporation

**QHPs to which this Quality Improvement Strategy (QIS) applies:** All QHPs in the Exchange

**QIS Title:** Promoting Preventive Health Care

**QIS Topic Area:** Improve Health Outcomes and Implement Wellness and Health Promotion Activities

### **QIS Description:**

The Plan has implemented a member incentive to promote preventive screenings in our Marketplace population. By increasing the number of members who are accessing preventive care visits, more members will receive counseling on diet, exercise, smoking cessation, seat belt use and get the right screenings for their age, gender and family history. They are also more likely to receive appropriate preventive screenings and early treatment of conditions that lead to premature and preventable death. The QIS will provide a monetary incentive to members who visit their provider and have a preventive care visit. This visit can help members stay healthy by identifying health issues before they become a long term condition. In addition, the incentive program encourages members to receive an annual influenza vaccine, incorporate exercise in their lifestyle, and participate in other healthy behaviors.

### **Rationale for QIS:**

As of December 2015, only 62% of our members received a preventive screening from January 2013 - December 2015. The Quality Compass 75th Percentile benchmark for commercial plans in our state is 95%. A recent survey found that 75% of adults cited cost as the primary reason they decide whether or not to seek preventive care (A Call for Change, 2013). By providing an incentive for members to access a primary care doctor, we will address one of the cost barriers to accessing primary care, and increase the rate of preventive screenings. The incentive payment can be used towards future medical needs, like copays and coinsurance. In calendar year 2016, this strategy led to a ~6% increase in preventive screenings, which is anticipated to continue into 2017.

### **Activities that Will Be Conducted to Implement the QIS:**

When members enroll in our Plan, they will be directed to create an online account through which they can manage their health benefits. When they visit their online account the member will be notified of various activities they can participate in to receive an incentive. Members will be educated on preventive care services which are available at no cost to the member when they use an in-network provider. In addition, members will receive an incentive when completing a wellness visit. The Plan also provides educational mailers and annual wellness reminders to members via mail and email. A new campaign for 2018 includes radio and social media announcements sharing information about the incentive program with members. The member will also be reminded of the annual wellness visit incentive during interactions with Member Connections and/or Case Management staff.

Potentially preventable chronic diseases like heart disease, cancer, and diabetes are responsible for millions of premature deaths (CDC). Chronic diseases can largely be prevented through early detection, treatment and risk reduction. By pairing reminders with an incentive for members to access a primary care provider, the Plan will address one of the cost barriers that prevents members from accessing



primary care (CDC). When members access preventive care visits, they are more likely to receive necessary preventive screenings. Members can also receive education provided by their primary care physician on reducing the modifiable risk factors that can lead to disease, and impact the overall health of our members.

**QIS Goal 1:**

The goal of the QIS is to improve members' utilization of preventive care visits.

**Measure(s) used to track progress of Goal 1:**

HEDIS Adults' access to preventive/ambulatory health services measure

**How measure reflects progress toward Goal 1:**

Our goal is to increase the rate of preventive care visits among our membership. Using the NCQA endorsed HEDIS measure Adults' Access to Preventive/Ambulatory Health Services will allow us to measure our progress toward our goal and compare our progress against nationally accepted benchmarks.