

Medicare and Medicaid quality news

Helping you close gaps in care with tools, resources and member engagement campaigns

Winter 2024

★ Medicare quality

Medicare members can earn money for getting care.

Did you know our Medicare Advantage members are eligible to earn incentives for prioritizing their health care? The 2024 Medicare member rewards program runs from Jan. 1 – Dec. 31, 2024 and offers all Medicare members the opportunity to earn rewards when they complete the following services:

Rewardable service	Member reward	Star measure
Annual check-up (Defined as either annual physical or annual wellness visit or in-home health assessment)	\$25.00	
Flu shot	\$10.00	Annual Flu Vaccine
Diabetic retinal eye exam	\$40.00	Diabetes Care – Eye Exam
Mammogram – NEW for 2024	\$25.00	Breast Cancer Screening

Members can find more information on how to register for incentives and redeem rewards in [Priority Health's Wellbeing hub](#).

Assessing what matters most to your patients with the annual CAHPS survey

The annual CAHPS survey assesses a member's experience with their providers and health plan to improve overall quality of care. The patient experience portion of the survey measures the following: ease of accessing care, ability to schedule appointments within a reasonable timeframe, follow-up care, discussing prescriptions and more.

Maximizing your incentives in our 2024 PIP program

The new 2024 PCP Incentive Program (PIP) manual is available for providers. Each year, the PIP program is updated to reflect current health trends and highlight gaps in care for our members. Details about the 2024 PIP program can be found in the Provider Center (behind login).

We'll be reaching out to members via mail, email and phone to inform them of the benefits of the CAHPS survey and to encourage participation if selected. We hope you'll encourage your patients to participate. To learn more about CAHPS and improving the patient experience, review the CAHPS provider tips on our [Quality Improvement page](#) (behind login).



 Medicaid quality**Closing care gaps together – our Medicaid Quality member outreach:****Wellness visit reminders**

We understand the difficulty of getting patients into the office for their annual well-child visits and we want to help. Our Medicaid team has member outreach campaigns throughout the year to highlight the importance of immunizations, lead screenings and wellness appointments. These campaigns include:

- Letters, emails, texts and phone calls to members who haven't received their annual lead screening and immunizations
- Postcards, emails and text messages to remind members to schedule their well-child checkup

Extra care for moms and babies

The United States has seen an increase in maternal mortalities and low birth weight in babies over the last decade, with Black and Native American women being particularly at risk. We're partnering with you to combat these statistics and drive better health outcomes for mothers and babies through the following programs:

PriorityMom

PriorityMom is a maternity management program that works to improve member experience, lower the cost of obstetric care and close care gaps for your patients, our members. This a free, enrollment-based program available to our commercial, individual and Medicaid members. Those enrolled receive customized member outreach; including care management facilitation for high-risk members, education and support based on the member's due date and resources that provide members with access to a covered breast pump and a free gift that includes a wrist blood pressure cuff and a sleep sack (contents may vary depending on resources available).

PriorityBaby

Coming in 2024, PriorityBaby is launching to provide support to families with babies and toddlers, through their second birthday. This program is available to all moms with newborn dependents up to age 2 and will offer education and resources for understanding developmental growth milestones and the importance of preventive care. All enrolled families will also receive a free gift.

HEDIS measures help us understand and measure the quality care our members receive.

Below are the HEDIS measures that track maternal care, infant care and well-child visits:

- Timeliness of prenatal care
- Postpartum care
- Well-child visits in the first 30 months of life*
- Child and adolescent well-care visits*
- Weight assessment and counseling for nutrition and physical activity for children/adolescents
- Lead screenings*
- Childhood immunizations – combo 3*
- Adolescent immunizations – combo 2*

For details on these measures and more, visit our [2024 HEDIS Provider Guide](#).

**Eligible for PIP incentive*

Did you know?

Closing HEDIS gaps in care not only supports the health of our members but can also help you earn incentives in our PCP incentive programs.

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Partnering with you to improve care

To better understand the care our members receive each year, we track our performance in HEDIS measures and Pregnancy Management measures related to maternal and infant health through the Michigan Department of Health and Human Services' (MDHHS) Performance Monitoring Reports (PMR). We're proud to share that Priority Health scored 1st in the state in the following measures:

- Prenatal immunization status
- Prenatal depression screening and follow-up
- Chlamydia screenings for those under 25 years of age
- HIV testing
- Syphilis screening
- Gonorrhea screenings for those under 25 years of age
- Syphilis screening in the 1st or 2nd trimester and another screening in the 1st month of the 3rd trimester

These scores are a direct reflection of the exceptional care you provide to your patients, our members. Thank you for your partnership as we work together to improve the health of our communities.

In October 2023, Governor Whitmer signed a bill into legislation requiring all Michigan children to be tested for lead exposure.

Reminder: Starting Jan. 1, 2024, any physician treating a minor must either order a test for lead poisoning or test the minor for lead poisoning at 12 months and 24 months. To increase access and remove barriers to health, we offer our Medicaid members free, at-home lead screenings at 17 months of age.

Medicaid members can receive a \$10 member incentive when they complete their annual lead screening.

Have you enrolled in the Vaccines for Children (VFC) program?

VFC is a federally funded program that provides vaccines at no cost to you for Medicaid-eligible infants, children and adolescents up through age 18. Increasing your vaccination rates with the VFC program can help you earn incentives in our PIP program and close care gaps for your patients, our members. Find more information [here](#).