

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

Summer 2025



# ★ Medicare quality

### Promoting preventive care for Medicare members with diabetes

We're encouraging Medicare members with diabetes to schedule their annual retinal eye exam to promote positive health outcomes and increase quality performance. In collaboration with EyeMed, our vision benefit provider, we'll be reaching out to eligible members via text message, email and postcard to remind them of the importance of completing a screening. Members who complete their retinal exam by Dec. 31, 2025, are eligible for a \$40 incentive, redeemable through our Wellness Hub.

# Mid-year tips to promote medication adherence in your patients

As we move into the second half of 2025, we're here to support you with information that can improve adherence, drive quality performance and increase provider performance in PIP.

### **Encourage 90-day medication fills**

Most Medicare Advantage members are eligible for 90-day supplies of Tier 1 and Tier 2 medications at a \$0 copay through mail-order pharmacies. Tier 1 medications are also available at \$0 copay through preferred retail pharmacies.

### Ensure medications are filled through Part D benefits

For adherence to count toward CMS Star measure gap closure, prescriptions must be filled using the member's Part D benefit. Medications obtained through discount programs or coupons aren't eligible.

### Use your medication adherence reports

We provide bi-weekly adherence reports to Accountable Care Networks (ACNs), helping you identify members at risk of non-adherence. These reports support targeted outreach, follow-up coordination, and track your member's progress toward their adherence goals. For information on our medication adherence reports, contact your ACN's Priority Health Provider Network Management (PNM) Specialist.

Get more from your medication adherence reports: Visit the Pharmacy section of our May Provider Education Webinar for best practices and actionable tips from a Priority Health clinical pharmacist. (Medication adherence education begins at minute 15.)



# Let's Get Checked offers A1c and kidney screenings from the comfort of home

This fall, we're launching our annual campaign to close care gaps by partnering with Let's Get Checked to send at-home Alc and kidney health test kits to our members. Previously only available to Medicare members, this year's campaign will include eligible Medicare, Medicaid, and commercial ACA members who have an open care gap for one or both screenings. By making preventive testing more accessible, we're working to support early detection and improve health outcomes for our members.

## Join us in raising awareness for Falls Prevention Awareness Week

**Falls Prevention Awareness Week takes place September 22-26** and works to empower older adults to live confidently and independently. Talk to your Medicare patients regularly about how they can reduce the risk of falls in their day-to-day by:

- Completing an annual vision exam
- Completing an annual hearing exam
- Staying adherent to medication
- · Understanding the available resources offered through their Priority Health benefits

#### Partnering with you to reduce the risk of falls and falls-related injuries

We proactively reach out to our Medicare members via email and text message to share educational information on falls prevention and available resources, along with reminders to complete important screenings.

You can find <u>valuable promotional tools for Falls Prevention Awareness Week</u> from the NCOA (National Council on Aging).

# Have you registered for our Medicare and Medicaid quality provider webinar?

Join us to learn about our Medicare medication adherence reports, Medicaid maternal incentives, closing care gaps for pediatric wellness visits and more.

**Register now** 





# Reducing ED admissions and improving Medicaid member outcomes through affordable and accessible preventive care

Preventive screenings are a key part of maintaining health and avoiding costly emergency visits. Many of these services are available at no cost to our Medicaid members, including:

### Blood pressure/hypertension screenings

**Best practice:** Take multiple blood pressure readings throughout the visit to confirm hypertension and reduce the risk of a misdiagnosis due to <u>"white coat syndrome."</u> Be sure to submit complete and accurate documentation to support HEDIS reporting and any needed care management coordination.

#### **Hepatitis C screenings**

**Best Practice:** Medicaid members aged 18 and older should receive a routine Hepatitis C screening during their annual wellness visit. Pregnant members—regardless of age—should also be screened during pregnancy. From 2023 to 2024, Hepatitis C testing rates among eligible Priority Health Medicaid members declined by 24.5%, highlighting a critical opportunity to re-engage members in preventive care.

#### Breast cancer and cervical cancer screenings

**Best practice:** Discuss family history and identify high-risk genetic or lifestyle factors that may increase your patient's risk. Emphasize the importance of regular screenings to support early detection and improve outcomes. *In 2024, approximately 56% of eligible Priority Health Medicaid members completed a mammogram, and 60% completed a cervical cancer screening.* 

#### Chronic kidney disease (CKD) screenings

**Best practice:** At-risk Medicaid members should complete the following tests to support early diagnosis and meet Kidney Evaluation for Patients with Diabetes (KED) HEDIS measure requirements:

- Blood test to assess kidney function (estimated glomerular filtration rate, or eGFR)
- Urine test to detect kidney damage (urine albumin-creatinine ratio, or uACR)

We encourage our Medicaid members to complete the National Kidney Foundation of Michigan's (NKFM) <u>"Are you in the 33%?"</u> quiz to better understand their risk and the importance of discussing CKD with their provider.

In the fall, approximately 1,000 Priority Health Medicaid members will receive at-home test kits from Exact Sciences to help close CKD screening care gaps and identify those in need of care. To continue bridging health equity gaps, eligibility for this initiative will be determined by race and ethnicity.



We're committed to helping our Medicaid members stay on top of essential screenings through phone call, text message and email reminders. <u>Transportation assistance</u> is available for members who need help getting to and from appointments.



### Improving health outcomes for children with sickle cell disease

To reduce the risk of stroke and improve quality of life for children with sickle cell disease, the following services are available at no cost to eligible Medicaid members:

- Annual transcranial doppler ultrasound to monitor stroke risk
- Medications such as Hydroxyurea to prevent or reduce pain

Priority Health Medicaid members with sickle cell disease can be referred to our Care Management team for personalized assistance.

# Medicaid doula coverage offers extra support for expectant mothers

Pregnancy and postpartum care can be overwhelming, and we want to ensure our members have the support they need. Eligible Medicaid members can receive up to 12 covered doula visits throughout their pregnancy and postpartum journey, in addition to the care they receive from their providers.

Doulas provide:

- Physical and emotional support
- Advocacy during labor and delivery
- Breastfeeding and nutrition education
- Coping strategies to ease labor stress
- A more comfortable, empowering birthing experience

If you have a pregnant Priority Health Medicaid patient who may benefit from additional support, refer them to our member page to learn more.

Did you know? Our Medicaid members can earn rewards for prioritizing prenatal and postpartum care.

Visit our Quality
improvement webpage
(behind login) for tips on how
to succeed in HEDIS and
CAHPS, along with
educational resources for our
members and providers.



# The VFC program can help with back-to-school immunizations for eligible Medicaid

The Vaccines for Children (VFC) program provides free vaccines to Medicaid patients under the age of 19, helping them stay healthy and meet school immunization requirements. Children may qualify if they meet some of the following criteria:

- Uninsured
- Medicaid-eligible or enrolled in Medicaid
- American Indian or Alaska Native
- Underinsured

Get our VFC
Provider Toolkit

Learn more about the VFC program and how to get started.

