

Medicare and Medicaid quality news

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

Winter 2025

★ Medicare quality

Our 2025 Medicare member rewards

Our Medicare members can earn rewards through our [Wellbeing Hub](#) for completing select services that help them live healthy lives. Rewards are available for our Medicare members who complete the services below between Jan. 1 and Dec. 31, 2025. [Learn more from our member rewards provider handout.](#)

Service	Member reward	HEDIS gap closure and/or provider incentive
Annual check-up (Annual wellness visit, annual physical or in-home health assessment)	\$25	<ul style="list-style-type: none"> Closes care gaps in the Annual Wellness Visit (AWV) HEDIS measure Increases performance in our Disease Burden Management Program (DBM)
Diabetic retinal eye exam	\$40	<ul style="list-style-type: none"> Closes care gaps in the Eye Exam for Patients with Diabetes (EED) HEDIS measure Increases performance in our PCP Incentive Program (PIP)
Flu shot	\$10	<ul style="list-style-type: none"> Closes care gaps in the Flu Vaccinations for Adults Age 65 and Over HEDIS measure
Mammogram	\$25	<ul style="list-style-type: none"> Closes care gaps in the Breast Cancer Screening (BCS) HEDIS measure Increases performance in PIP

Join us for our Medicare and Medicaid quality provider webinar

Mar. 20, 2025 at noon.

[Register now](#)



Closing AWW care gaps

We're working alongside you to close AWW care gaps through member benefits and outreach initiatives. **Here's some information that can help.**

- Our Medicare member coverage conveniently allows for AWWs and Comprehensive Physical Exams (CPEs) to take place in the same appointment
- Our Medicare members can schedule their AWWs any time in the calendar year
- Our Medicare members have a \$0 copay for all preventive visits that take place throughout the year
- Our care management teams are reaching out to Medicare members who've been disengaged in their preventive care in previous years to help them get the care they need

March is Colorectal Cancer Awareness Month

Did you know? The recommended age for CRC screening was lowered to 45 years of age due to a rise in colorectal cancer diagnosis in younger adults. As the second leading cause of cancer death in the United States, CRC Awareness Month is a great opportunity to educate your patients on the importance of screening, prevention and early detection.

Your Priority Health patients may be eligible to receive free, at-home Cologuard® test kits through our Exact Sciences Cologuard campaign, which begins in March. Contact your ACN's Provider Strategy and Solutions Consultant for information on eligibility and participation.

The annual CAHPS member survey is coming soon

The Consumer Assessment of Healthcare Providers and Systems (CAHPS®) is an annual survey conducted by the Centers for Medicare and Medicaid Services (CMS) and the National Committee for Quality Assurance (NCQA) to assess member experience with their providers and health plan. This survey is administered by Press Ganey and runs from March through June each year.

Why it matters

- The CAHPS survey gives us a better understanding of a patient's experience with their health care
- We use survey responses to create resources and implement programs that improve outcomes and enhance the patient experience, which includes patient education on accessing routine and urgent care, communicating with their providers, understanding how to take their medications and care coordination support.

Here's what you can do

Encourage your patients to complete the survey, if selected. To learn more about [CAHPS](#) and how you can improve the patient experience, check out our [CAHPS provider tipsheet](#) or our [CAHPS and HOS surveys](#) information guide.

Improving health outcomes by discussing fall risks with your patients

2024 Health Outcomes Survey (HOS) results showed a drop in scores for fall prevention, indicating patients can't recall conversations about reducing fall risks with their providers. **Some fall prevention topics you can discuss with your patients include:**

- Number of falls that have occurred in the past year
- Daily activity level
- Managing the side effects of medication, including tiredness and dizziness
- How to prevent future falls

Did you know? Select Priority Health Medicare members can use their over-the-counter (OTC) allowance for fall prevention resources like slip mats or grab bars. **Find out if your patient is eligible.**

Get our fall prevention provider tipsheet.

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.




Medicaid quality
Our 2025 Medicaid member rewards

Our Medicaid members can earn rewards for completing select services that help them live healthy lives. Rewards are available for our eligible Medicaid members who complete the below services between Jan. 1 and Dec. 31, 2025. Learn more from our [member rewards provider handout](#).

Service	Member reward	HEDIS gap closure and/or provider incentive
Lead screening	\$10 gift card	<ul style="list-style-type: none"> • Closes care gaps in the Lead Screening in Children (LSC) HEDIS measure • Increases performance in our PIP program
*Notification of pregnancy	\$20 gift card	<ul style="list-style-type: none"> • Assists in closing care gaps in the Prenatal and Postpartum Care (PPC) HEDIS measure
*Prenatal visit in the first trimester	\$30 gift card	<ul style="list-style-type: none"> • Assists in closing care gaps in the PPC HEDIS measure
*Postpartum visit between 7 and 84 days after delivery	\$50 gift card	<ul style="list-style-type: none"> • Assists in closing care gaps in the PPC HEDIS measure
<u>PriorityMOM</u> and <u>PriorityBABY</u>	Free gift upon enrollment \$50 gift card upon completion of survey post-delivery (PriorityMOM only)	<ul style="list-style-type: none"> • Assists in closing care gaps in the Well Child Visits and Childhood Immunizations HEDIS measures

***Coming soon:** These rewards will be available to our pregnant Medicaid members in the spring of 2025

 Medicaid quality

Coming soon: New rewards available for your eligible Priority Health Medicaid patients

To help support our members throughout their pregnancies and decrease the risks of low birth weight and long-term health complications in infants, we're offering new rewards to our pregnant Medicaid members for getting the care they need. The rewards below will be available in the spring of 2025. Keep an eye out for more information in the coming weeks.

- **Notification of pregnancy: \$20** for our Medicaid members who notify us of their pregnancy within the first 12 weeks of being pregnant
- **Prenatal visit: \$30** for our Medicaid members who complete a prenatal visit with a provider within the first 12 weeks of their pregnancy
- **Postpartum visit: \$50** for our Medicaid members who complete a visit with a provider 7-84 days after delivery

PrEP preventive coverage for your patients at risk for HIV

PrEP (pre-exposure prophylaxis) is a daily medication that helps prevent HIV in patients who are high-risk. As a reminder, we cover all PrEP-related HIV screenings and medication management office visits as a preventive benefit with \$0 member cost share. The current recommendation for these PrEP-related screenings and visits is about once every 60-90 days for evaluation and management. [Learn more about the resources we offer to support our Medicaid members with HIV.](#)

Submitting PrEP claims: You must submit all claims for PrEP to the [Medicaid Fee-For-Service program](#).

Current PrEP prescribers are encouraged to register with the [National Prevention Information Network \(NPIN\)](#). This helps public health facilities connect patients in need of care with PrEP prescribers.

CDC guidelines for syphilis screenings in pregnancy

As a reminder, the Center for Disease Control (CDC) recommends syphilis screenings in the first trimester and at delivery for all pregnant women. An additional third trimester screening is recommended for certain groups of pregnant women at risk for syphilis infection or reinfection. Visit [cdc.gov](https://www.cdc.gov) for more information.

Enrollment for the Vaccines for Children (VFC) program is open now

For providers participating in the Vaccines for Children (VFC) program, enrollment is open from January through April. As a reminder, all providers must reenroll each year.

What is it? The [VFC program](#) provides you with all routine vaccines for your Medicaid eligible patients, ages 0 through 18, at no cost to you. This is a federally funded program offered through the Michigan Department of Health and Human Services (MDHHS).

Priority Health Medicaid member outreach

We're contacting our members via letter, phone, text message and/or email to educate them on the importance of getting care for the following:

Dental care

We're helping our Medicaid members better understand their dental coverage, how to find a doctor and the importance of preventive and diagnostic screenings, particularly for those who are pregnant or had a recent Emergency Department (ED) visit



Diabetic eye exams

We're reminding our Medicaid members with diabetes to schedule their annual diabetic eye exam and offering education on how regular screenings can prevent vision loss and improve long-term health outcomes



Adult preventive care

We're educating our adult Medicaid members on the importance of preventive health screenings with information like when screenings are needed and why. **[Get our new member guide to adult preventive health screenings](#)**



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

Join us to learn more about our Medicare and Medicaid member benefits, outreach initiatives, resources for gap closure and more.

[Register now](#)