

Medicare and Medicaid quality news

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

Spring 2025

★ Medicare quality

2025 medication adherence reports coming soon.

Medication adherence report sends begin again in the spring and will include adherence information on your Medicare patients enrolled in the following measures:

- Medication Adherence for Diabetes Medications
- Medication Adherence for Hypertension (RAS antagonists)
- Medication Adherence for Cholesterol (Statins)

These measures, evaluated by the Centers for Medicare & Medicaid Services (CMS), help ensure patients are consistently taking their prescribed medications and assess how they manage their overall health. **For education on how to best use these reports to support medication adherence in your patients, register for our [Q2 quality provider webinar](#).**

Providers play an important role in the Health Outcomes Survey.

Medicare members are selected at random and asked to evaluate their physical and mental health and to recall conversations they've had with their providers. The same members are surveyed two years later to determine whether they feel their health has improved, maintained or declined. The following HEDIS measures serve as key areas of focus for HOS:

- Improving or Maintaining Physical Health
- Improving or Maintaining Mental Health
- Improving Bladder Control
- Monitoring Physical Activity
- Reducing the Risk of Falls

How patients feel about their health is important. Encourage your patients to participate in HOS, if contacted for the survey. Results are used to assess the overall health of the Medicare population and to build better quality programs and resources for the future.

For more information, including tips and best practices for HOS, refer to our [CAHPS and HOS resource](#).

Tips for helping your patients maintain or improve health outcomes over time



Discuss topics that become more important with age like reducing risk of falls, improving bladder control, and monitoring physical activity with your patients.



Provide an open and welcoming environment so your patients feel comfortable sharing their health concerns with you and developing plans to get or stay healthy.



Share educational materials with your patients that support them in meeting their health goals.

May is older Americans Month.

Older Americans Month is observed each May to reaffirm our nation's commitment to providing our seniors with the care, programs and benefits they need. **Visit our [Medicare Plan Features](#) page for information on the supplemental benefits we provide our Medicare members, including:**

- Fitness
- Virtual care
- Over the counter (OTC) benefits
- Mental health
- Transportation
- [Fall risk prevention](#)
- And more

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](#)

Take our Provider Quality Survey

We know how hard you work to close care gaps and improve health outcomes for your patients and we want to ensure we're doing what we can to support you. **[Take our Quality provider survey](#)** to share your feedback on what we're doing right and how we can improve your experience with us. Your input matters and will help shape our future quality communications, programs and initiatives.

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Medicaid quality

Our new Medicaid Maternal Incentive Program supports positive health outcomes in moms and babies.

Our **Medicaid Maternal Incentive program** offers Medicaid members rewards for getting needed care. Through this program, we're hoping to increase prenatal visits and decrease the number of pregnancy-related birth complications throughout Michigan. Rewards include:

- **\$20 gift card for notification of pregnancy**
- **\$50 gift card for completing at least 4 doula visits***
- **\$50 gift card for completing a postpartum visit with a provider between 7 and 84 days after delivery**

**This incentive will replace our \$30 prenatal visit incentive to be more inclusive of alternative maternal support options for our Medicaid members.*

In addition to rewards, members who complete a notification of pregnancy are contacted by Priority Health and provided information on the following:

- The importance of preventive care and regular checkups during pregnancy
- How to schedule a visit with a doula
- Programs and resources available to them throughout pregnancy, including [PriorityMom](#), [transportation assistance](#), mental health support, [assistance quitting smoking](#), [Women, Infants and Children \(WIC\)](#), and more

A reminder of MDHHS guidelines for blood lead testing in children.

The Michigan Department of Health and Human Services (MDHHS) requires all children in Michigan to receive a blood lead test at 12 and 24 months of age. If there is no record of previous testing, children should be tested between 24 and 72 months of age. MDHHS also requires additional testing at age 4 for children in high-risk areas. Visit [Michigan.gov](https://www.michigan.gov) for more information.

Our Medicaid members can earn a reward for completing at least one blood lead test before their second birthday. *Type of gift card may vary.*

Increasing well child visits in regions throughout Michigan.

Our 2024 data show the following counties/regions scored as non-compliant in the Child and Adolescents Well Care Visits (WCV) and Well Child Visits in the First 30 Months of Life HEDIS measures.

County /region	Percent compliant		Percent noncompliant	
	WCV	W30	WCV	W30
Kent	49.53%	63.22%	50.47%	36.78%
Wayne	38.18%	43.95%	61.82%	56.05%
Macomb	40.64%	48.53%	59.36%	51.47%
Oakland	41.30%	52.37%	58.71%	47.63%
Detroit	30.30%	46.36	69.70	53.64

Here's what we're doing to help increase WCV and W30 HEDIS measure scores and ensure our members are seeing their providers to get the care they need.

- We've partnered with Pfizer to send automated reminder phone calls and post cards for routine immunizations
- We're conducting regular phone, text and email outreach to remind members to schedule a well child visit with their provider and educate them on the importance of preventive care and immunizations
- For our Medicaid members in Kent County, we've partnered with Health Net to conduct social determinants of health (SDoH) screenings so we can address barriers to care like transportation or food insecurity

Removing access barriers to oral health care for Medicaid pediatric patients.

Did you know? PCPs trained to provide oral health screenings and fluoride varnishes will be reimbursed for administering these services to their Medicaid patients between the ages of 0 and 3. To increase oral health care access for Michigan families, we encourage providers to become trained in administering oral health screenings and fluoride varnishes to their Medicaid patients.

SDoH screenings can directly impact your patients' health outcomes.

According to the National Institute of Health (NIH), social determinants of health account for between 30 and 55% of people's health outcomes. **Screening your Priority Health Medicaid patients for SDoH, and documenting the encounter appropriately, allows our care managers to identify and address a member's needs and connect them with programs that can help.**

Recognizing Black Maternal Health Week, April 11-17.

Black women in the United States experience significantly higher rates of maternal mortality and morbidity compared to white women. To help improve health outcomes and increase access to care for Black mothers and their babies, throughout 2025, we'll perform targeted outreach to our Black, pregnant Medicaid members to connect them with Priority Health programs, care managers, doulas, mental health support, transportation assistance, community resources and more.

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

Closing care gaps in the PPC HEDIS measure.


To close care gaps in the Postpartum Care (PPC) HEDIS measure and support a healthy recovery for moms after delivery, our Medicaid Maternal Incentive Program offers members a \$50 gift card for **completing a postpartum visit between 7 and 84 days after delivery**.

Why's this important?


Many of our Medicaid members are completing postpartum visits outside of the 7 and 84 day range, leaving potential complications like preeclampsia or postpartum depression untreated. Seeing patients within the appropriate timeframe can help improve patient health outcomes and ensures gap closure in the PPC HEDIS measure. **The following diagnostic codes and procedure codes can be used to close care gaps in the PPC measure:**

Postpartum visit	Postpartum bundled services
CPT: 57170, 58300, 59430, 99501, 0503F ICD-10-CM: Z01.411, Z01.419, Z01.42, Z30.430, Z39.1, Z39.2 HCPCS: G0101	CPT: 59400, 59410, 59510, 59515, 59610, 59614, 59618, 59522

To close PPC HEDIS gaps in care, submit the above diagnostic codes and procedure codes for postpartum visits for the 2025 reporting year.



Expectant Medicaid members are eligible for our **PriorityMom** and **PriorityBABY** programs for support during pregnancy, delivery and through their child's infancy up to two years of age.



CMS's **Vaccines for Children program** can support immunizations during well-child visits by providing you with free vaccines for your eligible Medicaid patients.