

PROVIDER QUICK POINTS

PROVIDER INFORMATION



August 26, 2020

Preventive Care Outreach Campaign for ACA Individual and Small Group (with Carenet Health)

Blue Cross and Blue Shield of Minnesota and Blue Plus (Blue Cross) is working with a healthcare engagement company, Carenet Health, to conduct outreach for select Affordable Care Act (ACA) members who had a chronic condition in 2019 but have not yet received preventive care in 2020. Our goal is to improve our members' health status and best meet their needs by reaching out to stress the importance of preventive care. We will help members connect to a provider for either an in-person office visit or a telehealth visit.

Targeted Population:

The target population is ACA individual and small group members over age 18 who have a risk gap. These members have been treated for a condition in the past who have not had care documented in 2020 and who have not had a preventive visit in 2020.

Goals:

1. **Help members receive preventive care in 2020.** Members who have a risk gap may not be receiving needed care to manage conditions. By connecting them to a preventive visit, they will have an opportunity to discuss their conditions and also receive the preventive care that is included with their coverage.
2. **Learn why members are not seeking preventive care and the barriers they face.** This information will be used to enhance product offerings and initiatives in the future to improve access to important care.
3. **Close risk gaps.** The potential risk gap is closed when the provider completely and accurately documents the visit in the medical record.

Services to be provided:

Blue Cross will send outreach letters to the targeted members letting them know that Carenet Health will be contacting them via phone to help them schedule an annual preventive visit with their doctor. If the member would like assistance with scheduling an appointment, Carenet will conduct a three-way call with the provider's office to schedule the appointment.

Anticipated Timeline:

- August 25 – Blue Cross sends outreach letters and emails to members.
- September 8 – Carenet begins calling members.
- Early November – Carenet completes all calls.
- September through December – Members complete clinic visits.

Questions:

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