Preventive Visit PIP
4/1/2009 – 9/1/2012

Care Coordinator Toolkit

Provided by:
Project Summary

This project is designed to increase the use of clinical preventive care visits of new members within the first six months of their enrollment in the health plan. Members under the age of 21 years and members living in nursing home facilities have been excluded from the target population. The measurement goal, which is based on claims data specific to preventive visits, includes the following per population group:

- **MSHO/MSC+ Population:**
  Sustain a 5% increase in MSHO/MSC+ members over 3 measurement periods

- **SNBC Population:**
  Sustain a 5% increase in SNBC members over 3 measurement periods

Importance of Preventive Care

- Less than 50% of all Americans receive many of the important preventive services they need.\(^1\)
- Evidence shows that low-cost preventive services can significantly reduce emergency visits and hospitalizations. For example, the PacifiCare chronic heart failure (CHF) program "Taking Charge of Your Heart Health" program showed:
  - Reductions in costs for hospitalizations and ER visits of 50.6%,
  - Total savings in claims paid of $5271 per number per year (PMPY),
  - And, reduced inpatient hospitalizations by 49.6% and reduced ER visits by 73.0%.\(^2\)
- In 2005, provider survey results show that the Medicare senior population received well below the national goals for preventive care screenings and immunizations.\(^3\)
- Suboptimal preventive care is a theme for the SNBC population. A main challenge is that health care providers may focus attention on the disability rather than on whole-person health and wellness.\(^4\)

Care Coordinator Talking Points on Preventive Care

Refer to **ATTACHMENT A**.

Project Intervention Goals

- Inform new members about their preventive care benefits.
- Encourage new members to schedule a preventive visit within six months of enrollment.
- Reinforce new member patient-provider relationship.
- Provide new member educational materials on explanation of benefits, importance of preventive visits and how to access preventive care.
- Inform primary care provider and primary care clinic quality improvement staff about the project initiative and preventive coding tools.
Member and Provider Interventions

**New Member Preventive Health Introductory Flyer (ATTACHMENT B):**

**Distribution:** New Member Enrollment Packet or New Member Welcome Letter. Distribution will depend on health plan administrative methods.

**Purpose:** To introduce this project with a simple one page flyer that will focus on encouraging members to seek a preventive care visit at their primary clinic within six months.

**New Member Preventive Health Phone Contact (ATTACHMENT C):**

**Distribution:** Care Coordinator or Preventive Health Script for New Member Welcome Call. Distribution will depend on health plan administrative methods.

**Purpose:** The phone contact will be scripted to ensure members understand preventive visits and to help them schedule the preventive visit within the first six months of enrollment. This new scripted information will be added to the existing contractually-required welcome call to be completed within 60 days of enrollment.

**New Member Preventive Health Packet (ATTACHMENT D and E):**

**Distribution:** Separate packet sent to all MSHO, MSC+ and SNBC new members.

**Purpose:** The New Member Preventive Health Packet will be sent to new members in a separate mailing within 60 days of enrollment. If possible, the preventive packet will include a letter, preventive health guide (age appropriate), preventive care timeline and preventive care checklist (age and gender specific). These materials will be provided for the member to utilize over the long-term and bring to each primary care provider visit.

**Primary Care Provider Preventive PIP Introductory Letter and Preventive Visit Coding Tools (ATTACHMENT F and G):**

**Distribution:** Sent to clinics in health plan service area.

**Purpose:** Prior sending out member materials, primary care clinics will receive a letter from the PIP Collaborative to inform them of this project. The letter will assist in supporting providers to encourage new members to receive a clinical preventive visit within the first six months of their enrollment into the health plan. The primary care clinic will receive information on the preventive office visit codes utilized in this project.

**MSHO/MSC+/SNBC Clinical Preventive Visit Benefit**

For individuals under the products of MSHO, MSC+ and SNBC, the clinical preventive visit is covered at No Cost to the member.

**Care Coordinator Role**

The Preventive PIP health plan collaborative would like to thank you for your active role with the MSHO, MSC+ and SNBC members. As you play an essential role in the health and well being of the members, we have listed the step-by-step activities for this project:

- Identify new members by product.
- Identify language barriers.
- Educate new member about the importance of preventive care.
- Encourage or assist new member with appointment scheduling.
- Facilitate or assist new member with transportation set-up, if needed.
- Document education regarding importance of preventive care in care plan.


The following talking points may be helpful when consulting with clients about obtaining preventive care.

- It is important to have an annual preventive care checkup with a primary care provider, even if you see a doctor for other specific conditions.

- Being new to your health plan you may have had to change doctors or clinics. Going in soon for an overall preventive physical exam will allow you to get to know your new doctor/clinic and help you feel more comfortable going back if you experience a problem or concern later on.

- This visit allows assessment of other things that may be overlooked when being treated for specific conditions.

- Catching problems early allows treatment before a condition becomes worse, causes other problems or leads to death (high blood pressure, high cholesterol, cancer).

- People need certain screening tests as they get older. When you see your primary doctor for an overall physical exam, they will talk with you about what tests are important for people in your age group.

  - Tests can be very simple, like checking your blood pressure, or taking a blood sample to check your blood sugar and cholesterol, or a little more involved, like having a mammogram or colonoscopy.

  - Again, if a problem is found early, it can often be treated and managed. But if it is not discovered until you are having symptoms, it may be more serious and even life threatening by the time it is found.

- Preventive visits are covered by your health plan benefits

- Your health plan will be sending a folder of information to help you be healthier and stay on top of your health care. These tools will give you a place to record information from your doctor visits and tell you what preventive screenings you should have and when. Keep these materials and look at them every year. Bring them to your preventive checkups with your primary care doctor.
ATTACHMENT B:  
MEMBER INTERVENTION:  
New Member Preventive Health Introductory Flyer

Make the most of your preventive health benefits

Get your routine physical exam or preventive care checkup at NO COST!

- Why should I schedule a routine physical exam or preventive care checkup NOW?

Prevention Saves Lives!
- ~ 652,000 Americans die of Heart Disease each year
- ~ 560,000 Americans die of Cancer each year
- ~ 75,000 Americans die of Diabetes each year
- ~ 72,000 Americans die of Alzheimer’s each year
- ~ 63,000 Americans die of Influenza/Pneumonia each year

Source: National Centers for Health Statistics, 2005 Mortality Data

- What is a routine physical exam or preventive care checkup?
[Health Plan] defines it as routine well visits, shots and screenings provided to you when you are not sick. Additional immunizations and screenings may be included if you are at a higher risk for disease.

Call your clinic TODAY to make an appointment for a routine physical exam or preventive care checkup at your clinic within 6 months. If you need help setting up an appointment, talk to your [Health Plan] Care Coordinator or [Health Plan] Member Services.

Call [Health Plan] Member Services if you have questions about your benefits at xxx-xxx-xxxx.

[Insert Health Plan Logo]
**ATTACHMENT C:**
**MEMBER INTERVENTION:**
New Member Preventive Health Phone Contact
MSHO/MSC+/SNBC Care Coordinator Script

**Place telephone call to New Member**

- **Answered?**
  - **Answering Machine?**
    - **YES**
      - If the telephone call is answered, introduce yourself from (HEALTH PLAN) and ask to speak to the member by name
    - **NO**
      - **Answered Machine?**
        - **YES**
          - Member available?
            - **YES**
              - "Do you have a few minutes to talk about a health care benefit that is provided at no cost to you?"
            - **NO**
              - Better time to call back?
                - **YES**
                  - Note suggested time to call member back
                - **NO**
                  - IF UNABLE to HAVE CONVERSATION with MEMBER
                    - Suggested Script:
                      "OK. Please call Customer (or Member) Services at (HEALTH PLAN) if you (or MEMBER’s NAME) would like to know more about a benefit for a physical exam by your doctor provided at no cost to you or if you have any questions concerning your benefits. That number is xxxxxxxxxx. Have a nice day."

- **NO**

  - **Can member verify address and DOB?**
    - **YES**
      - **2**
    - **NO**

**Reattempt call to New Member up to 3 times**

**END CALL**
Suggested Script:
"You should have received a [HEALTH PLAN] Welcome Packet in the mail. The packet included a paper about your benefits for a physical exam for preventive health care by your doctor provided at no cost to you."

"Did you receive your enrollment packet?"

- NO: Suggested response: "I will check on that and have a new packet sent to you."

- YES: "I would like to tell you about some preventive care benefits you have as a member of [HEALTH PLAN]. You can schedule a physical exam for preventive care with your doctor - there would be no co-pay or cost to you. [HEALTH PLAN] encourages you to get a visit within the first six months after you enroll with our plan. It is important for you to get to know your doctor and clinic right away so if you get sick you will be know who to call."

- "Do you have a doctor or primary care clinic you go to regularly?"
  - NO: "Would you like me to help you find a primary care clinic near your home?"
    - NO: Assist member in finding a clinic – follow health plan protocol
    - YES: "Do you need help setting up an appointment?"
      - NO: "Explain benefits of transportation to members who are eligible – follow health plan protocol"
      - YES: Does Member have TRANSPORTATION BENEFITS?
        - YES: Explain benefits of transportation to members who are eligible – follow health plan protocol
        - NO: EXPLAIN PREVENTIVE PACKET MAILING
          - Suggested Script: "You may have also received a folder in the mail that has information about preventive care. The folder has a handy pocket guide and some papers that explains the kind of tests that are important for your age. There is also information about what to expect at this first visit with the doctor. Please call us if you have any questions about the papers in this folder. You may also want to bring the pocket guide to the doctor’s appointment so you can write down what the doctor says."
          - Suggested script: "We hope you will take make an appointment soon for your physical exam that is at no cost to you. If you have questions about your benefits, please call Customer Services at xxx-xxxx-xxxx. Thank you for your time.
END CALL"
Dear New [Health Plan] Member,

Welcome to [Health Plan]! As a new member, now is the best time to take the first step on the path to better health. Because [Health Plan] cares about your health, your benefits include a routine physical exam or preventive care checkup at no cost to you. Finding a primary care clinic and doctor now can help you be healthier and know where to go if you get sick. Make an appointment to see your doctor in the next few months.

In this packet are tools to help you take care of your health. Please keep these tools and take them to your doctor appointments:

• **Health Guide** – Record your personal health information here and bring this to your doctor.
• **Preventive Care Timeline or Staying Healthy Timeline** – Learn more about what you need to be healthier at your age.
• **Checklist for Health brochure** – Make sure you are on track with recommended preventive health care guidelines.

Take control of your health today!

✓ Call Customer Services for help in finding a primary care clinic and doctor, [1-8xx-xxx-xxxx].

Sincerely,

[Health Plan]
ATTACHMENT E:
MEMBER INTERVENTION:
New Member Preventive Health “ADULT” Packet and “SENIOR” Packet Contents

Adult and Senior Packet contents can be found at www.stratishealth.org/MSHO_PIP. Members will receive the following:

**New Member Preventive Health “ADULT” Packet Contents:**
- Securitec Adult Preventive Health Pocket Guide OR Health Plan Specific Pocket Guide
- AHRQ Adult Preventive Care Timeline
- AHRQ Men Staying Healthy At Any Age Checklist (Brochure)
- AHRQ Women Staying Healthy At Any Age Checklist (Brochure)

**New Member Preventive Health “SENIOR” Packet Contents:**
- Securitec Senior Preventive Health Pocket Guide OR Health Plan Specific Pocket Guide
- AHRQ Staying Healthy at 50+ Timeline
- AHRQ Men Staying Healthy At 50+ Checklist (Brochure)
- AHRQ Women Staying Healthy At 50+ Checklist (Brochure)
Dear [Primary Care Clinic],

Re: New Member Utilization of Preventive Care 2009 Performance Improvement Project

Health plans in Minnesota are collaborating on a statewide performance improvement project to encourage new members to schedule a preventive visit with their health care provider within the first six months of enrollment to their health plan. We will be contacting our members in state public programs to encourage them to schedule or to assist them with scheduling a clinical appointment for a preventive care visit.

A report published by the National Commission on Prevention Priorities and Partnership for Prevention highlighted the importance of providing preventive care as a means to prevent people suffering from diseases that could have been prevented or treated with less pain at early stages. Also, preventive services are often more cost-effective than waiting to treat diseases.

This initiative also complements the new Comprehensive Elder Health Evaluation (CEHE) incentive program offered by the Minnesota Department of Human Services via all Minnesota health plans. The Comprehensive Elder Health Evaluation is an annual preventive visit for seniors enrolled in MSHO and MSC+, emphasizing assessment of five key areas. Completion of these assessments and proper coding qualifies providers for incentive payments beyond normal billed charges.

Enclosed in this mailing please find additional information on these programs, and helpful tools to assist in coding and billing clinical preventive care evaluation and management services.

We hope that you will be seeing more of our members for preventive visits. We thank you in advance for your cooperation and support of this important project.

If you have any questions on this project, please contact your health plan representative listed below. We value your input.

Sincerely,
# Primary Care Provider Preventive Care Codes Comparison Guide

**For Members of MSHO/MSC+/PMAP/MNCare/GAMC/SNBC**

## 2009 Preventive Visit Performance Improvement Project
Health Plan Collaborative

<table>
<thead>
<tr>
<th>Initiative</th>
<th>2009 Preventive Visit Performance Improvement Project</th>
<th>Comprehensive Elder Health Evaluation (CEHE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Quality improvement collaborative, five MN health plans noted above.</td>
<td>- Incentive program from the Department of Human Services to providers, via all MN health plans</td>
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<tr>
<td><strong>Goal</strong></td>
<td>Increase general preventive care check-ups</td>
<td>Complete general preventive care check-ups and five specific required assessments:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Pneumococcal vaccination status</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Influenza vaccination status</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Visual function</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Presence of urinary incontinence</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Mental status</td>
</tr>
<tr>
<td><strong>Population</strong></td>
<td>New health plan members -- Adults age 21+</td>
<td>Seniors, age 65+</td>
</tr>
<tr>
<td><strong>Measurement</strong></td>
<td>Improvement measured through coding/claims</td>
<td>Incentive payments based on correct coding/claims</td>
</tr>
<tr>
<td><strong>Billing Codes Indicating Preventive Care Completed</strong></td>
<td>CPT: 99385, 99386, 99387</td>
<td>CPT: 99387</td>
</tr>
<tr>
<td>- Initial comprehensive preventive medicine evaluation and management of an individual including an age and gender appropriate history, examination, counseling/anticipatory guidance/risk factor reduction interventions, and the ordering of appropriate immunizations, laboratory/diagnostic procedures, <strong>new patient.</strong></td>
<td>New Patient, 65 years and older, Initial Comprehensive Preventive Medicine Evaluation and management of an individual including an age and gender appropriate history, examination, counseling/anticipatory guidance/risk factor reduction interventions, and the ordering of appropriate immunizations(s), laboratory/diagnostic procedures.</td>
<td></td>
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<tr>
<td>CPT: 99395, 99396, 99397</td>
<td></td>
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<tr>
<td>---------------------------------------------------------------</td>
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<tr>
<td>Periodic comprehensive preventive medicine reevaluation and management of an individual including an age and gender appropriate history, examination, counseling/anticipatory guidance/risk factor reduction interventions, and the ordering of appropriate immunizations, laboratory/diagnostic procedures, established patient.</td>
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<tr>
<th>HCPCS: G0402</th>
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<tr>
<td>Initial preventive physical examination; face-to-face visit, services limited to new beneficiary during the first six months of Medicare enrollment.</td>
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<tr>
<th>CPT: 99397</th>
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</thead>
<tbody>
<tr>
<td>Established Patient, 65 years and older, Periodic Comprehensive Preventive Medicine</td>
</tr>
<tr>
<td>Reevaluation and management of an individual including an age and gender appropriate history, examination, counseling/anticipatory guidance/risk factor reduction interventions, and the ordering of appropriate immunization(s), laboratory/diagnostic procedures.</td>
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| Modifier-25 – Is appended to the office/outpatient service code to indicate that a significant, separately identifiable E/M service was provided by the same physician on the same day as the preventive medicine service. |

<table>
<thead>
<tr>
<th>Codes required with CPT code to achieve additional incentive:</th>
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<tbody>
<tr>
<td>1030F Influenza immunization status assessed</td>
</tr>
<tr>
<td>1022F Pneumococcus immunization status assessed</td>
</tr>
<tr>
<td>1055F Visual functional status assessed</td>
</tr>
<tr>
<td>Assess patient perception of visual functioning using standardized tools such as the Activities of Daily Vision Scale or Visual Function Questionnaire</td>
</tr>
<tr>
<td>1090F Presence or absence of urinary incontinence assessed.</td>
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<tr>
<td>Ask patients four questions outlined by NCQA in 2005:</td>
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<tr>
<td>• Many people experience problems with the leakage of urine. In the past 6 months, have you accidentally leaked urine?</td>
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<tr>
<td>• How much of a problem, if any, was the urine leakage for you?</td>
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<tr>
<td>• Have you talked with your health provider about your leakage problem?</td>
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<tr>
<td>• Have you received any treatment for your current urine leakage problem?</td>
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<tr>
<td>2014F – Mental status assessed</td>
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<tr>
<td>Normal / Mildly impaired / Severely impaired</td>
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For additional information on CEHE, please refer to: [http://www.dhs.state.mn.us/main/groups/business_partners/documents/pub/dhs16_141192~2.pdf](http://www.dhs.state.mn.us/main/groups/business_partners/documents/pub/dhs16_141192~2.pdf)