

For brokers, general producers and full-service producers

Not intended for distribution to groups or members

October 10, 2018

Market: All

Targeted Member Outreach to Address Potential Gaps in Care

Overview

CareFirst is launching a campaign to reinforce the importance of preventive care and remind members to schedule recommended screenings, immunizations and exams. Many of these services are covered at no cost.

Background

Nationally, Americans use preventive services at about half the recommended rate. Chronic diseases, such as heart disease, cancer, and diabetes, are responsible for seven of every 10 deaths among Americans each year and account for 75 percent of the nation's health spending.¹ These chronic diseases are largely preventable or can be detected early through preventive care, including annual exams with primary care providers and getting the recommended screenings and immunizations.

Additionally, CareFirst is rated on HEDIS-related gaps in care across our membership. The Healthcare Effectiveness Data and Information Set (HEDIS) refers to the measures applied to our eligible population (Commercial or FEP). These measures help identify opportunities to close gaps in care and decrease the use of costly acute care through preventive services. Each of the 40+ measures have a specific sub-population defined. For instance:

- Mammograms for women aged 50-74
- Controlled Hemoglobin A1C and eye exam for any member aged 18-75 with diabetes

Details

- A targeted mailer will be sent to approximately 315,000 members who have been identified through claims analysis as having gaps in care for specific measures.
- A sample of the commercial mailer going to members is attached for your reference.
- The mailer is tentatively scheduled to mail the week of October 22.

The targeted mailer encourages members to discuss recommended preventive measures with their doctor. Additionally, we developed a new checklist tool that has been added to our Member

¹<https://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/tips/preventivehealth.html>

website (www.carefirst.com/prevention). Members can print and bring it with them to their appointments.

If you have any questions, please contact your CareFirst broker sales representative.

Sincerely,

Timothy Matthews
Vice-President, Sales
Small-Medium Group SBU

