Member Outreach and Education Program
Works to Close Gaps in Care

This is an update of information in the UniCare Health Plan of West Virginia, Inc. Provider Operations Manual (POM). For access to the latest POM, go online to www.unicare.com.

UniCare Health Plan of West Virginia, Inc. (UniCare) appreciates the excellent care that you render to our members who are your patients. We are always looking for ways to improve our processes and provide greater assistance to you as you provide that care. This bulletin outlines a new program we are implementing in order to help close the gaps in care some of our members may experience.

Member Outreach and Education Program

Effective October 8, 2012, UniCare will implement the Member Outreach and Education Program through the Outbound Call Center.

The goal of this program is to help our members achieve positive outcomes by educating them on the importance of routine visits with their primary physician, providing assistance scheduling needed appointments, arranging transportation for a doctor visit, and referring members to a social worker for assistance accessing financial resources.

The program also serves as an opportunity to inform UniCare members of special offers they may be eligible to receive, such as gift card incentives for completing the screenings and exams they need.

The Member Outreach and Education Program specifically targets members who may be non-compliant with the following services:

- Well Infant, Childhood Immunizations and Lead Screenings
- Well Child and Adolescent Well Care Visits
- Diabetes Screenings
- Cardiovascular Care Cholesterol Screenings
- Breast and Cervical Cancer Screenings

Patient Education Coordinators (PECs) will conduct outreach to members informing them of the benefits of the Member Outreach and Education program. Members targeted for this program generally do not require clinical interventions, but could benefit from reminders and education about their health care needs.

www.unicare.com
**New Member Calls**

In addition to calling existing members who may be experiencing gaps in care, the Member Outreach and Education Program also calls new UniCare members within 30-60 days of enrollment. During that call, staff assists them in selecting providers and encourages the completion of services such as initial health assessments and recommended prenatal and well infant care as applicable. We also confirm contact information and the member’s preferred method of contact.

**For More Information**

As always, if you should have any questions or require further information on the implementation of the Member Outreach and Education Program or on the program itself, please do not hesitate to contact your local Community Resource Coordinator at 1-888-611-9958.