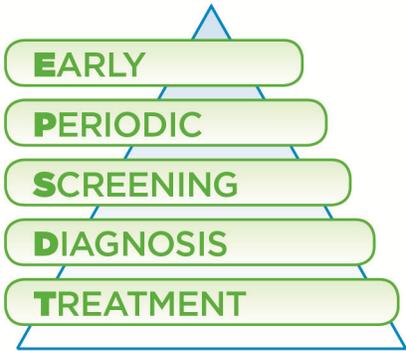


SECTION M: EARLY PERIODIC SCREENING, DIAGNOSIS, AND TREATMENT



Early Periodic Screening, Diagnosis, and Treatment (EPSDT) services play an important role in the early identification of children and adolescents with specialized health and service needs or complex conditions who may benefit from case management interventions. EPSDT services also promote optimal development for children with special health care needs by identifying conditions that may exacerbate disability or negatively affect a child’s health. As a partner of the State since 2011, Amerigroup shares Louisiana’s commitment to promoting preventive health care for Louisiana’s children. We are responsible for making sure that EPSDT services are available to members, and that members are able to access these services. Amerigroup also helps Medicaid

members and their parents or guardians effectively use these resources. We have established policies and procedures for EPSDT services that comply with federal and State rules and regulations related to EPSDT. These policies explicitly state that all EPSDT-eligible members are notified of EPSDT available services; that necessary screening, diagnostic, and treatment services are available and provided; and that tracking or follow-up occurs to make sure that all necessary services are provided to all of Amerigroup’s eligible Medicaid children and young adults.

For over two decades, Amerigroup and our affiliate health plans have coordinated EPSDT services for children enrolled in Medicaid and CHIP programs, which has allowed us to leverage best practices from our affiliates to improve EPSDT scores in Louisiana. ***Our comprehensive EPSDT Program includes the provision of age-appropriate well-child screenings and health care services for all enrolled children under 21, an internal system for tracking EPSDT services, and EPSDT outreach and monitoring to engage both members and providers.*** We also analyze annual Healthcare Effectiveness Data and Information Set (HEDIS®) rates, which align with the EPSDT periodicity schedule, against national benchmarks and State performance goals to identify opportunities to improve clinical care and service. Amerigroup believes that we have the experience, technology, and staff to continue to improve EPSDT compliance through strategies that are tailored to meet the unique challenges of Louisiana’s Medicaid and CHIP populations.

M.1 System for Tracking Screening, Diagnosis, and Treatment

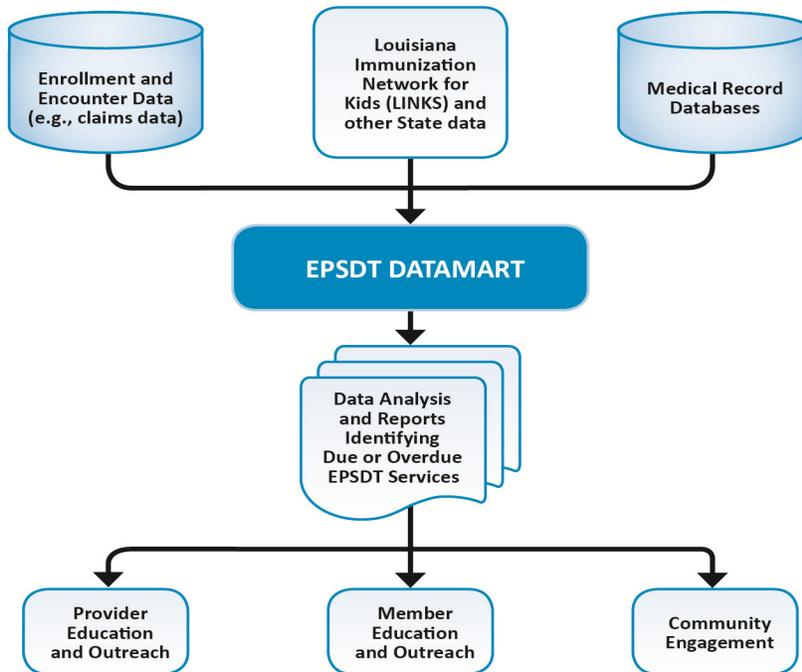
M.1 Describe your system for tracking each member’s screening, diagnosis, and treatment including, at a minimum, the components of the system, the key features of each component, the use of technology, and the data sources for populating the system.

Components of the System

Amerigroup’s advanced EPSDT Datamart is designed to capture, store, and analyze internal and external data to monitor each member’s compliance with Louisiana’s EPSDT periodicity schedule. The EPSDT Datamart provides a mechanism for tracking EPSDT screenings, diagnoses, and treatment for our members. In addition to claims and authorizations, we capture data from many available sources, including the Department of Health and Hospitals (DHH) and its agents, ESI (pharmacy), lab vendors,

medical record reviews, member assessments, and member care plans. Our EPSDT Datamart acts as an information clearinghouse for this data, and allows us to routinely run reports that allow us to identify members for outreach who have missed EPSDT opportunities, who are due for EPSDT services, or who require follow-up treatment services as a result of an abnormal screening. We also send these reports to providers to facilitate appointment scheduling for these services. The components of the EPSDT Datamart are highlighted in Figure M.1-1.

Figure M.1-1. Components of the EPSDT Datamart Helps Us Track EPSDT Screenings, Diagnoses, and Treatment for Our Members



Data Analysis and Reporting Capabilities

Each month and as needed, our Quality Management (QM) Department generates reports that identify EPSDT service gaps and opportunities for member and/or provider outreach. These reports identify members who have not had their screenings completed within the first six months of enrollment, are due or overdue for specific services, or whose screenings have resulted in abnormal findings. The reports generate actionable information that enables us to quickly assess the need for follow-up or case management interventions.

These reports are reviewed regularly by employees in the QM Department, with appropriate follow-up actions taken as appropriate:

- **Pre-Service Reports**—Show members who are due for EPSDT services 90 days prior to the due date. These reports are sent to providers and are also used internally for outreach.

PRE-SERVICE REPORT

Shortly after our 2012 go-live in Louisiana, our Quality Management Department recognized the need to identify and outreach members *before* they have missed opportunities. We created a Pre-Service Report to send to providers 90 days before a member became due for a service. Proactively identifying members who require EPSDT services helps us to avoid missed opportunities by making sure that these members receive immunizations and screenings according to Louisiana’s periodicity schedule. 🌸

- **Concurrent Reports**—Display all services, both retrospectively and prospectively, required by an individual member. These reports also include compliance information for overdue services, such as the number of mailed reminders or attempted phone calls.
- **Retrospective Reports**—Show members who are overdue for EPSDT services. These reports are used to send notices to members and providers and are also used internally for outreach.
- **Abnormal Findings Reports**—List members with abnormal findings identified from an EPSDT screening visit. Amerigroup uses these reports to make sure that members receive follow-up treatment for any abnormal findings.
- **Ad Hoc Reporting**—Amerigroup runs a variety of ad hoc reports based on specific data query parameters. For example, we can run reports on EPSDT compliance for a certain age group or geographic area to identify any trends in screening rates.

Member Notices

As soon as we identify members who have missed EPSDT services, we create EPSDT Overdue Service Reminder Postcards. The postcard notifies the member or family members that the member is past due for a check-up and requests that the member contact his or her PCP to make an appointment. The reminder card also instructs the member to call the toll-free member services telephone number if the member has any questions, is deaf or hard of hearing, needs help scheduling an appointment, or if the member needs transportation assistance. Amerigroup also conducts telephonic outreach to those members who are overdue for EPSDT services to encourage members to schedule appointments.

Provider Reports

On a monthly basis, we provide PCP practices with an ***EPSDT Pre-Service Report*** to advise them of members in their care who are due for EPSDT services; we also send an ***EPSDT Missed Opportunities Report*** which includes members who are overdue for EPSDT services. PCP practices are notified of children who have not received follow-up treatment services as identified during a screening visit through the ***EPSDT Abnormal Findings Report***. These reports include the following data elements:

- Member name
- Medicaid number
- Date of enrollment
- Member address
- Member telephone number
- Member sex
- Member date of birth
- EPSDT service due
- EPSDT service due date

Currently, for our top 64 largest PCP groups, these reports are available through our provider portal; we will be expanding this capability to all of our PCP practices in the fourth quarter of CY 2014. In 2015, Amerigroup will roll out a streamlined mechanism for providers to view EPSDT gaps in care, including the aforementioned reports, for their member panels. This mechanism will also allow providers to view member records, giving them simple, easy-to-access data and information to assist them in engaging members in their health and well-being.

To make the provider portal even easier to use, we recently migrated our provider claims and eligibility tools to Availity, a multi-payer portal that allows providers to use a single sign-on to access multiple payers. The Availity secure health information network makes data from multiple health plans available to providers in one standardized, simplified interface. This no-charge and “no wrong door” approach to claims submission reduces the need for providers to learn multiple MCO submission systems. Providers can check eligibility, submit claims, and check claims status through Availity free of charge. After

securely logging in, providers can also access specific Amerigroup tools, including submitting prior authorization requests and retrieving panel listings.

Community Engagement

For this Contract, we will capitalize on community education and outreach efforts that have proven to be effective in Louisiana, and build additional services and activities to further improve EPSDT compliance. Our robust EPSDT Datamart allows us to identify geographic and population trends in EPSDT compliance. Our QM Department thoroughly analyzes data to identify geographic areas in which EPSDT screening rates are lowest and populations in which disparities are prevalent (such as rural areas, members with limited English proficiency, or those who are blind or deaf) and then determines appropriate community stakeholders to reach the target populations. We often tie community events to calendar milestones when we are most likely to reach families. Amerigroup understands that effective outreach requires us to meet our members in the community they live and work in.

For a full description of our EPSDT education and outreach strategy, please refer to M.2 Approach to EPSDT Member Education and Outreach.

Use of Technology

Amerigroup tracks EPSDT screenings, diagnoses, and treatment using our Management Information System and its reporting features. Our data tools automate analysis of member demographics and claims history to deliver detailed information on each individual's age-appropriate EPSDT gaps or potential gaps relative to the required periodicity schedule and related guidelines. As we have done since 2012 in Louisiana, we use this data and related reports to analyze EPSDT utilization and develop targeted outreach strategies to boost screenings in Louisiana.

Alerts for Missed Opportunities

For members who are enrolled in case management, case managers receive “pop-up” alerts about gaps in EPSDT services through our Management Information System. Case managers can then facilitate outreach to the member and incorporate this information directly into the member's care plan.

Data Sources for EPSDT Tracking System

Our Management Information System aggregates information from several internal data sources, including enrollment and encounter data, to track the provision of EPSDT services. We supplement internal data with relevant external data sources, such as the Louisiana Immunization Network for Kids (LINKS), State Fee-For-Service and historical member databases, health district data repositories, and on-going data from medical record review results to create a comprehensive picture of EPSDT services. Amerigroup relies heavily on claims data for our EPSDT Datamart. Promoting provider compliance with the EPSDT program starts with educating them about the delivery of EPSDT services and the accurate coding of EPSDT services. By leveraging all of these data sources, we are even able to identify EPSDT services that may have been delivered prior to enrollment with Amerigroup or delivered through public health departments.

Our EPSDT Datamart already captures lead screening results through encounter data, allowing us to outreach members with reference values equal to or greater than 5 µg/dL to make sure that they receive follow-up services. Amerigroup is currently working to expand the current EPSDT-related codes to better be able to track referrals for treatment, including referrals for medical, dental, vision, hearing, and behavioral health. To

We will conduct testing, followed by comprehensive provider education, as we prepare for implementation of the expanded codes. 

prepare for implementation of the expanded codes, we will conduct testing, followed by comprehensive provider education, on the use of the codes. After we implement the expanded codes, we will use this information to identify members who have received EPSDT services and require follow-up services or treatment. This unique feature will allow us to outreach these members to make sure that they are able to access follow-up treatment when necessary.

We are currently pursuing options to obtain and integrate admission, discharge, and transfer (ADT) data that we can integrate into our EPSDT Datamart. ADT data provides a wealth of information for case managers to intercede and facilitate more timely transitions, more effective communications with the member's PCP, and better coordinate member care. As additional clinical and administrative data sources are available from the Louisiana Health Information Exchange (LaHIE), DHH, or directly from Louisiana providers, we will continue to enrich the EPSDT Datamart.

M.2 Approach to EPSDT Member Education and Outreach

M.2 Describe your approach to member education and outreach regarding EPSDT including the use of the tracking system described in M.1 of this part and any innovative/non-traditional mechanisms. Include:

- ***How you will conduct member education and outreach regarding EPSDT including any innovative/non-traditional methods that go beyond the standard methods;***
- ***How you will work with members to improve compliance with the periodicity schedule, including how you will motivate parents/members and what steps you will take to identify and reach out to members (or their parents) who have missed screening appointments (highlighting any innovative/non-traditional approaches); and***
- ***How you will design and monitor your education and outreach program to ensure compliance with the RFP.***

As a result of Amerigroup's dedicated efforts to improving EPSDT compliance, the most recent available data (Q4 CY 2013) shows that our EPSDT screening ratio for children under the age of two was 1.0. 🌸

Our experience in Louisiana has proven that on-going education, outreach, and preventive services encourage healthy behaviors that can help reduce illness and improve the quality of life for our members. Over the past two years, we have established a well-respected and caring presence in Louisiana. Amerigroup also leverages the experience of our affiliate health plans to share best practices, including innovative and non-traditional methods to enhancing EPSDT education and outreach. As a result of Amerigroup's dedicated efforts to improving EPSDT compliance, the most recent available data (Q4 CY 2013) shows that our EPSDT

screening ratio for children under the age of two was 1.0. This means that all children from birth to two years who were eligible for EPSDT services received initial and periodic screening services as required by Louisiana's periodicity schedule.

As part of our compliance with Contract requirements, our Maternal Child Health (MCH)/EPSDT Coordinator is responsible for making sure that members receive EPSDT services, identifying and coordinating assistance for identified member needs specific to EPSDT, and interfacing with community partners. As part of Amerigroup's commitment to improving EPSDT compliance in Louisiana, we are working to establish additional EPSDT positions, including outreach staff and QM audit nurses who will be 100 percent dedicated to EPSDT.

Member Education

We recognize that it is our responsibility to educate all of our members about the importance of preventive health care services, and we focus significant effort on making sure that our child members receive these services in an effective and timely manner. Information about EPSDT and other preventive health care services is based on Amerigroup's preventive health policies and guidelines, which comply with federal and State requirements and relevant recommendations of national organizations such as the Advisory Committee of Immunization Practices (ACIP), Centers for Disease Control and Prevention (CDC), American Academy of Pediatrics (AAP), and the U.S. Preventive Health Task Force.

We use a variety of member education materials and opportunities to emphasize the importance of completing EPSDT screenings and any required treatment resulting from these screenings. To ensure optimal success in reaching all members, including those hard to reach, we use a multi-pronged approach



that empowers members, involves families and caregivers, supports providers, leverages community resources and governmental programs, and facilitates effective partnerships and productive collaboration to support EPSDT compliance. Amerigroup also recognizes the importance of making written materials accessible to all members, regardless of differences in language and reading ability. Amerigroup will continue to make all written materials available in prevalent languages (for example, Spanish) and will translate materials to other languages upon request. We continue to explore ways to reach members through new and evolving communication tools, such as through text reminders, which we have used to connect with members to encourage preventive care.

Below are some of our standard member education methods:

- **New Member Welcome Kit.** Our new member enrollment packet includes information about EPSDT services. Our member handbook includes information about the benefits of preventive health care, the services available under the EPSDT Program, and where and how to obtain these services, including how to obtain transportation assistance through our transportation subcontractor, LogistiCare.
- **Web-Based Portal.** Our dedicated member portal provides immediate access to member and caregiver education materials designed to support the understanding of EPSDT services, including newsletters, information about member benefits, and community resources. Our portal offers immediate access to *Health A to Z*, which is powered by the Healthwise® KnowledgeBase. Healthwise is a leading health content provider that helps physicians and health care organizations offer reputable medical content through a bilingual, user-friendly video format. Our member portal also provides age-specific member-dedicated sites designed to appeal to and contain appropriate educational content for young children, teens, and young adults.
- **Inbound Member Services and Nurse HelpLine® Calls Include EPSDT Education.** Members calling the Amerigroup toll-free telephone number for the *Nurse HelpLine* or member services receive education on age-appropriate services at the end of any non-emergency call.
- **Newsletter Articles.** Our newsletters include reminders about timely preventive and well-care services and encourage members to call their PCP to schedule appointments. For example, in our April 2014 Newsletter, we included a checklist for well-child visits that complies with the EPSDT periodicity schedule.
- **AmeriTips.** We provide fact sheets to members about a variety of health topics, including immunizations, lead screenings, and well-child visits.
- **Catch-up Screenings for New Members.** We notify newly enrolled children, through their parents or guardians as appropriate, of the availability of catch-up EPSDT screenings within 30 days of their completion of the new member health risk assessment, in accordance with the EPSDT periodicity schedule.

Figure M.2-1. April 2014 Newsletter Well-Child Checkup Checklist.



- **Annual Preventive Health Reminders.** Amerigroup mails an age-specific Preventive Health Reminder 45 days before each member's birthday. The reminder emphasizes the importance of all EPSDT services and incorporates a complete schedule of EPSDT services.
- **EPSDT Education for New Moms.** Amerigroup works closely with pregnant members through our *Taking Care of Baby and Me*[®] program. As part of this program, Amerigroup sends new mothers educational materials about the importance of receiving EPSDT services for their newborn children, including a periodicity schedule outlining the ages that infants require specific services and the value of those services for good health. In 2013, we held 11 baby showers to promote awareness of prenatal and postnatal health and the importance of complying with the EPSDT schedule.

Targeted Member Outreach

Our member outreach strategy reflects a blend of innovative and traditional outreach tactics that recognize and address the challenges and barriers faced by our members and are designed to increase member participation in the EPSDT Program. These outreach strategies include individual outreach, community-based activities, and provider engagement, complemented by a wide array of print materials to educate members about EPSDT and to address the gaps identified by our EPSDT tracking tools. We are committed to and actively seek out opportunities to take part in community events and offer our assistance and expertise to improve the lives of our members. By sponsoring and attending community fairs and events, we build strong relationships with our members and actively demonstrate our engagement in the community.

Amerigroup's EPSDT Datamart systematically gathers internal and external data to monitor each member's compliance with Louisiana's EPSDT periodicity schedule, providing a comprehensive mechanism for tracking EPSDT screenings, diagnoses, and treatment for our members. Using this information, we are able to identify members and PCPs with missed opportunities for EPSDT screenings and immunizations.

EPSDT Overdue Service Reminder Postcards

An EPSDT Overdue Service Reminder postcard is mailed 90 days after the due date of a missed EPSDT service whenever our Management Information System identifies a gap in care relative to Louisiana's EPSDT periodicity schedule. The postcard notifies the member or family members that the member is past due for a check-up and requests that the member contact his or her PCP to make an appointment. The reminder card also instructs the member to call the toll-free member services telephone number if the member has any questions, is deaf or hard of hearing, needs help scheduling an appointment, or needs transportation assistance.

EPSDT Overdue Telephonic Outreach

Amerigroup's outreach team, a part of the Quality Management (QM) team located in Louisiana, conducts telephonic outreach to those members who are overdue for EPSDT services. Our monitoring tools allow our employees to view all the gaps in care for HEDIS- and EPSDT-related services. When we contact the member or family/caregiver, on the phone or in person, we "maximize the moment" by working with them to schedule all outstanding services, including flu shots, EPSDT screenings, and well-visit exams. As part of the call, we work with the member or family/caregiver to identify and address any challenges or barriers that may limit the member's ability to participate in the screening or medical visit. Based on that information, we concurrently coordinate support services, such as transportation and referrals. We have further expanded our monitoring capabilities so that outreach team members can view at a glance the gaps in HEDIS and EPSDT services for all members in the same household, further strengthening our ability to improve compliance with EPSDT requirements.

Innovation: Enhanced Outreach

For this Contract, Amerigroup will provide enhanced outbound telephonic support. Using information from our EPSDT Datamart that identifies members with missed EPSDT opportunities, we will initiate live phone calls to members to encourage them to make appointments to receive EPSDT services. We can even warm transfer the member (or family/caregiver) to the assigned PCP to make sure that the appointment is scheduled. Our affiliate health plans in Tennessee and Florida recently went live with this type of enhanced outreach service and have already seen measurable improvement. In Tennessee, the number of successfully completed outbound calls increased from 17 percent prior to implementation, to approximately 40 percent after implementation. In Florida, within 90 days of implementation, our affiliate health plan had a 6.72 percent point increase in cervical cancer screenings.

Clinic Days

An Amerigroup Clinic Day is a collaboration between Amerigroup and an in-network Amerigroup provider which focuses on engaging members and providers to improve member access to care and compliance with preventive care. During a Clinic Day, Amerigroup's Health Promotions Team is available to give members information about lead poisoning, immunizations, well-child visits, and other health-related topics. Amerigroup also provides healthy snacks during the Clinic Day to promote healthy eating. Additionally, our Health Promotion Team often works together with Amerigroup's Provider Relations Representatives to educate providers about complying with the EPSDT periodicity schedule and how we use HEDIS benchmarking to compare provider performance. In 2013, Amerigroup held 186 Clinic Days in pediatric offices throughout Louisiana. We provided information about EPSDT, appropriate use of the Emergency Department, asthma maintenance, symptoms of respiratory syncytial virus (RSV), lead poisoning, and promoting a healthy lifestyle for children.

In 2013, Amerigroup held
186 Clinic Days
in pediatric offices throughout
Louisiana. 🌸

Innovation: Enhanced Clinic Days

Amerigroup understands that improving compliance with the EPSDT periodicity schedule means that we have to find a way to get our members into the provider offices so that they can receive their immunizations and screenings. Building on the success of our Clinic Days, we have started to target our top 64 provider groups (serving approximately 70 percent of our membership) for Enhanced Clinic Days. For an Enhanced Clinic Day, an in-network provider agrees to hold open appointments for Amerigroup members within a block of time over the course of one or several days. Through outreach conducted by our QM and Provider Relations teams, Amerigroup has been able to secure dedicated time slots for our members with several provider groups. We are then able to contact members with missed EPSDT opportunities to schedule appointments during these time slots. If there are time slots left over, we outreach members with upcoming EPSDT services to schedule them for appointments. The following providers/provider groups have given Amerigroup dedicated appointment time slots:

Enhanced Clinic Day increase
access to care because
providers agree to hold open
appointments for Amerigroup
members within a block of
time over the course of one
or several days. 🌸

- Dr. Shahid Mansoor, a pediatrician in Alexandria, has agreed to give Amerigroup members dedicated time slots from 10AM to 3PM every Wednesday, Thursday, and Friday.
- On Saturday, October 11th, we are scheduling Amerigroup members for appointments at Primary Health Services Center in Monroe, between the hours of 9AM and 4PM.

- We are currently working with a Federally Qualified Health Center (FQHC) in Minden and a clinic in Baton Rouge.

To encourage members to show up for their appointments—no-shows are an oft-cited problem by providers—Amerigroup will make sure that members receive appointment cards and appointment reminder phone calls, and will also coordinate the member’s transportation needs if needed.

Community Engagement through Education and Outreach

While we have relied heavily on evidence-based best practices and advanced technology to guide our EPSDT strategy in Louisiana, Amerigroup has also engaged our community partners, church leaders, school leaders, providers, neighbors, and friends to guide our comprehensive community outreach strategy, understanding that establishing a strong presence in the community is essential to being able to target members who have historically faced barriers to accessing EPSDT services. By building these meaningful relationships, Amerigroup has become a partner, coach, and friend to Louisiana’s communities. We have worked very hard to overcome the challenges that our members face in accessing EPSDT services, such as lack of transportation and child care or a lack of knowledge about the importance of immunizations and routine preventive screenings. Examples of recent engagement with the community include the following:

- On July 12, 2014, Amerigroup’s outreach staff held a three-hour event for approximately 150 children and adults at the Tabernacle Baptist Church in Slidell. The event included education about EPSDT and the importance of complying with the periodicity schedule.
- On August 28, 2014, Amerigroup participated in the Dual Healthy Start Baby Shower in New Orleans, with 20 women and 18 men in attendance. Discussion topics included parenting, the importance of prenatal care, healthy eating, and the importance of immunizations and screenings.
- Upon request from Families Helping Families of Jefferson, a family resource center for individuals with disabilities, Amerigroup held a webinar on August 1, 2014, to share information about EPSDT services. More than 100 parents and advocates of children with disabilities participated in the webinar.

As shown in the Table M.2-1, Amerigroup conducted a wide variety of events in 2013 to engage the community in improving EPSDT compliance.

Table M.2-1. Delivering EPSDT Education at Community Events.

Type of Event	Health Education Topics Covered	Total Events
Health Fairs for Young Children	EPSDT Screenings, Children and Lead Poisoning, When to Use the Emergency Department (ED), Healthy Living	14
Faith-Based	EPSDT Screenings, When to use the ED, Asthma Triggers, Healthy Living, Diabetes, A1C Test, Diabetes Eye Exam, High Blood Pressure	6
Head Start	EPSDT Screenings, Children and Lead Poisoning, When to Use the ED, Healthy Living, Importance of Prevention	16
School-Based	EPSDT and age-appropriate AmeriTips	10
Community Health Fair	EPSDT, When to Use the ED, Asthma Triggers, Healthy Living, Diabetes, A1C Test, Diabetes Eye Exam, High Blood Pressure	15
Paternal Child Health Education	EPSDT Screenings, Children and Lead Poisoning, When to Use the ED, Healthy Living, Importance of Prevention	2
Baby Shower Health Education	EPSDT Screenings, When to Go to the OB/GYN, Importance of Postpartum Care	5
Maternal Child Prenatal Health Education	EPSDT Screenings, When to Go to the OB/GYN, Importance of Postpartum Care	12
Community Meetings	General health education and EPSDT AmeriTips	54
Staff Education and Networking	General health education and EPSDT AmeriTips	29

Amerigroup has found that targeting community events for specific age groups is an effective way to reach members (and their parents) with low EPSDT screening ratios.

Head Start: Targeting Young Children

Head Start programs have proven to have a positive effect on immunization rates and other EPSDT-related measures and a high percentage of children enrolled in Head Start programs are also enrolled in Medicaid and CHIP. To target young children, Amerigroup works closely with Head Start programs, providing financial assistance to the programs and education and outreach to the parents. Amerigroup also sponsors health promotion activities for several Head Start programs, affording us an opportunity to connect with young children and their parents to promote EPSDT compliance. Our commitment to Head Start highlights Amerigroup’s steadfast commitment to the communities we serve.

TESTIMONIAL

Head Start is not just key to our children’s success, but vital to the success of our community and society.

– Leslie Head Start Parent

Back-to-School Events: Targeting School-aged Youth

We use back-to-school events to target school-aged youth and their parents. For example, at a recent back-to-school event at Cortana Mall in Baton Rouge, Amerigroup partnered with 15 community vendors to share educational materials, offer health screenings, provide kid-friendly activities, and hand out healthy snacks. Amerigroup distributed 500 backpacks that were filled with school supplies and member education materials, including information about the EPSDT periodicity schedule. Car seat safety training was also offered and car seats were given to parents who made appointments to get their car seats checked by Lexlee's Kids and the State Police. Vendors who participated in the event included Walgreens, Lexlee's Kids, Our Lady of the Lake Regional Medical Center, WIC, Families Helping Families, Family Services of Greater Baton Rouge, Clerk of Court, Volunteers of America, Dr. Jonathan Bowman (optometrist), March of Dimes, LSU, Big Buddy Program, District Attorney's Office, Community Coffee, American Heart Association, American Red Cross, Mary Bird Perkins Cancer Center, and Mitch Entertainment (face painting and balloon artist).

Teen Focus Groups: Targeting Teens

In Louisiana, where teens consistently have had the lowest EPSDT screening rates of all age groups over the past several years, Amerigroup recognized an opportunity to engage teens in meaningful dialogue about EPSDT and other health issues that affect them the most. As a result, in the summer of 2014, we held Teen Focus Groups at the following locations:

- Sarah T. Reed School Youth Summer Camp
- Dillard University Summer Youth Encampment
- Tambourine and Fan Youth Summer camp at Treme
- Franklin Avenue Baptist Church Teen group

Our hope is that by engaging teens in conversations about their health and the importance of EPSDT services and immunizations, we can start to improve our teen members' compliance with the EPSDT periodicity schedule. In addition to education about EPSDT, during these focus groups, a facilitator led discussions on stress, cyberbullying, healthy eating, and exercise.

Provider Education and Outreach

Amerigroup understands the importance of actively engaging our providers through education and outreach to maximize the impact of our member and community outreach strategies. As our presence in Louisiana has grown over the past two years, we have formed meaningful, collaborative relationships with pediatricians and other primary care and family medicine providers. By building a strong partnership with our provider community, we have been able to mobilize providers to support our efforts to improve EPSDT screening rates in Louisiana, such as with our recent push to implement Enhanced Clinic Days.

REAL STORIES

AMERIGROUP ENGAGES TEENS IN MEANINGFUL DISCUSSIONS ABOUT BULLYING

Over the past few years bullying, particularly cyberbullying, has become an important part of EPSDT assessments for teens because of the prevalence of bullying and accompanying behavioral health problems. During one focus group, a young man shared that he had been bullied since elementary school. He was now in high school and continued to experience the same problems. His testimony sparked a very insightful group discussion, showcasing the value of holding these types of forums. 

Figure M.2-2. Example from a Provider Flier about Childhood Immunizations



Shortly after implementation of Bayou Health, Amerigroup received feedback from providers who thought that Louisiana’s EPSDT program, previously called KIDMED, had been discontinued. As a result, we stepped up our education about EPSDT services to providers. We continue to use every opportunity to continually educate *all* providers about EPSDT screenings through office visits, quarterly newsletters, provider town hall meetings, annual medical record audits that include checking for EPSDT screening components, the EPSDT Provider Toolkit, and the provider manual. Additionally, our Chief Medical Officer is actively engaged with our providers—in 2013, he visited our top 33 providers in Louisiana to review missed opportunities reports and to discuss access to appointments. Other examples of our provider education and outreach strategies are highlighted below.

- **Medical Record Reviews.** Our local QM nurses review medical records during scheduled or random provider office site visits and also conduct on-the-spot education about processes or tactics to improve EPSDT compliance. The audit verifies whether records include documentation that all EPSDT screenings and follow-up visits have been completed.
- **EPSDT Provider Toolkit.** Amerigroup’s EPSDT Provider Toolkit is available to all providers through our provider website. The toolkit includes an overview of EPSDT requirements, a quick reference guide, a list of preventive care resources, and EPSDT assessment summaries for all age groups. Please refer to Attachment M.2-1 EPSDT Provider Toolkit for a copy of the toolkit.
- **Provider Letters/Overdue EPSDT Service Listing for Members.** We provide a pre-service list giving providers a 90-day forecast of services coming due, so members can be contacted by the provider’s office to schedule an EPSDT appointment. Amerigroup also sends each provider a list of members who have failed to obtain required EPSDT services. A cover letter, explaining our commitment to ensuring that our members receive appropriate EPSDT services and an attached listing of members who are overdue for services is mailed monthly to the member's provider for follow-up. The list of members is generated from the same data used to inform members of overdue EPSDT services and includes all member demographics, services that are overdue, and the date that the service was due.

- **Provider Outreach.** Using information from our EPSDT Datamart, we are able to identify providers with a high volume of members with missed opportunities. We are then able to focus our outreach efforts on these providers, such as through education with our Chief Medical Officer or QM and Provider Relations staff.
- **Partnering with Pediatricians.** We have also formed a strategic partnership with the Louisiana Chapter of the American Academy of Pediatrics (AAP). During a recent meeting, we shared a best practice from Tennessee where the local AAP chapter co-branded EPSDT marketing materials with TennCare, Tennessee’s Medicaid agency. AAP has also expressed enthusiasm for creating cross-promotional marketing materials with Amerigroup relating to the EPSDT periodicity schedule.
- **Engaging School-based Health Clinics.** We recognize that providing EPSDT services in a school-based setting has numerous advantages for both members and for their parents or guardians. Amerigroup will continue to work with school-based health clinics to encourage their involvement in EPSDT services. We have found that some school-based health clinics are not billing Amerigroup for EPSDT services that they provide, which means that we are unable to capture the provision of these services through claims. Our QM and Provider Relations teams have begun outreaching school-based health clinics to educate them about billing for EPSDT services. Not only will this allow Amerigroup to capture this information in our EPSDT Datamart, but the clinics will receive appropriate payment for these services.

Working with Members to Improve Compliance with the Periodicity Schedule

Confidential, proprietary, and/or trade secret language has been redacted from this page. Please refer to our proposal binders marked “Original” to access a non-redacted version of our response.

Confidential, proprietary, and/or trade secret language has been redacted from this page. Please refer to our proposal binders marked “Original” to access a non-redacted version of our response.

Improving Compliance with Dental Screenings

While Amerigroup has made significant strides toward improving EPSDT rates among our members in Louisiana, we recognize that many opportunities for improvement remain. We recently met with Louisiana’s new Dental Benefits Administrator, Managed Care of North America Dental (MCNA) to discuss strategies for promoting EPSDT compliance. As a result of this meeting, we are now working with MCNA to address missed opportunities and to leverage our communications to promote EPSDT. Amerigroup has proposed to provide information about dental screenings, including contact information for MCNA, on all of our member education materials related to EPSDT.

Monitoring Education and Outreach Program to Ensure Compliance with the RFP

Amerigroup has designed our EPSDT education and outreach program to comply with all requirements of the RFP, and we monitor adherence through our robust Quality Management (QM) and compliance infrastructure. As part of this Contract, we will make sure that members are notified of the availability of EPSDT services and that they are able to access services. Amerigroup also monitors providers to make sure that they use Vaccine for Children (VFC) and report all immunizations to the Louisiana Immunization Network for Kids Statewide (LINKS). We understand that it is our responsibility to provide all medically necessary services whether specified in the core benefits and services and Louisiana Medicaid State Plan or not, except those services that have been identified in this RFP and the Contract (for example, carved out services).

Monitoring System

Each year, our Maternal Child Health (MCH)/EPDST Coordinator develops an EPSDT Work Plan to track interventions by Amerigroup to improve EPSDT rates. The EPSDT Work Plan, included as Attachment M.2-2 2014 EPSDT Work Plan, ties key performance metrics to outreach and education interventions, assigns business owners to each intervention, and sets timelines for completion. Amerigroup's MCH/EPDST Coordinator monitors the status of the interventions and uses the information to adjust our EPSDT efforts accordingly. We also use an internal tracking software system to track, coordinate, and report events to the State. We upload the event data into the DHH's Marketing and Outreach Monthly Calendar reporting spreadsheet (PM109 report), which is sent to the State for review and approval of all events we perform in our communities.

EPSDT Compliance Embedded throughout the Health Plan

Amerigroup collaborates across multiple functional areas to identify, monitor, and prioritize clinical areas for improvement that result in improvement on targeted clinical measures, including EPSDT rates, from the prior year's rate. We have embedded EPSDT compliance functions throughout our organization, including Quality Management (QM), Provider Relations, Compliance, and Health Promotion staff. We monitor trended data through continuous quality improvement process, using the Plan, Do, Check, Act Cycle to prioritize and implement interventions to address opportunities for improvement.

Quality Management Program Supports EPSDT Compliance

Our QM program monitors and measures the outcomes of clinical care and services by analyzing clinical and service performance indicators, and health care outcomes to identify and act on opportunities for improvement. The QM team compares EPSDT and HEDIS findings to results from previous years and to national and State value-based performance goals. We analyze DHH-supplied data to identify any potential gaps in Amerigroup's performance metrics compared with other MCOs. We also measure our performance against national MCO performance using the NCQA State of Health Care Quality.

Together with the MCH/EPDST Coordinator, our QM Coordinator is responsible for continually monitoring EPSDT performance and communicating with the Plan Compliance Officer about any performance risks related to the contract, such as if EPSDT rates fall below DHH's required performance standards. Our QM Coordinator also leads the QM Committee, which oversees all quality operations within Louisiana. Additionally, she participates in the Quality Operations Review Committee, which is an opportunity to share best practices with our affiliate health plans and creates an additional layer of accountability for our QM Program.