

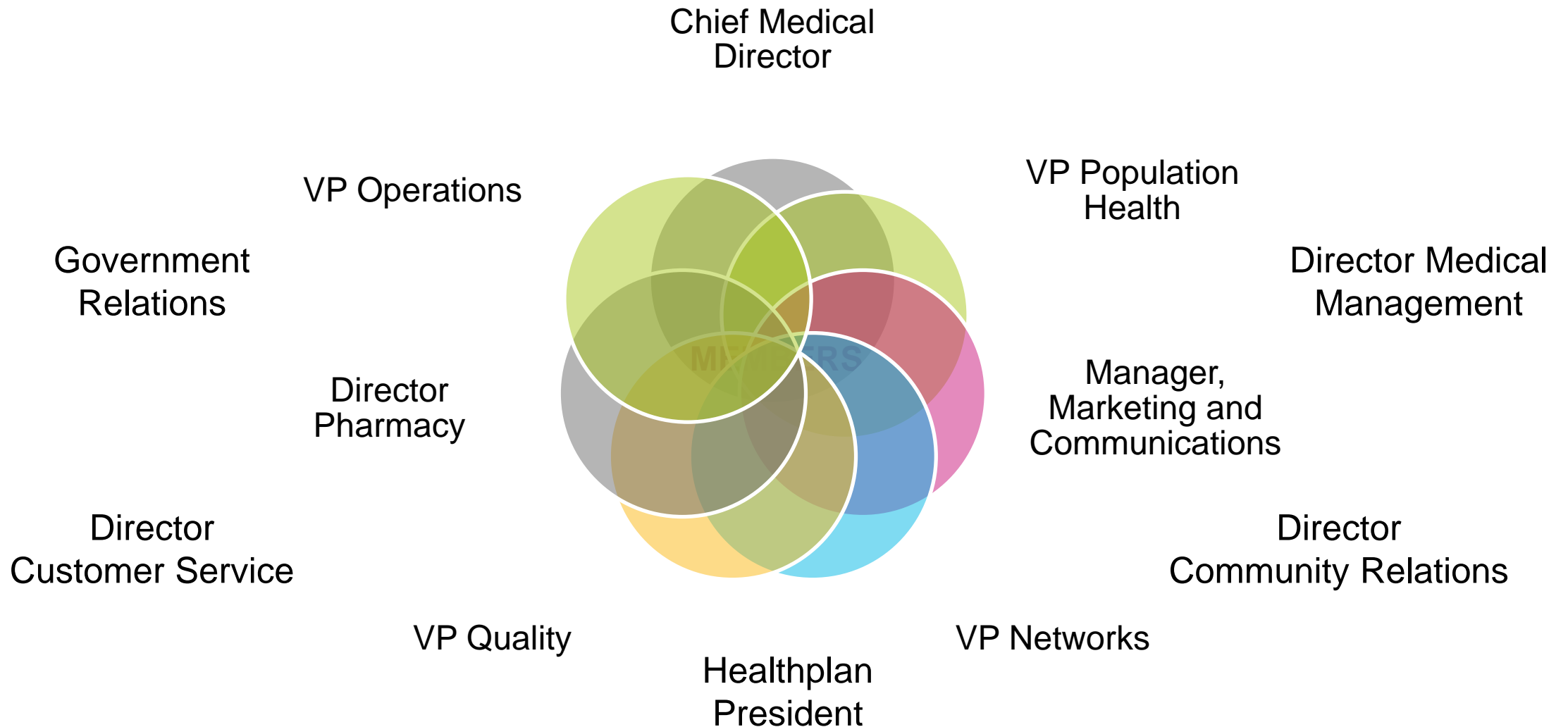
# SilverSummit Healthplan COVID 19 Vaccination Efforts

MCAC July 2021

# Agenda

- General Community Outreach
- Targeted Population Outreach
- Individual Member Connections
- Supporting our Provider Network
- Measuring our Successes

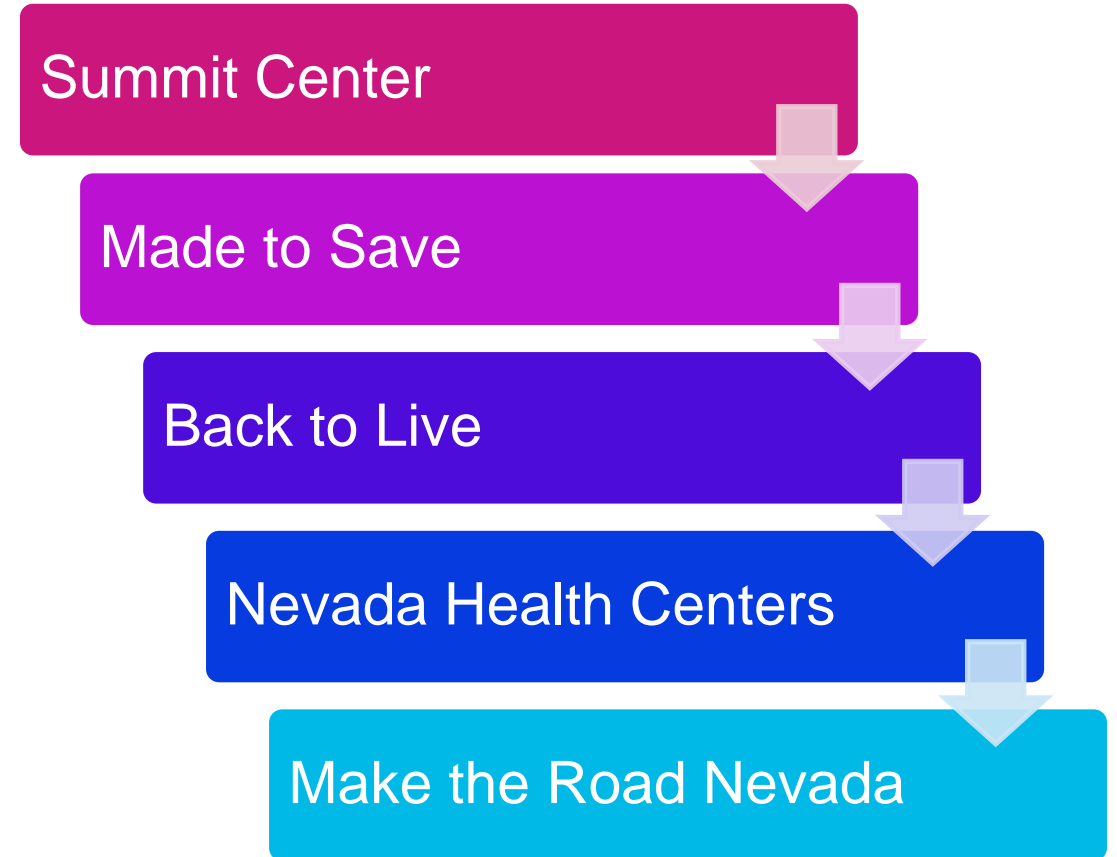
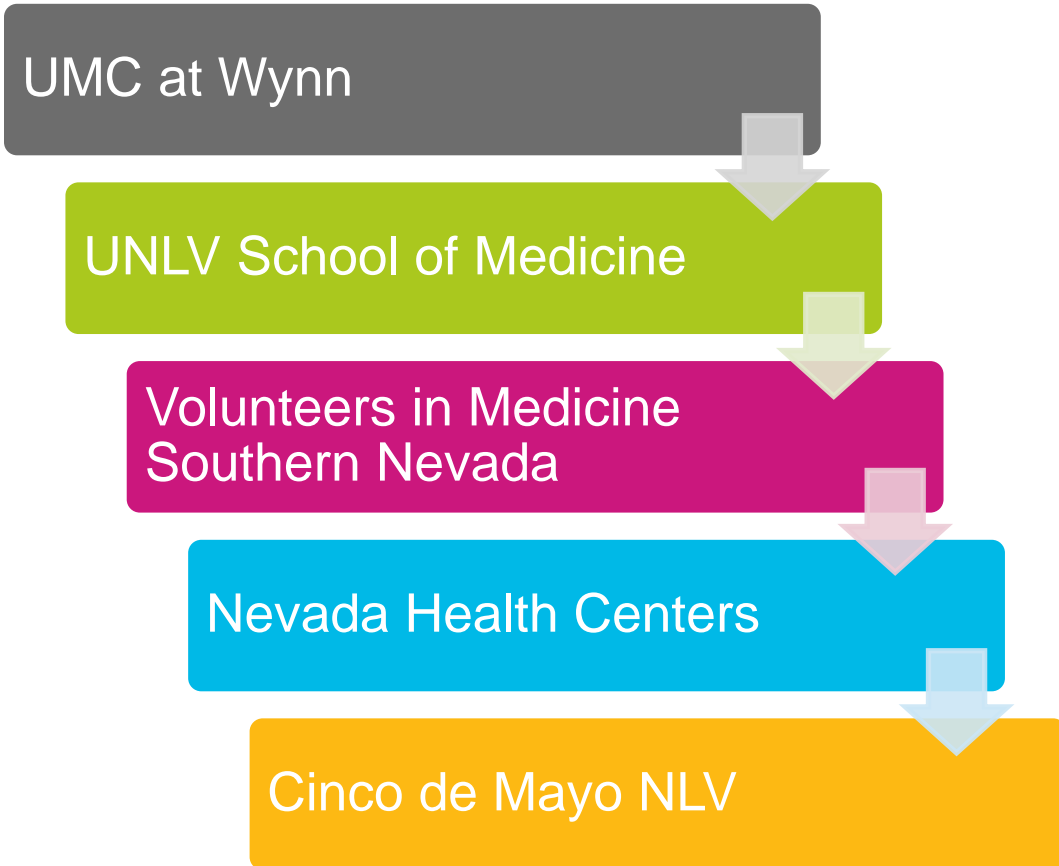
# Creating a COVID Taskforce



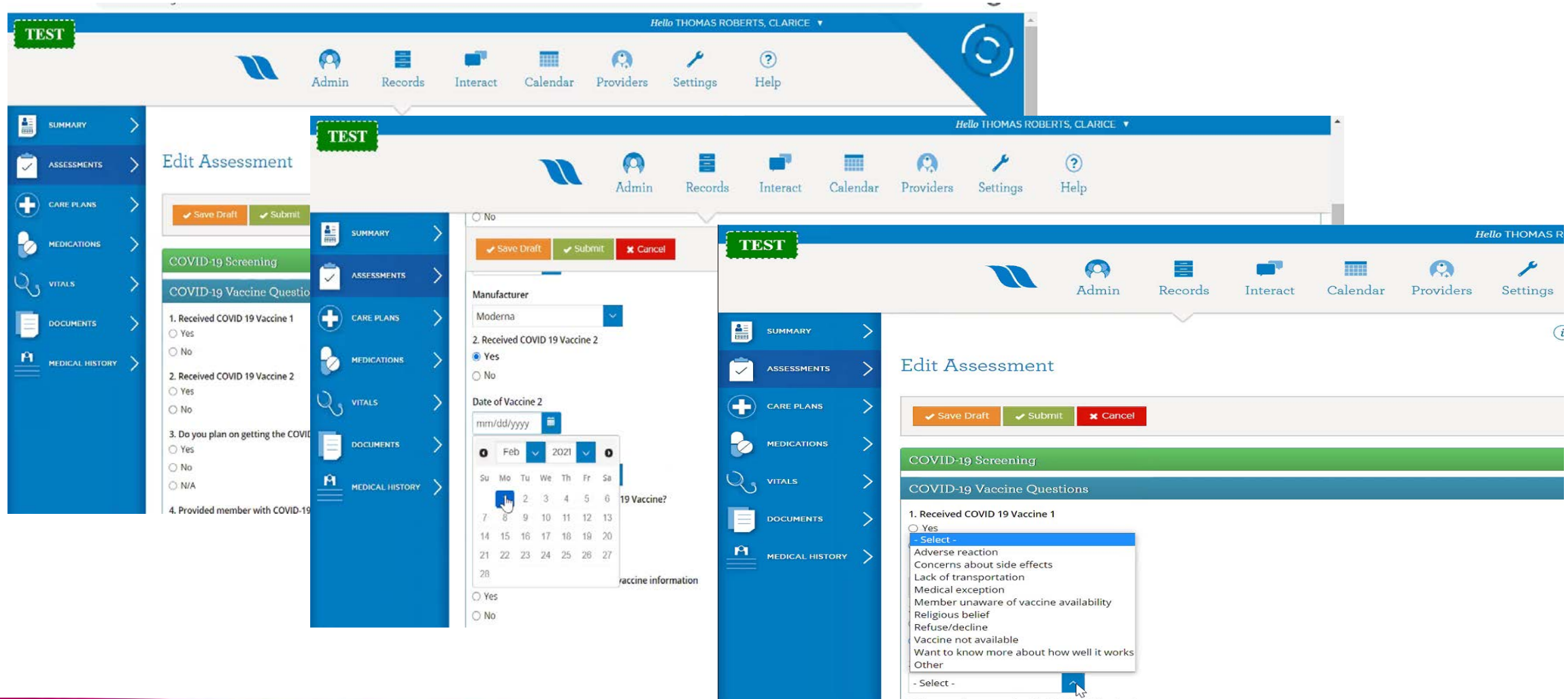
# Outreach Across Nevada



# Partnered Vaccination Events



# CM COVID Vaccine Outreach Documentation



TEST

Hello THOMAS ROBERTS, CLARICE

Admin Records Interact Calendar Providers Settings Help

TEST

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Summary

ASSESSMENTS

CARE PLANS

MEDICATIONS

VITALS

DOCUMENTS

MEDICAL HISTORY

Save Draft Submit

COVID-19 Screening

COVID-19 Vaccine Questions

1. Received COVID 19 Vaccine 1

Yes

No

2. Received COVID 19 Vaccine 2

Yes

No

3. Do you plan on getting the COVID-19 Vaccine?

Yes

No

N/A

4. Provided member with COVID-19 Vaccine information

Manufacturer

Moderna

2. Received COVID 19 Vaccine 2

Yes

No

Date of Vaccine 2

mm/dd/yyyy

Feb 2021

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Yes

No

Save Draft Submit Cancel

TEST

Hello THOMAS ROBERTS, CLARICE

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Summary

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Save Draft Submit Cancel

COVID-19 Screening

COVID-19 Vaccine Questions

1. Received COVID 19 Vaccine 1

Yes

- Select -

- Adverse reaction
- Concerns about side effects
- Lack of transportation
- Medical exception
- Member unaware of vaccine availability
- Religious belief
- Refuse/decline
- Vaccine not available
- Want to know more about how well it works
- Other

- Select -

# High Risk Member Outreach

2300  
Manual  
Calls

812  
White

328  
Hispanic

251  
Black

24  
Pacific  
Asian  
Islander

Unknown  
32

1447  
Members In  
Highest Risk

114  
Reached

50  
Reached

40  
Reached

6  
Reached

1  
Reached

# Member Outreach

24,288

Contacted Members



32.1%

Percent of Members Contacted

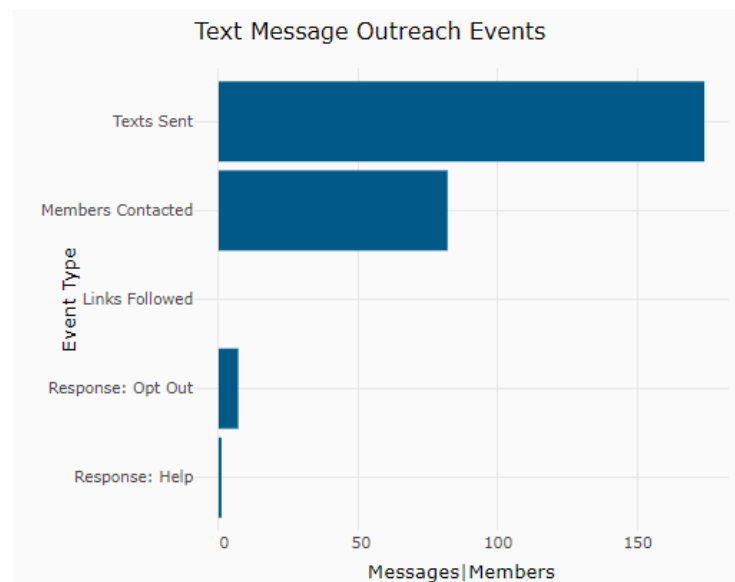


791

Members Vaccinated After Contact

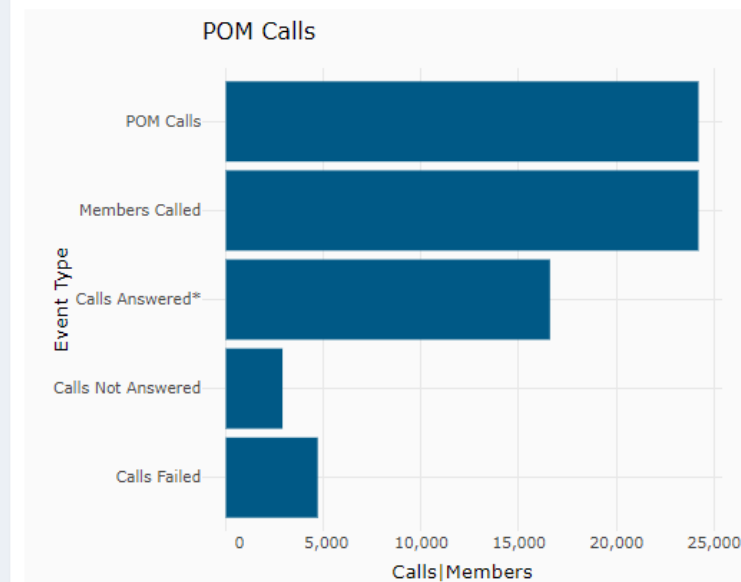


## Text Message Outreach



Completion Code (Rollback)	Medicaid--4/23/21	
Answer_Human	4,489	18%
Answer_Machine	11,621	47%
Answer-Xfer	157	1%
Application_Error	1	0%
Call_Answered	752	3%
Call_Busy	758	3%
Disconnected_By_User_CCA	1,359	5%
Fax_Machine	40	0%
Invalid_Number	2,225	9%
Network_Refusal	2,541	10%
No_Answer	854	3%
Restricted_DNC	30	0%
SIT_Tone	2	0%
Grand Total	24,829	100%

## POM Call Outreach



\* Calls may be answered by a person or an answering machine.



# Supporting Member Vaccine Access

## Non-Emergent Medical Transportation (NEMT)

Customer Service Agents will validate member has NEMT benefits and guide members through current process

Members who have this benefit will use current transportation brokers

Transportation will be set up through broker to and from COVID- 19 vaccination site

## Lyft Vaccine Alliance

Lyft Vaccine Alliance will be offering 60 million rides to vaccine sites.

Customer Service Agents or health plan representatives identify member doesn't have NEMT benefits.

Member will be referred to United Way-211. Community partners will then route ride credits to those in need.

## Lyft/SSHP Direct Capacity

Various options (Call center can book rides or credit code can be provided)

The Lyft credit code can be set using GEOfencing location to each vaccination site

# Provider Engagement and Support

SSHP set up a Coronavirus Information for web page for Providers.

- Announced all new bulletins and new updates to our broad network
- Acted as single location to keep providers up to date on new information.

Providers were given a roster of members who were stratified as more vulnerable to COVID-19 in an effort to focus early outreach to members who were at higher risk.

SSHP worked with our large FQHC's, who treat a large number of our patients in particular those in underrepresented communities, to outreach to members to facilitate vaccination among vulnerable populations. These events were in the communities where our members live, we also assisted in coordinating transportation to these events.

- NVHC held vaccination clinics to target our member population
- CHA held vaccination sites and utilized a mobile van for outreach to the homeless population

# Provider Engagement and Support

SilverSummit, in partnership with Centene, has recently undertaken an initiative in support of the national goal to vaccinate 70% of eligible Americans by July 4<sup>th</sup>.

The top 100 providers across Centene with the highest increase in vaccination rates as a result of this initiative will each receive a \$5,000 grant for medical equipment. Providers will be able to access targeted members for outreach in our Provider Portal.



# Vaccination Rates

**10,926**

Vaccine Records Received



**10,009**

Distinct Members

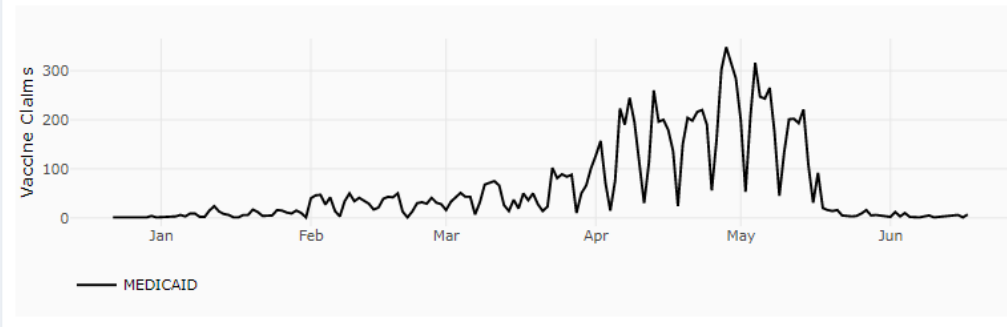


**13.11%**

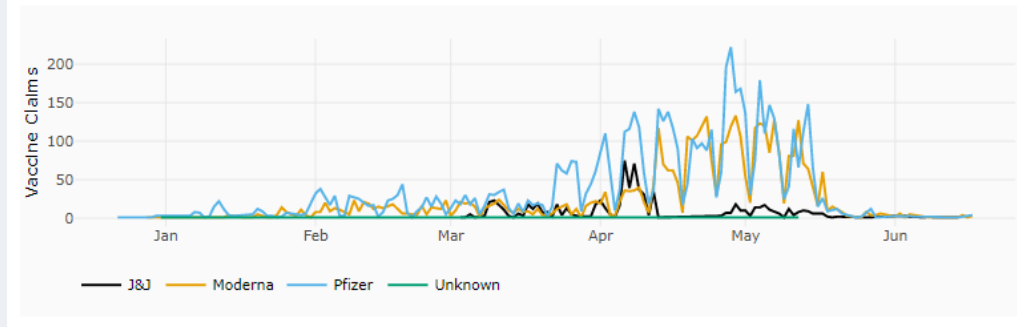
of Total Members



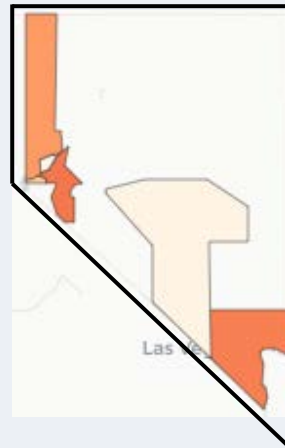
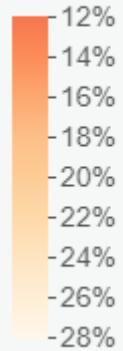
Vaccinations by Line of Business



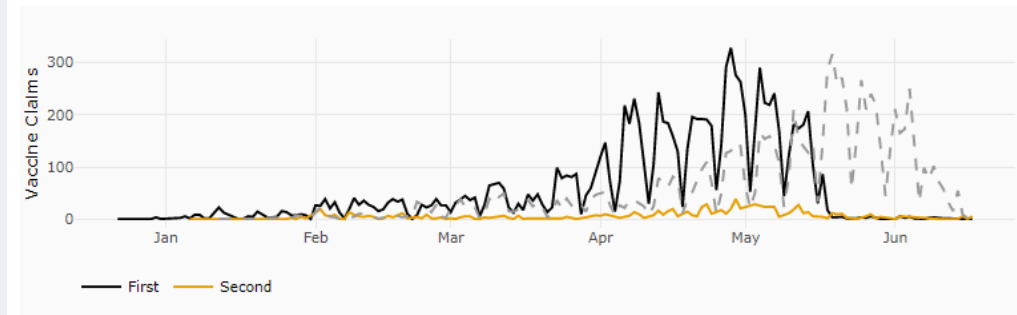
Vaccinations by Vaccine Type



Vaccinated Members



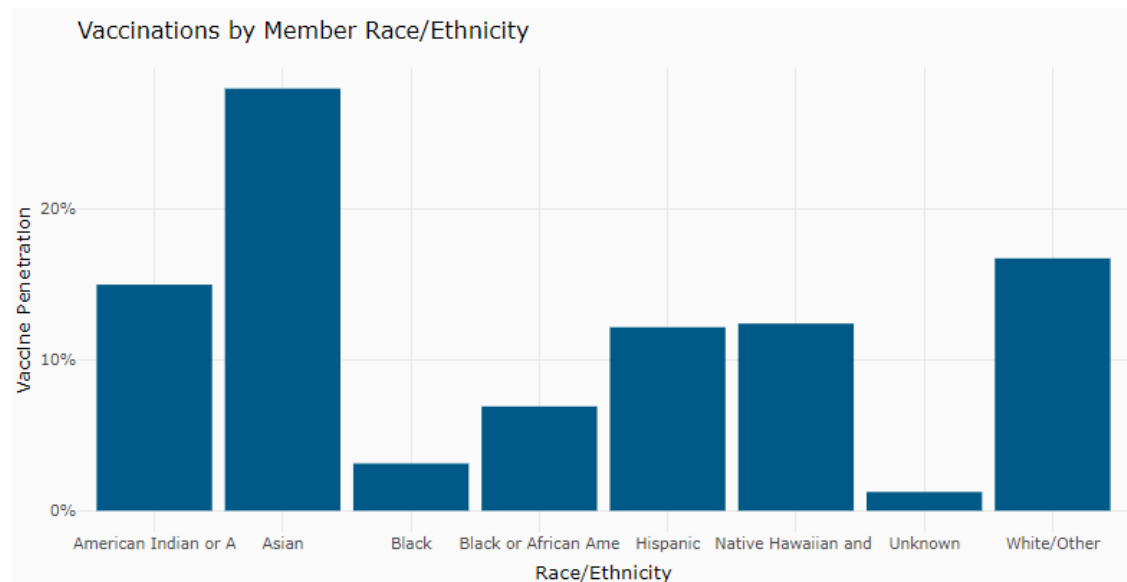
Vaccinations by Dose Sequence



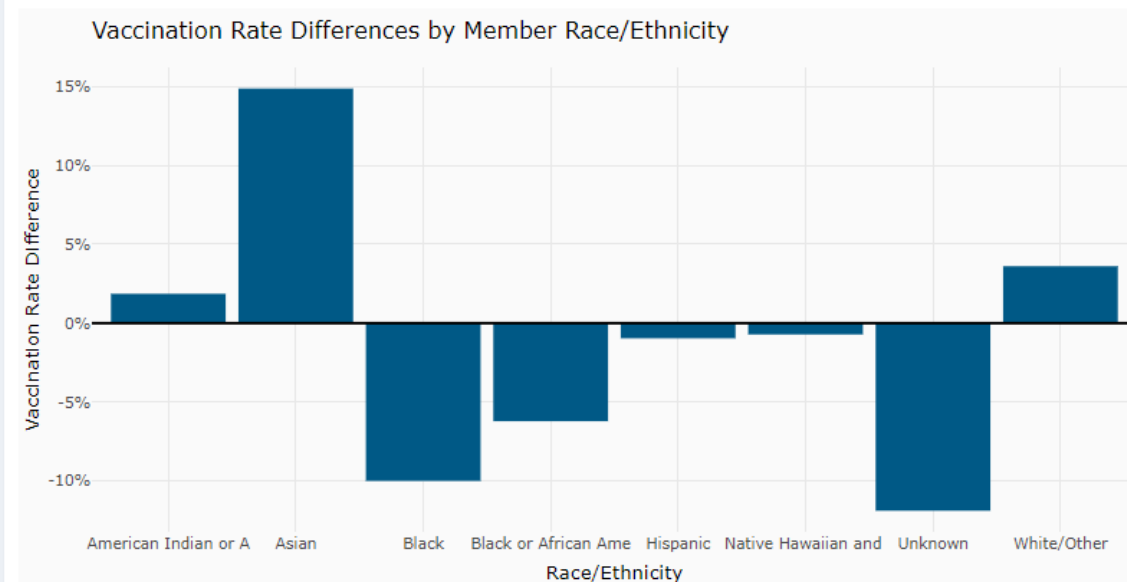
As of 06/11/21: Second Doses: **919** | Expected Second Doses: **9,040**

# Vaccine Demographics

Vaccinated Race/Ethnicity



Race/Ethnicity Distribution Differences



Race/Ethnicity	Members	Vaccinated Members	Vaccine Penetration	Vaccination Penetration Difference
American Indian or A	1,082	162	14.97%	1.86%
Asian	5,189	1,451	27.96%	14.85%
Black	64	2	3.12%	-9.98%
Black or African Ame	13,918	961	6.9%	-6.2%
Hispanic	18,583	2,258	12.15%	-0.96%

# Next Steps

- 
- Repeating POM Campaigns to Continue the Message
  - Partnership with HIE to Improve Data Capture
  - Targeted Outreach with Trusted Messengers Driven by Equity Data
  - Incentives for Providers for Vaccine Success
  - Continued Community Vaccination Effort Support in Impacted Areas
  - Case Management engagements for vaccine follow ups in highest risk