Emerging Strategies for Improving Adult Immunization

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WellPoint Flu Vaccine Outreach: 2010

• Targeted senior members in WellPoint Medicare Advantage plan who are more vulnerable than other segments to serious cases of the flu

• Flu vaccine reminder communications were sent to seniors in mid-November 2010

• There were three types of communications: 1.) phone call, 2.) postcard and 3.) phone call and postcard

• Approximately 55% of all Seniors had a flu shot before Anthem’s communication, roughly 8% got a flu shot after the communication
Amerigroup Influenza and Pneumonia Immunization Campaign Overview

• Provides education to high-risk Medicaid and Medicare members in addition to all providers

• All members receive at least one direct outreach per year

• Both providers and members considered to be high-risk receive at least three direct communications per year

Amerigroup Member Outreach

• Information regarding influenza and pneumonia risks and vaccination available all season through the member web portal

• Timed with the newsletter distributions, members considered high-risk receive influenza and pneumonia education through direct telephonic outreach

• Through the fourth quarter member newsletter, all members receive information on preventing influenza and pneumonia and where to obtain the vaccines
Amerigroup Provider Outreach

• Providers receive information regarding the latest guidance on the season and vaccine recommendations through the quarterly provider newsletter

• Providers receive a direct educational mailing, which includes information about the influenza and pneumonia recommendations along with a member-level report of all Amerigroup patients in their practice who have been identified as high-risk

• Amerigroup also distributes a mid-season blast fax to all providers to keep them abreast of the latest seasonal guidance from the Centers for Disease Control and Prevention

Amerigroup Immunization Outreach: 2010-2013

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<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td>Automated Member Calls</td>
<td>1,210,575 Households*</td>
<td>967,745 Households</td>
<td>1,312,822 Households ** Second wave to 478,909 Households</td>
<td>1,326,847 Households</td>
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<td>Provider Fax &amp; Reports</td>
<td>15,279 Providers</td>
<td>15,700 Providers</td>
<td>28,819 Providers ** Second wave to 1,984 high-volume providers</td>
<td>30,528 Providers</td>
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<tr>
<td>Member Newsletter</td>
<td>All Member Reach</td>
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<tr>
<td>Flu Shot Chart Stickers</td>
<td>10,000 Pieces</td>
<td>20,000 Pieces</td>
<td>20,000 Pieces</td>
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<td>Envelope Messaging</td>
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<td>Health Tips on Hold</td>
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<td>Web-Based Flu Shot Finder</td>
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* Included two sets of outreach calls for most members.
Q-and-A

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