

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

	2010	2011	2012	2013
Automated Member Calls	1,210,575 Households*	967,745 Households	1,312,822 Households ** Second wave to 478,909 Households	1,326,847 Households
Provider Fax & Reports	15,279 Providers	15,700 Providers	28,819 Providers ** Second wave to 1,984 high-volume providers	30,528 Providers
Member Newsletter	All Member Reach	All Member Reach	All Member Reach	All Member Reach
Flu Shot Chart Stickers	10,000 Pieces	20,000 Pieces	20,000 Pieces	20,000 Pieces
Envelope Messaging	All Member Reach	All Member Reach	All Member Reach	All Member Reach
Health Tips on Hold	All Member Reach	All Member Reach	All Member Reach	All Member Reach
Web-Based Flu Shot Finder	All Member Reach	All Member Reach	All Member Reach	All Member Reach

* Included two sets of outreach calls for most members.


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Q-and-A

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