



Promoting Adult Immunizations: UCare Activities



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Our Mission

UCare will improve the health of our members through innovative services and partnerships across communities.

UCare exists to provide comprehensive health care to selected populations through a community-based, holistic approach, and to support family medicine education and research to carry this philosophy of care into the future.



UCare

- An independent, nonprofit, health plan
- Serves 400,000-plus members in Minnesota and 26 western Wisconsin counties
- Largest Medicaid health plan in Minnesota
- Competitive provider network
- Strong member representation and feedback:
 - 40% of board of directors are members
 - Three Member Advisory Committees (Medicaid, persons with disabilities, and Medicare-eligible seniors)

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Member Demographics

UCare serves a culturally diverse membership.

State Public Programs

Caucasian	43%
African origin	26%
Asian origin	17%
Hispanic (all origins)	9%
Native American	2%
Other	3%





Strategies to Improve Vaccination Coverage

- Enhancing access to services
- Increasing community demand for vaccinations
- Provider and system-based interventions



Enhancing Access to Services

- Customer Services support members accessing care (use Find a Flu Shot database during influenza season)
- Interpreter Services
- Transportation
- Partner with Community Health Workers for preventive service education



My Health – “Caafumaadkaaga”

WellShare International Partnership

- Using CHWs to educate members on use of services
- Focus on prevention, address cultural concerns

Participant: “I like that I can call my doctor to be seen instead of waiting in the hospital waiting room for four hours.”



More Health and Wellness Programs

- **Incentives**
 - Immunizations & C&TC
- **Prenatal Booklet**
 - Includes immunization information for pregnant women.
- **Parents’ Guide**
 - Mailed to parents of members 0-6 months.
 - Provides immunization information for each age-specific well child visit.





Increasing Community Demand

- Member communications: newsletters, web site postings, reminder mailings and automated messages; Customer Service Hold line messages, annual fly mailer
- Member education through reimbursement of Public Health Nurse home visits (review immunizations)
- Participate in community events
- Care Coordinators educate members on flu shots during annual assessments
- Disease Management programs educate members on flu shots
- Member retention meetings distribute flu shots



Community Relations Outreach

- Participate in community-specific health fairs to provide education
- Work with community partners to provide vaccines (E.g., African American and Latino churches)





Provider and System-Based Interventions

- Majority of vaccinations given in private sector in MN
- Support vaccinations being given in nontraditional settings as well (community sites, pharmacies, etc)
- Encourage providers to input data into statewide registry (MN Immunization Information Connection)
- Maintain data sharing agreement with MIIC



Provider and System-Based Interventions Cont'd

- Provider communications:
 - Newsletters
 - Web posting of updates
 - Support culturally responsive approach with diverse patients
 - Clinic visits
 - Present at professional conferences
- Encourage providers to follow standards for adult immunization practice:
 - Assess, Recommend, Administer, Document



2014 Quality Management Priorities

- C&TC visits <15 months of age & 12-20 year olds
 - Incentives for being up to date with C&TC visits (including immunizations).
- Flu workgroup



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