



# Increasing Routine Prevention Services & Vaccinations in Children

A Collaboration between AHCCCS health plans, First Things First,  
TAPI, Greater Phoenix Urban League and community partners

# Partnerships

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# The Problem

- In collaboration with our AHCCCS Health Plans, through ad hoc claims reviews, we identified early indicators of a drop in well-child visits especially for school age children
- Sep 23, 2020: CMS issues a call to action following a drastic decline in vaccinations and preventive care for children in Medicaid & CHIP due to the COVID-19 pandemic
  - 1.7 million (22%) fewer vaccinations received by beneficiaries up to age 2
  - 3.2 million (44%) fewer child screening services, even after accounting for the increased use of telehealth
  - 7.6 million (69%) fewer dental services

# Mohave Childhood Immunization Event Planning

- Mohave County's COVID-19 vaccination efforts strained the VFC resources available to deliver usual childhood vaccinations.
- Collaboration led by First Things First with AHCCCS' Health Plans: Care1st and Health Choice, TAPI and community partners with ADHS, County Health Dept and AHCCCS
- On site vaccination event for all families in the community
  - Health Plans identified children with gaps for recruitment to the event
  - Health Plans' to ensure care coordination for travel
  - Navigators to identify SDOH needs
  - Incentives for vaccination Community Family fair event -

# Mohave County Immunization Collaboration

- Care1st Health Plan is honored to be part of the Mohave County collaboration. Care1st Health Plan is committed to its members who live in Mohave County by encouraging parents with young children to receive their well child visits and immunizations.
- Unfortunately, during the COVID pandemic, many children have fallen behind in their pediatric visits. In addition, vaccine hesitancy is a significant barrier for children to not receive their childhood vaccines.
- This steering committee is committed to continue its work with a variety of partners to build trust in the community that encourages good health care practices.
- Care1st will continue to be a partner in this collaboration to seek better outcomes for its members who live in Mohave County.

# Care1st Health Plan

Care1st Health Plan's Quality Improvement Team completed outreach calls to encourage members to attend childhood immunization events held throughout Mohave County. The goal of this outreach was to encourage parents with children to complete child well visits including updating the children's immunizations.

## Events:

- May 1<sup>st</sup> Bullhead City- North County Clinic – 405 members were contacted
- May 15<sup>th</sup> Kingman-North Country Clinic – 535 members were contacted
- May 15<sup>th</sup> Lake Havasu Aquatic Center – 432 members were contacted
- June 5<sup>th</sup> Bullhead City-Anderson Field House – 405 members were contacted



# Member Incentive and Sponsorship

- Care1st provided a \$25 gift card-per member-who attended the event and whose child received their well child visit and immunization(s)
- Care1st provided 70 lunches for clinical and volunteer staff for both the Kingman and Lake Havasu events held on May 15<sup>th</sup>
- Care1st provided a \$2,000 event sponsorship for the Anderson Field House event to cover the admission for children seeking to receive their immunization(s).
- Care1st had a staffed table at each event to answer questions that members and others may have had about their respective Care1st benefits.

# Health Choice Arizona Activities

- Health Choice Community Relations Team utilized Mohave County gap lists to complete member outreach calls.
- Parents and guardians were informed of their child's need for immunization and given information on their local immunization fair. Information was also given regarding the opportunity for well child visits at the fair (where applicable) as well as the Healthy Reward gift card for well child visits.
- Health Choice Performance Improvement Coordinators distributed flyers to practices in the area and discussed the fairs in meetings with provider groups.

## HEALTH CHOICE MEMBER OUTREACH NUMBERS:

- May 1<sup>st</sup> Bullhead City, North Country Clinic - **203 members contacted**
- May 15<sup>th</sup> Kingman, North Country Clinic – **544 members contacted**
- June 5<sup>th</sup> Bullhead City, Anderson Field House, Regional Center for Border Health – **415 members contacted**





# Health Choice Financial and Site Support

\$25 Healthy Reward gift cards given to members who attended the event and received their well child visit and immunizations.

35 lunches provided for clinical and volunteer staff for the Bullhead City, North Country event held on May 1<sup>st</sup>

Committed \$2,000 to sponsor Anderson Field House Family Fun Festival admissions for families with at least one child receiving immunizations

Health Choice staff were present at events to:

- Answer questions that members may have about their benefits
- Distribute educational materials related to health plan benefits
- Distribute information on how to apply for AHCCCS
- Distribute information regarding the Safelink/Tracfone program
- Give out hand sanitizer and masks





## First Things First, Health Choice and Care 1<sup>st</sup> Tables

- Bullhead City
- Anderson Field House 3<sup>rd</sup> Annual Family Fun Festival
- June 5, 2021



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# Summary

- First Things First connected Health Choice Arizona, TAPI (The Arizona Partnership for Immunization), Regional Center for Border Health, North Country HealthCare and Care First to organize immunization and well child events in Mohave County, Arizona.
- Events were held in Lake Havasu City, Bullhead City and Kingman between April and June 2021. The health plans and agencies worked together to spread the word and outreach individual families.
- The events were planned and implemented in a short time frame thanks to the collaboration of all involved.

 FIRST THINGS FIRST



# Milestones & Achievements

Established a very active Steering Committee with connections to local community partners

Planned and participated in 5 community health events

A successful partnership developed with RCBH and Pediatrician/NP provider to enroll into VFC and offer childhood immunizations

Served over 550 children

Provided more than 1000 childhood immunizations

Around 50% of children served were uninsured

Majority served were 4-5 and 11-13 year old



# Thank you!

Please contact Vince Torres at  
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information.