



# Alliance Well-Child Visit Member Letter and Robocall Campaign

October 1, 2020

Starting October 7, 2020, the Alliance will begin an outreach campaign in accordance with a Department of Health Care Services (DHCS) Early and Periodic Screening, Diagnostic and Treatment (EPSDT) Campaign. There are two (2) types of outreach which will be conducted: robocalls to landlines and member letters. It is anticipated that there will be an increase in visits due to this broad outreach campaign.

The robocalls and member letters will be sent in English, Spanish, and Hmong to members between the ages of 0-2 years, followed in 1-2 months by children 3-7 years, who have not had a well-child visit in the prior six (6) months. Robocalls and member letters will both highlight the following information:

- May be due for vaccines and lead screening or might need catching up
- Importance of visits and keeping scheduled appointments, even when the child is not sick
- These services are available to all members at no cost
- Importance of wearing a mask during COVID-19
- To call the doctor's office first for any health concerns
- Reminder of the Alliance Language Assistance Services

## **How will robocalls be conducted?**

- Start/End Date: October 7-31, 2020
- Seven (7) days a week (Monday-Sunday)
- Languages: English, Spanish, Hmong
- Three (3) attempts will be made to the members
- Delivered when a live member answers the phone or for a voicemail

## **Example of Member Letter Introduction:**

Our records show that your child may be due for a checkup, and may have not been seen for their well-child visit in the last six (6) months. A well-child visit includes checking if your child is up to date on vaccines and lead screening.

During the Coronavirus Disease 2019 (also called COVID-19) pandemic, we encourage you to keep your child's scheduled doctor visits to stay on track with their health goals. Please call your child's doctor if you are unsure if you should keep your child's appointment or reschedule. Many doctors' offices made changes in their clinic to protect you from COVID-19 and can schedule children for urgent or telephone and video visits.

## **Timely Access to Care Mandate:**

We would like to take this opportunity to remind all providers that timely access to care is mandated by Title 28 CCR Section 1300.67.2.2, and as specified by our contracts with the Department of Health

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Care Services (DHCS) and the Department of Managed Health Care (DMHC). This can be found on the Alliance Provider's Website at [http://www.ccah-alliance.org/timely\\_access.html](http://www.ccah-alliance.org/timely_access.html).

<b>Non-Urgent Care Appointments</b>	<b>Wait Times</b>
Primary care appointments (including first pre-natal visit and preventive visits)	10 business days
<b>Telephone Wait Time Standard</b>	<b>Wait Times</b>
Maximum wait time for telephone triage or screening services	30 minutes (during business hours)

If you have any questions, please contact your Provider Relations Representative at 800-700-3874, ext. 5504.