



1600 Green Hills Road, Suite 101 • Scotts Valley, CA 95066-4981 • (831) 430-5500
339 Pajaro Street, Suite E • Salinas, CA 93901-3400 • (831) 755-6000
530 West 16th Street, Suite B • Merced, CA 95340-4710 • (209) 381-5300

Memorandum

Date: January 1, 2011

To: Alliance Pediatricians

From: Provider Services Department

Re: Distribution of the “What To Do When Your Child Gets Sick” book

Beginning January 1st, 2011, Alliance members in all programs will have an opportunity to participate in member incentives aimed to support them in engaging in healthy behaviors and improving their health outcomes.

One member incentive that we are excited to introduce is **ED Decision Improvement**. For this incentive, parents and guardians who receive the “What to do when your child gets sick” book and complete and return the included survey will be entered into a raffle for a \$50 gift card. One monthly raffle will be held in each of the three counties in our service area.

The intended audience for the book is parents and guardians of linked members, ages 0-6. The book gives parents an opportunity to increase their knowledge about how to care for a sick child at home and when it’s appropriate to contact their PCP or call 911. The goal of the incentive is to reduce the number of preventable ED visits for pediatric members.

To allow the Alliance to measure the effectiveness of this member incentive we ask that you follow these guidelines for distribution:

- 1. Distribute the books only to Alliance Members.**
- 2. Distribute only one book per household for these members and, ask whether or not a member has already received a book before giving one out.**
- 3. Include CPT code 99071 on your claim form for the visit at which you distribute a book. This code is for Alliance tracking purposes only, please list 0.00 as reimbursement.**

Your participation in the distribution of this book is voluntary. Please contact Provider Services with any questions. We would like to partner with you to get this important tool to the parents of our members.

If your practice would like a limited supply of books that you can give to parents of your linked member’s ages 0-6, please contact your Provider Services Representative by January 31st, 2011.

Monterey & Santa Cruz County Providers may call (831) 430-5504 and Merced County Providers may call (800) 700-3974, extension 5514.