



For All of L.A.

Clinical Care & Patient Experience Initiatives for 2025

Initiative	Launch Date*	Lines of Business**	Target Audience	Description/Notes
AdhereHealth Adherence Program	April 2025	D-SNP	Members	AdhereHealth performs outreach to members to assist with medication adherence, health screenings, and assess appropriate statin medication use.
AdhereHealth Statin Therapy for Patients with Cardiovascular Disease (SPC) Outreach	Fall 2025	D-SNP	Provider	Provider outreach to recommend appropriate statin use in members with atherosclerotic cardiovascular disease (ASCVD) per clinical guidelines. Providers are encouraged to assess for appropriateness of statin therapy and statin dose.
After Hours Care Email	May 2025	LACC MCLA D-SNP	Members	One-time emails informing members of their non-ED options to receive emergency care after hours, in hopes of reducing ED utilization.

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Antidepressant Medication Management Member Robocalls	On-going	LACC D-SNP	Members	Weekly automated calls to remind members who have overdue antidepressant medication refills to pick up their medications.
Asthma Member Mailer	May 2025	LACC MCLA	Members	Asthma mailer contains educational material emphasizing asthma rule of 2's and labels for relievers and controls.
Asthma Member Email	May 2025	LACC MCLA	Members	Asthma mailer contains educational material emphasizing asthma rule of 2's and labels for relievers and controls. Version is for members who have current email address on file.
Asthma Provider Mailer	On-going	LACC MCLA	Providers	Asthma mailer contains updates regarding treatment guidelines related to asthma management.
At Home Testing Kits for HbA1c, Kidney Health, and Colorectal Cancer Screening	On-going	LACC MCLA D-SNP	Members	Kits ship directly to eligible members and returned via mail or dropped off at a Walgreen's Health Corner. The member and the member's PCP will receive the test results.
Back To Care Social Media Campaign	Summer 2025	Community-based	Community-based	Social media campaign encouraging members of targeted communities to resume routine care and obtain preventive health screenings.
Birthday Cards	On-going	MCLA D-SNP	Members	Birthday cards with preventive health reminders.

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Birthday Card: One Year	On-going	LACC MCLA	Members	Birthday card to members turning one with preventive health reminders.
Black Breastfeeding Week Social Media Post	August 2025	Community-based	Community-based	Social media post to encourage breastfeeding and raise awareness of the benefits of breastfeeding amongst the Black/African-American population.
Black Maternal Health Week Social Media Post	April 2025	Community-based	Community-based	Social Media post promoting BMHW to raise awareness of the Black/African-American maternal and infant mortality disparity and how to help reduce racial disparities in healthcare.
Blood Lead Screening Mailer	September 2025	MCLA LACC	Members	Mailer encouraging parents/guardians of members under the age of 2 to get a blood lead test.
Blood Lead Screening Provider Letter Fax Blast	May 2025	MCLA LACC	Providers	Provider Letter fax blast to education providers on blood lead practices
Breast Cancer Screening Calls	May 2025/ September 2025	LACC MCLA D-SNP	Members	Automated calls to members due for mammogram screening.

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Breast Cancer Screening Mailings	May 2025/ September 2025	LACC MCLA D-SNP	Members	Mailer to members due for mammogram screening.
Breast Cancer Screening Social Media	October 2025	Community-based	Community-based	Social media posts encouraging breast cancer screening.
Breast Cancer Screening Text Messages	May 2025	LACC MCLA D-SNP	Members	Text messages to educate members about Breast Cancer Screening.
Breastfeeding Social Media Post	August 2025	Community-based	Community-based	Social media post encouraging birthing parents to continue breastfeeding and the benefits of breastfeeding.
Bright Futures Periodicity Schedule Mailings	Fall 2025	Medi-Cal LACC	Providers	Mailer to providers for childhood services which includes the Recommendations for Preventive Pediatric Health Care based off the Bright Futures and the American Academy of Pediatrics Periodicity Schedule.
California Right Meds Collaborative (CRMC)	On-going	LACC MCLA PASC D-SNP	Members	Specially trained community pharmacists provide chronic disease management and education to qualified members.

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Care for Older Adults – Medication Review	On-going	D-SNP	Providers	Medication reviews conducted by pharmacists to minimize medication duplication and complexity, resolve discrepancies, and increase patient adherence. Reviews are faxed to the member’s PCP to upload into the patient’s medical record.
Cervical Cancer Screening Calls	March2025/ July 2025	LACC MCLA D-SNP	Members	Automated calls to members due for cervical cancer screening.
Cervical Cancer Screening Mailings	March2025/ July 2025	LACC MCLA D-SNP	Members	Letter and postcard to members encouraging cervical cancer screening.
Cervical Cancer Screening Social Media	January 2025	Community-based	Community-based	Social media posts encouraging cervical cancer screening.
Cervical Cancer Screening Email	March 2025/ July 2025	MCLA	Members	Email campaign to educate members about Cervical Cancer Screening.
Cervical Cancer Screening Text Messages	March2025	LACC MCLA D-SNP	Members	Text messages to educate members about Cervical Cancer Screening.
Child and Adolescent Immunization Social Media Campaign	April 2025	Community-based	Community-based	Social media ads encouraging child and adolescent immunizations.

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Child and Adolescent Well-Visit Reminder Calls	April and September 2025	LACC MCLA	Members	Automated calls to guardians of members 0-21 years old and to young adult members encouraging checkups and shots.
Child and Adolescent Well Visit Reminder Postcards	June 2025	LACC MCLA	Members	Postcards to the guardians of members 3-21 year's old and young adult members, encouraging checkups and shots.
Childhood Immunization Series Combination 10 (CIS-10) Member Incentive	Ongoing	MCLA LACC	Members	\$100 incentive awarded to members turning two years old between 1/1/2025 and 12/31/2025 that complete their CIS-10 vaccine series by their 2 nd birthday. Members that complete the series before 8/1/2023 are ineligible for the incentive. Members will receive postcards regarding the incentive and robo-calls reminding them their child may be missing vaccines.
Colorectal Cancer Screening Calls	April 2025/ August 2025	LACC MCLA D-SNP	Members	Automated calls to members due for colorectal cancer screening.
Colorectal Cancer Screening Mailings	April 2025/ August 2025	LACC MCLA D-SNP	Members	Mailer to members due for colorectal cancer screening.
Colorectal Cancer Screening Member Incentive (\$50)	On-going (until December 31, 2025)	LACC	Members	\$50 incentive awarded to members who complete appropriate screening for colorectal cancer.

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Colorectal Cancer Screening Infographic	March 2025	Community-based	Community-based	Infographic educating the community in the importance of colorectal cancer screening and following up after a positive screening.
Colorectal Cancer Screening Email	April 2025/ August 2025	LACC MCLA D-SNP	Members	Email campaign to members due for colorectal cancer screening.
Colorectal Cancer Screening Text Message	May 2025	LACC MCLA D-SNP	Members	Text messages to educate and remind members to screening for colorectal cancer.
Comprehensive Adherence Solutions Program (CASP)	On-going	D-SNP	Members	Pharmacists and pharmacy technicians call members to resolve any medication adherence issues.
Concurrent Drug Utilization Review (CDUR)	On-going	LACC PASC D-SNP	Members	Administered by Navitus – program helps pharmacists in protecting member health and safety by ensuring they receive the appropriate medications.
Concurrent Use of Opioids and Benzodiazepines (COB) Provider Letters	Q1 2025	D-SNP	Providers	Letters faxed to prescribers with the goal of ensuring coordination of care and potential deprescribing prior to the member entering the measure.
Depression Screening Letters	January 2025	MCLA	Medical Groups/IPAs	Notification to medical groups/IPAs that explains the importance of depression screening/follow-up and the need for accurate coding for this measure

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Diabetes Care Text Messages	April 2025	LACC D-SNP	Members	Text messages to educate members about Comprehensive Diabetes Care.
Diabetes + Kidney Health Provider Letter	March 2025	LACC D-SNP MCLA	Members	Provider letter educating doctors on the KED Measure.
Diabetes Management + KED Mailer	March 2025	D-SNP LACC MCLA	Members	Diabetes 'white-board' magnet mailer including dry erase markers encouraging members to record their most recent A1c, blood pressure reading, diabetic screenings (eye), daily medication and getting their annual Kidney Health Evaluation complete.
Diabetic Retinal Eye-Exam Reminder Letter	June 2025	D-SNP LACC MCLA	Members	Letter encouraging members diagnosed with diabetes to visit an eye-care provider for a retinal-eye exam.
Diabetic Retinal Eye-Exam Reminder Letter - Email	June 2025	D-SNP LACC MCLA	Members	Letter encouraging members diagnosed with diabetes to visit an eye-care provider for a retinal-eye exam. Version is for members who have current email address on file.
Direct Network P4P Performance Reports	December 2025	Direct Network	Providers/ Clinics	Performance reports and incentive checks for the Direct Network P4P program are mailed.

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Direct Network P4P Program Description	April 2025	Direct Network	Providers/ Clinics	L.A. Care's Direct Network P4P Program Description for solo/small group physicians and community clinics are mailed to provider offices and posted on the provider portal.
DocGo In-Home Care Visits	March 2025	DSNP LACC (MCLA later)	Members	L.A. Care is partnering with DocGo to provide in-home care visits, vaccinations, and other health services for eligible members to help close care gaps and eliminate transportation-related barriers to care.
Encounter Reports	Quarterly	Medi-Cal LACC D-SNP	PPGs Plan Partners	Reports for providers to track how they are performing on encounter timeliness and volume.
Fight the Flu Incentive Postcard	August 2025	D-SNP	Members	Flu shot reminder postcards with \$25 incentive information mailed to members.
Fight the Flu & Covid MyHIM Message	September - March 2025	LACC MCLA PASC D-SNP	Members	Target messaging on flu and Covid vaccine clinic promotion to members who enroll in the MyHIM member portal.
Fight the Flu & Covid Provider Email	September 2025	LACC MCLA PASC D-SNP	PPGs/ Direct Network	Tips for flu and Covid shot promotion sent to appropriate providers via email.

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Fight the Flu Provider Fax Blast	December 2025	LACC MCLA PASC D-SNP	PPGs/ Direct Network	Tips for flu and Covid shot promotion sent to appropriate providers via email.
Fight the Flu Shot Automated Reminder Calls	September 2025	LACC MCLA PASC D-SNP	Members	Automated call reminding members to get the annual flu and Covid shot.
Fight the Flu & Covid Shot Pre-screen Message	September - December 2025	LACC MCLA PASC D-SNP	Members	Recorded reminder to get the flu and Covid shot included in pre-screen message members hear when calling into L.A. Care's Member Services.
Fight the Flu & Covid Shot Reminder Email	September 2025	LACC PASC	Members	Email reminding members to get the annual flu and Covid shot.
Fight the Flu & Covid Social Media Campaign	September 2025	Community-based	Community-based	Facebook and Instagram campaign targeting high-risk groups and families to promote the annual flu and Covid shot and connecting individuals to additional educational resources.
Fight the Flu & Covid Texting Campaign	September 2025	LACC MCLA PASC D-SNP	Members	Fight the flu texting campaign will be sent to members as a reminder to get their flu and Covid shot throughout the flu season.

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Flu Text Campaign for Children	September 2025	MCLA LACC	Members	Text messages to remind guardians to vaccinate their children ages 0-2 years old (member) against the flu.
Follow-Up After an ED Visit for Mental Illness	On-going	MCLA	Members	Carelon conducts live telephonic outreach to members after an ED admission to assess and offer support.
Follow-Up After a Hospital Admission for Mental Illness	Ongoing	LACC D-SNP	Members	Carelon conducts live telephonic outreach to members after hospital admission to assess and offer support.
Follow-Up After ED Visit (Multiple Chronic Conditions, Mental Illness, and/or Substance Abuse) Text Messaging	June 2025	LACC MCLA D-SNP	Members	A text message reminding member to follow up with their PCP after an ED visit. Resources to behavioral health services and their provider are included
Healthy Baby Mailer and Robocall	Monthly	LACC MCLA	Members	Mailer and automated call sent to families with children who are newborn or newly enrolled between 0-6 months of age.

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Healthy Mom Postpartum Outreach Calls	On-going	LACC MCLA D-SNP	Members	Live agent calls to members who recently delivered to provide assistance with postpartum appointment scheduling and coordination of interpreting and transportation services. Members with a completed postpartum visit receive \$40 gift card incentive.
Healthy Pregnancy Prenatal Monthly Mailing	On-going	LACC/D MCLA PASC D-SNP	Members	Trimester specific health education materials are mailed to MCLA pregnant members with identified due dates. General welcome prenatal letter is mailed to pregnant members, in all lines of business, without trimester information. Members are invited to access health education materials and resources through L.A. Care's My Health In Motion™ (MyHIM) health and wellness portal.
High Risk Pregnancy Program Member Letters	On-going	LACC/D MCLA PASC D-SNP	Members	Letter for opt-in program directing members to access health education materials and resources through L.A. Care's My Health In Motion™ (MyHIM) health and wellness portal.
Home Visiting Day Social Media Campaign	April 2025	Community-based	Community-based	Social media post to encourage expectant or parenting families to enroll in a home visiting program.

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Hypertension Self-Management Magnet Mailer	July 2025	D-SNP LACC MCLA	Members	Educational mailer with a hypertension self-management magnet whiteboard designed for member to put on their refrigerator and track their own blood pressure.
Infant and Toddler Well Visit Reminder Postcards	June 2025	LACC MCLA	Members	Postcards to the guardians of members 0-30 months old encouraging well-child visits and shots.
L.A. Cares About Asthma® Program Member Letters	On-going	LACC/D MCLA PASC D-SNP	Members	Letter for opt-in program directing members to access health education materials and resources through L.A. Care's My Health In Motion™ (MyHIM) health and wellness portal.
L.A. Care's About COPD Program Member Letters	On-going	LACC/D MCLA PASC D-SNP	Members	Letter for opt-in program directing members to access health education materials and resources through L.A. Care's My Health in Motion™ (MyHIM) health and wellness portal.
L.A. Cares About Diabetes® Program Member Letters	On-going	LACC/D MCLA PASC D-SNP	Members	Letter for opt-in program directing members to access health education materials and resources through L.A. Care's My Health In Motion™ (MyHIM) health and wellness portal. Members with diabetes and chronic kidney diseases receive additional materials and resources on kidney self-care.

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Lead Screening Reports	Monthly	MCLA	Providers/ PPGs/ Clinics	Missing lead screening reports available on the provider portal and are updated monthly for PPG/DN.
Lead Screening Text Messages	May 2025	MCLA LACC	Members	Series of text messages encouraging parents/guardians of members under the age of 2 to screen for lead and provide lead poisoning prevention information.
Mail Order Pharmacy Advertisement	On-going	Community-based	Community-based	Promoting the use of our mail order pharmacy services using the L.A. Care website and on-hold phone messages.
Maternal Health Awareness Day	January 2025	Community-based	Community-based	Social media post to raise awareness about accessing maternal health care to improve birth outcomes.
Maternal Mental Health Social Media Post	May 2025	Community-based	Community-based	Social media post to raise awareness that pregnant persons can be affected by a perinatal mood disorder during and/or after pregnancy and to encourage them to seek help.
Meals As Medicine	On-going	MCLA D-SNP	Members	Community Supports program offering home-delivered, medically-tailored meals. Eligible members received 2 meals per day or a weekly produce box for up to 12 weeks. Extensions available if medically necessary (with new service authorization request form from treating provider).

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Medicare Plus VIIP Program Description	October 2025	D-SNP	PPGs	L.A. Care's VIIP+P4P for PPGs. The Program Description is e-mailed.
Medication Adherence Reminder Robocalls	On-going	LACC D-SNP	Members	Weekly automated calls to remind members who have overdue refills to pick up their adherence (STAR) medications.
Medication Therapy Management (MTM) Outreach	On-going	D-SNP	Members/ Providers	Comprehensive Medication Review outreaches consisting of telephonic outreach, texts, and/or postcards to eligible members by Navitus Clinical Engagement Center (CEC). Recommendations identified from medication reviews are sent to providers.
Missing Vaccine(s) Reports	Monthly	LACC MCLA	Providers/ PPGs/ Clinics	CIS-10 and IMA-2 reports with missing vaccines by antigen are available on the Provider Portal and by email request to Incentive_Ops@lacare.org
Opioid Home Program	On-going	D-SNP	Members	Pharmacy/Prescriber lock-in for members over utilizing opioids and/or benzodiazepines.
Osteoporosis Management in Women Who Had a Fracture – In Home DEXA Scan	On-going	D-SNP	Members	Member outreach calls offering in-home DEXA scan provided by HomeBase or discussing medication options.

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Osteoporosis Management in Women Who Had a Fracture – Outreach	On-going	D-SNP	Providers	Provider outreach calls and letters encouraging prescribers to remind and educate members of DEXA scan and osteoprotective medications.
<u>Patient Experience Trainings</u>	Spring, Summer, and Fall 2025	LACC Medi-Cal PASC D-SNP	PPGs/ Providers	A series of web-based trainings on how to improve patient experience and CG-CAHPS scores.
Pediatric Flu Member Incentive	Spring, Summer and Fall 2025	MCLA LACC	Members	\$30 incentive to members for completing one flu shot for eligible 1- and 2-year-olds.
Perinatal Text Messaging Campaign	On-going	MCLA LACC/D	Members	Text messages sent to members educating them about perinatal care and reminding them to schedule perinatal appointments.
Pharmacy Adherence Email Campaigns	April 2025	D-SNP	Members	Emails sent to members highlighting pharmacy benefits and resources to help members with their D-SNP plan and encourage medication adherence.

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Pharmacy Adherence Mailers	April 2025	D-SNP LACC	Members/ Providers	Letters sent to providers and members to encourage medication adherence.
Pharmacy Home Program	On-going	LACC PASC	Members	Pharmacy/Prescriber lock-in for members over utilizing opioids and/or benzodiazepines.
Pharmacy 100-Day Provider Letter	On-going	D-SNP	Providers	Letters mailed to prescribers to encourage them to convert their patients' medications to a 100-day supply.
Pharmacy 100-Day Supply Text Campaign	On-going	D-SNP	Members	Text messages sent to members to encourage switching their medications to a 100-day supply.
Pharmacy Refill Reminder Text Campaign	On-going	D-SNP	Members	Text messages to remind members who with overdue refills to pick up their STAR medications.
Pharmacy Social Media Campaign	On-going	D-SNP	Members	Posting on social media to engage more members and encourage medication adherence.
Pharmacy Welcome Postcards	April 2025	D-SNP	Members	Postcards sent to members to highlight pharmacy benefits and resources, helping members with their D-SNP plan and encourage medication adherence.
Physician P4P Payment Reports	December 2025	Medi-Cal	Providers/ Clinics	Payment reports and incentive checks for the P4P program are mailed.

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Physician P4P Program Descriptions	April 2025	Medi-Cal	Providers/ Clinics	L.A. Care's Physician P4P Program Description for solo/small group physicians and community clinics is mailed to provider offices and posted on the provider portal.
Plan Partner Incentive Payment Reports	December 2025	Medi-Cal	Plan Partners	Payment reports for the incentive programs are e-mailed.
Plan Partner Incentive Program Descriptions	April 2025	Medi-Cal	Plan Partner	L.A. Care's Plan Partner Incentive Program Description is e-mail and posted on the Provider Portal.
Polypharmacy: Use of Multiple Anticholinergic Medications in Older Adults (Poly-ACH) Provider Letters	Q1 2025	D-SNP	Providers	Letters faxed to prescribers with the goal of ensuring coordination of care and reducing polypharmacy with anticholinergic medications.
Prenatal Vaccination Social Media Post	August 2025	Community-based	Community-based	Social media post to educate birthing parents of the importance of protecting themselves and their babies by getting the recommended vaccines while pregnant.
Prescriber Scorecard for Pharmacy Measures	On-going	D-SNP	Providers	Mailers are sent to providers regarding their patients' performance for pharmacy-related STAR measures. Providers can see how their patients are performing in comparison to patients of other prescribers in their specialty peer group.

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Preventive Health Guideline Mailing	September 2025	MCLA Direct Network	Members	Guide to preventive services for adults.
Prior Authorization Memo	May 2025	LACC MCLA D-SNP	PPGs	Memo informing PPGs that no prior authorization is needed for obstetrical care, breast cancer screenings, and cervical cancer screenings.
Provider Opportunity Reports (PORs)	Monthly	LACC Medi-Cal D-SNP	Providers/ PPGs	PORs include summary and member detail reports for all providers. Reports are sent out so providers/PPGs can monitor rates throughout the year and can close gaps.
<u>QI Wednesday Webinars</u>	On-going	LACC MCLA PASC D-SNP	Providers	Monthly educational webinars for medical groups and/or providers. Visit our 'QI webinars' page on lacare.org for more information.
Retrospective Drug Utilization Review (RDUR) Mailing	On-going	LACC MCLA PASC D-SNP	Providers	Prescribers are notified of members receiving prescriptions from high number of prescribers, high utilization of controlled medications, and high utilization of medications that have a potential for overuse/abuse and are encouraged to take appropriate action.

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PASC - L.A. Care offers the Homecare Workers Health Care Plan, also known as the PASC-SEIU Plan

Initiative	Launch Date*	Lines of Business**	Target Audience	Description/Notes
Statin Therapy for Patients with Diabetes/Cardiovascular Disease Letters	Fall 2025	D-SNP	Providers	Prescribers are notified by fax/mail of members with diabetes or cardiovascular disease who may benefit from a statin medication. Providers are encouraged to assess for appropriateness of statin therapy and statin dose.
Targeted Medication Review (TMR) Letters	On-going	D-SNP	Providers	Letters faxed to prescribers to resolve medication-related issues as part of the MTM (Medication Therapy Management) program.
Topical Fluoride Varnish Kits	February 2025	MCLA-Direct Network	Clinics	Provide Topical Fluoride Varnish kits to high volume Transform LA clinics.
Transitional Care Services for Pregnant or Postpartum Members	On-going	MCLA	Members	Telephonic support for pregnant or postpartum members (up to 12 months) after a facility discharge. Services include scheduling follow-up visits and connecting them to resources.
VIIP+P4P Payment/ Performance Report	December 2025	LACC Medi-Cal D-SNP	PPGs	Payment and performance reports for the incentive programs are e-mailed and mailed.
VIIP+P4P Program Description	April 2025	LACC Medi-Cal	PPGs	L.A. Care's VIIP+P4P for PPGs. The Program Description, by line of business, are e-mailed and posted on the Provider Portal.

Subject to change without notice. Rev March 2025

**D-SNP – L.A. Care Medicare Plus Duals Special Needs Plan

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Initiative	Launch Date*	Lines of Business**	Target Audience	Description/Notes
Well Child Text Messages (0-30 months old)	March and August 2025	MCLA LACC	Members	Encourage guardians of members 0-30 months to schedule check-ups and shots for their child.
Well Child Text Messages (3-21 years old)	April and August 2025	MCLA LACC	Members	Encourage guardians of members 3-17 and members 18-21 years old to schedule check-ups and shots for their child. Campaign includes member feedback survey.
Well Child Visits in the First 30 Months of Life (W30) custom report	Monthly	LACC Medi-Cal	Plan Partners/ Providers/ PPGs/ Clinics	Custom report that contains detailed data for members turning 15 months and 30 months in the measurement year, including last date of service and number of well child visit to date.
Well Child Visits in the First 30 Months of Life (W30) Member Incentive	Ongoing	MCLA LACC	Members	\$50-\$150 incentive for completing well-child visits before turning 15 months. \$50 incentive to members for completing one visit between 15-30 months.
Well Child Visits and Preventive Care Social Media Campaign	July 2025	Community-based	Community-based	Social media messages to encourage guardians of members 0 months-21 years to schedule a check-up, developmental screenings, and vaccinations for their child.

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