

**Government Business Division
Policies and Procedures**

Section (Primary Department) Health Education		SUBJECT (Document Title) Delivery of Health Education Programs and Services - CA	
Effective Date 04/06/2004	Date of Last Review 06/04/2024	Date of Last Revision 06/04/2024	Dept. Approval Date 06/04/2024
Department Approval/Signature:			

Policy applies to health plans operating in the following State(s). Applicable products noted below.

Products	<input type="checkbox"/> Arkansas	<input type="checkbox"/> Iowa	<input type="checkbox"/> Nevada	<input type="checkbox"/> Tennessee
<input checked="" type="checkbox"/> Medicaid/CHIP	<input checked="" type="checkbox"/> California	<input type="checkbox"/> Kentucky	<input type="checkbox"/> New Jersey	<input type="checkbox"/> Texas
<input type="checkbox"/> Medicare/SNP	<input type="checkbox"/> Colorado	<input type="checkbox"/> Louisiana	<input type="checkbox"/> New York	<input type="checkbox"/> Virginia
<input type="checkbox"/> MMP/Duals	<input type="checkbox"/> District of Columbia	<input type="checkbox"/> Maryland	<input type="checkbox"/> New York (WNY)	<input type="checkbox"/> Washington
	<input type="checkbox"/> Florida	<input type="checkbox"/> Minnesota	<input type="checkbox"/> North Carolina	<input type="checkbox"/> West Virginia
	<input type="checkbox"/> Georgia	<input type="checkbox"/> Missouri	<input type="checkbox"/> Ohio	<input type="checkbox"/> Wisconsin
	<input type="checkbox"/> Indiana	<input type="checkbox"/> Nebraska	<input type="checkbox"/> South Carolina	

POLICY:

Anthem Blue Cross Medicaid (Plan) member health education programs and services are designed to assist members with reducing health risks by providing education about healthy lifestyle behaviors. Members are offered health education materials on a variety of topics including, but not limited to, immunizations, tobacco cessation, alcohol and drug use, prevention of sexually transmitted infections, HIV/AIDS, family planning, unintended pregnancy, nutrition and weight management, exercise and physical activity, injury prevention, and parenting skills. Members who are interested in receiving health education classes can be referred to the Health Education department, which can connect them to available classes with the Plan’s hospital partners and community partners. Where access barriers exist, members can be connected to a Health Promotion Consultant for assistance. The Plan’s health management programs include a prenatal program for pregnant members, and nine NCQA-accredited disease management / population health programs which address conditions such as asthma, diabetes, and cardiovascular disease.

Additionally, the Health Education department is responsible for offering Providers information on health education programs, available services, training materials and information on State and local policies pertaining to health education.

DEFINITIONS:

None

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PROCEDURE:

Administrative Oversight

All health education program activities are coordinated and integrated with the plan's overall health care and quality improvement plan under the direction of a full-time Clinical Quality Program Director. This individual has a master's degree in public health with specialization in health education.

Program Delivery

The Plan maintains an organized delivery of programs which meet the health, social, cultural, linguistic, and health education needs of members using educational strategies and methods that are appropriate for members and effective in achieving behavioral change for improved health. The Population Needs Assessment and other data sources are evaluated to establish program priorities to address health issues, social needs, and health disparities of members.

Program Scope

The Plan provides all programs and services at no charge to members directly and/or through subcontracts or other formal agreements with providers, contracted hospitals, and community-based organizations that have expertise in delivering care coordination and health education services. All educational strategies cover one or more of the service categories below:

A. Effective Use of Managed Health Care Services

The Plan educates new members on how to utilize managed care services, beginning with the new member packet. Information is presented in an easy-to-read format and at the appropriate reading level. Included in the new member packet are the preventive health guidelines that describe the preventive health services that are appropriate to every age group. Incentives may be offered to members for their participation in Quality Improvement initiatives regarding areas of health education or improved medical outcomes. The Member Services Guide includes information on how to access health education services. Additionally, members may call the Customer Care Center to assist members in preventive and primary care services. The CCC associates are trained on member programs and services and assist in enrolling members in those programs. See Table 1 for more information.

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B. Risk Reduction and Healthy Lifestyles

All health education services are developed to promote or achieve behavioral changes for improved health choices through:

Member newsletters

Provide an opportunity to disseminate information to members regarding the following: changes to health plan benefit coverage and services, preventive health care guidelines, special member events and services, legislative changes, health management programs, health education classes and services, counseling opportunities, and enrollment information.

Targeted mailings

Are used to provide members with health education and health management information. Examples of targeted preventive health care reminders are Pap test and mammogram reminders.

24/7 NurseLine

Is available 24 hours a day, seven days a week, including holidays. It is a telephone service staffed by specially trained registered nurses (RNs) and is available to all members.

- Additional 24/7 NurseLine benefits include but are not limited to:
 - **Teen Line** - Teens can talk confidentially with an RN about teen health issues and concerns.
 - **Breastfeeding Support Line** is available to all nursing women or pregnant women making the decision to breastfeed and who have questions about lactation and breastfeeding-related issues.

Health educational materials are broadly distributed to members and providers to describe health education program information, how members access various health management programs, and other methods available for members to receive health education. Written health education materials are available on various health topics, including those listed in Tables 1 and 2.

C. Self-Care and Management of Health Conditions

To address self-care and management of health conditions, the Plan offers various disease management programs and a maternal-child health program. These programs provide

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physicians and members with a wide array of resources and services to help them better manage specific illnesses or conditions.

New Baby, New LifeSM Program

The New Baby, New Life program identifies and screens pregnant members early in their pregnancy and provides comprehensive case management for those at the highest risk, care coordination for pregnant members that may need extra support, community resources to all pregnant members, and educational materials on pregnancy, postpartum care, postpartum depression, and well child care. The program utilizes member and provider incentives to promote early identification of pregnant members, completion of prenatal and postpartum medical visits, and well-infant care.

Maternal Child Health Outreach Program

In addition to the New Baby, New Life program, the Plan has a program that focuses on the importance of maternal and postpartum care. This program outreaches members who are pregnant and/or due for their postpartum appointment per HEDIS criteria. The program aims to increase patient compliance with timely prenatal and postpartum visits and thus improve health outcomes for members. Members are contacted via live outbound calls, text, and IVR to educate them about the importance of postpartum appointments and teach them how to schedule their own appointments for the future.

Additionally, the Plan will refer members who are pregnant, breastfeeding, postpartum, or the parent/guardian of a child under five years old for services with Women, Infants and Children (WIC). (42 CFR 431.636(c)). The Plan maintains an MOU with WIC agencies and members who are identified as needing such services will be referred accordingly.

Condition Care/ Whole Health Programs

The Plan has 9 NCQA- accredited programs that use disease management/population health principles to encourage positive outcomes for members with the following conditions:

- Asthma (pediatric and adult)
- Congestive Heart Failure (CHF)
- Coronary Artery Disease (CAD)
- Chronic Obstructive Pulmonary Disease (COPD)
- Diabetes (Type I and Type II)
- HIV/AIDS

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- Major Depressive Disorder (MDD) (Adult and Child and Adolescent)
- Schizophrenia

Disease management/population health programs are also provided for members with Bipolar Disorder, Hypertension, and Substance Use Disorder.

Care management interventions assist with improving the member's compliance with preventive care services. Case Managers use the Gap in Care reports to identify the services participating members have not yet received and to help members identify any barriers to care, such as appointment scheduling and transportation. Case Managers can help make those arrangements.

Case Managers educate a member regarding the importance of obtaining preventive care services within the context of the member's specific condition. With the consent of the member, notifications of a member's participation in a disease management program are sent to the member's treating provider. This allows the provider to support the achievement of the member's health goals. Status letters are sent to the provider to keep the provider updated on members' participation in the program.

Diabetes Prevention Program (DPP)

The DPP is an evidence-based, lifestyle change program designed to assist beneficiaries diagnosed with prediabetes in preventing or delaying the onset of type 2 diabetes. Providers choosing to offer DPP services must comply with CDC guidance and obtain CDC recognition in connection with the National Diabetes Prevention Recognition Program (DPRP). DPP services will be provided through trained peer coaches who use a CDC-approved curriculum.

DPP is a core benefit consisting of at least 22 peer-coaching sessions over 12 months, which will be provided regardless of weight loss. In addition, beneficiaries who achieve and maintain a required minimum weight loss of 5 percent from the first core session will also be eligible to receive ongoing maintenance sessions, after the 12-month core services period, to help them continue healthy lifestyle behaviors. The CDC's DPP curriculum promotes realistic lifestyle changes, emphasizing weight loss through exercise, healthy eating, and behavior modification. Providers can request more information about the program by contacting healthd_ca_medicaid@anthem.com.

Registered Dietitian Services

Registered dietitians are now able to provide nutritional counseling services to referred members. These services include one-to-one telehealth education on the basic principles of a

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healthy diet and complex nutrition services for diseases such as diabetes, pre-diabetes, pregnancy, hypertension, kidney disease etc. In-depth sessions for initial and follow up assessment are used to assess caloric and nutrient needs based on personalized member health data, to identify opportunities for diet and health improvements, to better understand the member’s situation and health needs and to set nutritional goals and develop individualized nutrition plans.

In addition to these services, the registered dietitian will provide handouts and materials to reinforce member knowledge while monitoring, supporting, and ensuring members stay on the path to making the right nutritional decisions.

Educational Strategies, Methods, and Materials

The Plan uses a variety of member engagement and educational strategies, methods and materials that are appropriate for the member population and effective in achieving behavioral change for improved health through condition-specific or risk-based programs. Educational methods include but are not limited to written material, face-to-face contact, and telephonic contact. See Tables 1 and 2 for more information.

Health education materials are developed in an easy-to-read and understandable format, are culturally appropriate, and are at the reading level designated by contract using Readability Calculations software, such as SMOG, Fry Graph, FOG, Flesch Reading Ease, Dale-Chall, or equivalent software. All health education programs and materials are reviewed by the Plan’s Qualified Health Educator using the Readability and Suitability Checklist and field tested to ensure the materials are appropriate for the target population when applicable. English and Spanish language versions are posted on the Plan’s Member and Provider websites, and all other alternate format and threshold language translations may be requested.

Program Outreach

The Plan conducts targeted outreach to promote program use and participation by members and ensures that these programs are available and accessible upon self-referral or referral by a contracted provider or community partner.

Information on health education classes can be found on findhelp.org. Health Promotion Consultants may coordinate class registration on behalf of the member by verifying class date, time, and location, and assisting with enrollment.

Health Promotion Consultants serve as a liaison for members to access community services and health education programs to complement health care benefits and to help direct

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members to alternative care as appropriate. Partnerships are established with community-based organizations to refer enrollees to health education classes offered by their primary care providers, their community, or virtual options when available.

The Plan partners with primary care providers and community based organizations for class offerings, especially areas most impacted by health disparities and low primary care utilization to help address gaps in care to help improve health outcomes for its members.

Provider Education

Primary Care Providers are required to follow the most recent guidelines for age and gender specific preventive care services and screening procedures. Medicaid adopts the most recent version of the U.S. Preventive Taskforce and American Academy of Pediatrics guidelines as well as recommendations of the Centers for Disease Control and Prevention (CDC). The PCP uses the provider/patient relationship to increase patient and family knowledge about preventive health screenings and diagnostic procedures, medical procedures, and therapeutic regimens.

PCPs are to provide one-on-one counseling, based on age-appropriate preventive care guidelines, written health education materials and referrals to health education classes as appropriate.

Providers are given education, training, and program resources to assist in the delivery of health education services at the point of service to members. Documentation of health education counseling and referral to health education services is monitored during the facility site review and medical records audit, where applicable.

The Plan educates its primary care physician network on the importance of providing health education services, as part of preventive and primary care visits through the provider operations manual, newsletters, targeted mailings, fax blasts and training sessions. Topics covered include but not limited to Tobacco Cessation, health education requirements and standards, Population Needs Assessment findings, educational tools and staff resources. Monthly, provider newsletters are used as vehicles to inform providers regarding changes and updates to Medicaid programs and activities, new legislative, regulatory issues, provider educational opportunities and training. In addition, Provider Communications use fax blasts for timely communication as needed to inform and reinforce pertinent Health Services information.

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Table 1 Managed Care Services Information for Members

	Member Services Guide	New Member Orientation	Customer Call Center	Health Plan Office	Preventive Health Guidelines	Health Education Brochures	24/7 NurseLine
Managed Care	X	X	X	X			
Preventive and Primary Care	X	X	X	X	X	X	X
Obstetrical Care	X	X	X	X	X	X	X
Health Education Services	X	X	X	X			
Complementary and Alternative Care	X	X		X			

Table 2 Risk-Reduction and Healthy Lifestyles

	Regional Health Plan	Preventive Health Guidelines	Health Education Brochures	Health Education Classes	24/7 NurseLine	Health Management Program
Tobacco Use and Cessation	X	X	X	X	X	X
Alcohol and Drug Abuse	X	X	X	X	X	X
Injury Prevention	X	X	X	X	X	
Sexually Transmitted Disease	X	X	X	X	X	
HIV and Unintended Pregnancy	X	HIV only	X	X	X	
Nutrition	X	X	X	X	X	
Weight Control	X	X	X	X	X	
Physical		X	X	X	X	

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	Regional Health Plan	Preventive Health Guidelines	Health Education Brochures	Health Education Classes	24/7 NurseLine	Health Management Program
Activity	X					
Parenting/ Well Child	X		X	X	X	X
Asthma	X		X	X	X	X
Diabetes	X		X	X	X	X
Diabetes Prevention Program	X		X	X		X
Hypertension	X		X	X	X	X
Cardiovascular	X		X		X	X
Lead Poisoning	X	X		X	X	
Breastfeeding	X	X	X	X	X	X
Exercise	X	X	X	X	X	
Immunization	X	X	X	X	X	X
Perinatal Pregnancy	X	X	X	X	X	X
Dental Health	X	X	X		X	
Tuberculosis	X	X			X	

REFERENCES:

- All current DHCS contracts, Exhibit A, Attachment 10, Section 8
- Federal Regulation, 42 CFR 431.636(c)
- LA Care Plan Policy and Procedures – HE-007, HE-008, HE-005MMCD All Plan Letter 18-016
- MMCD Policy Letter 02-04

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RESPONSIBLE DEPARTMENTS:

Primary Department:
Health Education

Secondary Department(s):
CA Medicaid Marketing
CA Medicaid Special Programs
Disease Management
Field Operations
Maternal Child and Women’s Health
Quality Management
Special Programs

EXCEPTIONS:

None

REVISION HISTORY:

Review Date	Changes
06/04/2024	<ul style="list-style-type: none"> • Annual Review • Updated Procedure section • Added link to FindHelp.org to Program Outreach section • Removed ECM and TCM under Section C • Removed reference to IHEBA/SHA • Modified language under New Baby New Life to reflect current outreach strategy • Added Special Programs as a secondary department
02/10/2023	<ul style="list-style-type: none"> • Annual Review • Updated Policy, Procedure, and References sections • Updated and alphabetized Secondary Department(s)
01/27/2022	<ul style="list-style-type: none"> • Annual review. Minor edit to procedure. Placed references in alphabetical order.
02/18/2021	<ul style="list-style-type: none"> • Annual review. Added “Registered Dietitian Services” section. Updated name of Maternal Child Health Outreach Program. Added “in person and virtual” to the delivery method of health education classes.
02/06/2020	<ul style="list-style-type: none"> • Annual review

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Review Date	Changes	
	<ul style="list-style-type: none"> • Edits to policy and procedure sections • Updates to secondary department name: Disease Management 	
02/22/2019	<ul style="list-style-type: none"> • Annual review • Updates to procedure to reflect changes in APL 18-016 • Added section describing the Diabetes Prevention Program (DPP) • Changed frequency of provider newsletter from bi-monthly to monthly 	
05/04/2018	<ul style="list-style-type: none"> • Off-cycle edits. • Updates to Procedure. 	
11/30/2016	<ul style="list-style-type: none"> • Early annual review • Revised job titles • Revised Maternal Postpartum Outreach Program and Provider Education sections • Revised References section 	
02/26/2016	<ul style="list-style-type: none"> • Annual review. • Added language under Program Outreach section. 	
02/18/2015	<ul style="list-style-type: none"> • Create CA-specific version. Annual review 	
07/23/2013	<ul style="list-style-type: none"> • Per LA Care recommendations, deleted “threshold” languages as all languages should be available upon request. • Added additional language pertaining to languages available. • Clarification on materials approval process. • Grammatical changes as necessary. • Exclude Kansas 	
11/02/2012	<ul style="list-style-type: none"> • Changed reference of SSB to Medicaid • Changed reference of Community Resource CENTER to COORDINATORS based on new name. • Deleted reference to previous Health Management programs and included description of new programs. 	