



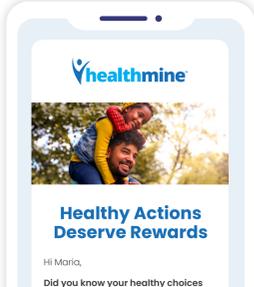
# Close Care Gaps for Annual Physicals

Improve Annual Physical compliance and help Medicaid members build relationships with their doctors when you implement a comprehensive engagement strategy. Explore how to use data-driven, continuous omnichannel outreach to accelerate preventive care for diverse populations throughout the year.

## Five Steps to Increase Annual Physicals

Initiate an ongoing outreach campaign to mobilize diverse populations to complete Annual Physicals with the support of omnichannel outreach, relevant rewards and multi-lingual communications.

### 01 Develop an Outreach Plan



Deliver the right message at the right time with the guidance of a comprehensive and contract-specific engagement calendar.

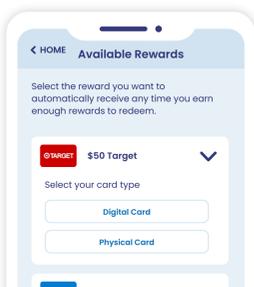
### 02 Communicate Effectively

Conduct outreach with multi-lingual, CMS-compliant materials written in appropriate reading levels and distributed through preferred channels.

Translate materials into over 170 different languages with Healthmine.



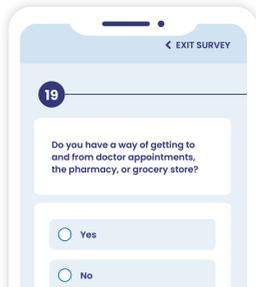
### 03 Incentivize Healthy Activities



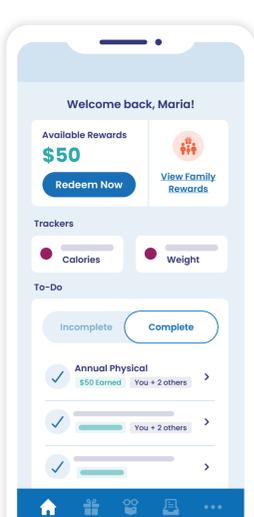
Use a diverse selection of rewards and a member-friendly fulfillment process to encourage members to complete Annual Physicals.

### 04 Assess Member Challenges

Survey members to identify barriers to care and evaluate member experiences.



### 05 Personalize Member Journeys



Use member health records to design personalized care plans to continuously support members in completing preventive care activities such as:

- Immunizations and health screenings
- Chronic disease prevention and management
- Pre-natal and postpartum care
- Pediatric care and well child visits
- Behavioral health services

Members engaged with Healthmine complete 4x more health actions.

## Engage Strategically

Example AWV Outreach Strategy

First Attempt	AWARENESS		
	Bifold Mailer 1 <i>(no email on file)</i>	Email 1 <i>(with email on file)</i>	Text 1 <i>(with number on file)</i>
Reminder #1		DON'T FORGET	
Reminder #2		Email 2 <i>(with email on file)</i>	Text 2 <i>(with number on file)</i>
Reminder #3		LAST CHANCE TIMES RUNNING OUT	
Up to 90 days to end of program	Postcard Mailer 2 <i>(all remaining non-responders)</i>	Email 4 <i>(with email on file)</i>	Text 4 <i>(with number on file)</i>
	LAST CHANCE TIMES RUNNING OUT		
	Letter Mailer 3 <i>(all remaining non-responders)</i>	Email 5 <i>(with email on file)</i>	Text 5 <i>(with number on file)</i>

This is an example engagement strategy. Healthmine will work with you after contract signing to develop a comms strategy specific to your plan and members' needs.

## Resources for Engaging Diverse Populations

Increase preventive care usage with the support of Healthmine's comprehensive member engagement solutions:

- Strategically engage members with multi-lingual, omnichannel outreach throughout the year
- Share personalized care plans through bilingual smartphone apps and webpages
- Enable parents and guardians to manage dependent care plans
- Actively monitor member experiences with powerful survey tools

Partner with Healthmine to maximize Annual Physical completion

### CONTACT

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