



Our Medicaid Media Campaign

WE LAUNCHED OUR MEDICAID MANAGED CARE PLAN PAID MEDIA CAMPAIGN ON JANUARY 19, 2021.

This campaign aims to position WellCare of North Carolina as an experienced Medicaid Managed Care plan through differentiated messaging backed by a comprehensive marketing strategy and statewide awareness media campaign. Our campaign encompasses different media tactics that allow us to reach and engage with our state's diverse population, in terms of ethnicity, generation, and life stage. Our media campaign included twenty-four local radio stations. Six of them reached the African American community and two reached the Hispanic community. There was out-of-home advertising

(convenience stores) in key markets; paid social media; digital search; and display across all six regions. This was all to introduce our brand into the market and build awareness before and during the open enrollment period (03/15 to 05/14).

The marketing assets and media plan that our Marketing and Communications team designed and developed are effectively attracting our target audiences, driving strong brand awareness, and engaging the target audiences with our ads delivered throughout all the media tactics mentioned before. The campaign has delivered a cost-effective and reliable




performance, showing that we have reached the right audience with the right message through the right channels for the past few weeks.





We will support the Medicaid Managed Care open enrollment, by adding streaming radio tactics in our campaign, and we will maintain our brand presence through the choice period and until the end of the year with digital assets, a paid social campaign, and streaming TV (*Netflix, Amazon Prime Video, and Hulu*).

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Join the Conversation on Social Media

Join our digital and social communities for up-to-date information on how we're working with you and others to help our members live better, healthier lives.





Important Patient Questions for the Health Outcomes Survey

QUALITY CARE STARTS WITH A CONVERSATION! YOU CAN HELP IMPROVE OUR PATIENT'S HEALTH AND SURVEY OUTCOMES. TAKE SOME TIME TO DISCUSS THE FOLLOWING:

Quality care starts with a conversation! You can help improve our patient's health and survey outcomes. You may not be aware that the CAHPS survey includes questions for members to self-report whether specific health and wellness topics were discussed during their provider visits.

Specifically, those questions include the following topics:



Physical Activity and Exercise



Bladder Control – many women (and men) do not proactively mention bladder control issue with their providers, so we recommend asking about this specifically during wellness checkups



Overall feeling of health and wellbeing – including both physical and mental health, stress and anxiety, both during and after the current pandemic



Balance and Falls – patients are often embarrassed to mention falls to their providers, so asking about these may help lead to understanding of your patient's risk for falls and fractures



Our Case Management team can assist you in managing your patient with these issues. The CM Referral Line can be reached at 1-866-635-7045.

Sources:

- www.cdc.gov/nchs/fastats/obesity-overweight.htm
- www.dailymail.co.uk/femail/article-3440437/Doing-household-chores-burns-2-000-calories-week.html
- www.consumer.healthday.com/senior-citizen-information-31/misc-aging-news-10/over-half-of-seniors-plagued-by-incontinence-cdc-689153.html
- www.shellpoint.org/blog/2012/08/13/10-shocking-statistics-about-elderly-falls/
- www.cdc.gov/homeandrecreationsafety/falls/adultfalls.html



How to Improve Patient Satisfaction and CAHPS Scores

What is the CAHPS? The Consumer Assessment of Healthcare Providers and Systems (CAHPS®) survey asks patients to evaluate their health care experiences. WellCare conducts an annual CAHPS survey, which asks members to rate experiences with their health care providers and plans. As one of our providers, you can provide a positive experience on key aspects of their care.

We have provided some examples of best practice tips to help with each section.

Know What You Are Being Rated On	What This Means:	Tips to Increase Patient Satisfaction:
Getting Needed Care	<ul style="list-style-type: none"> • Ease of getting care, tests, or treatment needed • Obtained appointment with specialist as soon as needed 	<ul style="list-style-type: none"> • Help patients by coordinating care for tests or treatments • Schedule appointments with specialists and advise when additional care is needed to allow time to obtain appointments.
Getting Care Quickly	<ul style="list-style-type: none"> • Obtained needed care right away • Obtained appointment for care as soon as needed • How often were you seen by the provider within 15 minutes of your appointment time? 	<ul style="list-style-type: none"> • Educate your patients on how and where to get care after office hours. • Do you have on-call staff? Let your patients know who they are and how to reach them. • See your patients within 15 minutes of their appointment time. If you are running late, let your patients know and apologize.
How Well Doctors Communicate	<ul style="list-style-type: none"> • Doctor explained things in an understandable way • Doctor listened carefully • Doctor showed respect • Doctor spent enough time with you 	<ul style="list-style-type: none"> • The simple act of sitting down while talking to patients can have a profound effect. • Ask your patients what is important to them; this helps to increase their satisfaction with your care. • Invite questions and encourage patients to take notes or offer visit summary notes.

(continued on next page)



How to Improve Patient Satisfaction and CAHPS Scores Continued

Know What You Are Being Rated On	What This Means:	Tips to Increase Patient Satisfaction:
Coordination of Care	<ul style="list-style-type: none"> • In the last 6 months, did your personal doctor seem informed and up-to-date about the care you got from other health providers? • Did your doctor have your medical records? • Did your doctor follow up to provide test results? • Did your doctor talk to you about all the medications you were taking? 	<ul style="list-style-type: none"> • Help your patients schedule appointments with specialists while they are still at your office • Review charts for the next day to ensure appropriate documents are present (test results, consult treatment notes, referrals) • Ask your patients to tell you about the medications they take at each visit
Rating of Personal Doctor	<ul style="list-style-type: none"> • Using any number from 0 to 10, where 0 is the worst personal doctor possible and 10 is the best personal doctor possible, what number would you use to rate your personal doctor? 	<ul style="list-style-type: none"> • Studies have shown that patients feel better about their doctor when they ask their patients, <i>“What’s important to you?”</i>
Annual Flu Vaccine	<ul style="list-style-type: none"> • Have you had a flu shot since July 1st of last year? 	<ul style="list-style-type: none"> • Help your patients understand the value of the flu vaccine. • Recommend and give the flu vaccine to your patients.



Make sure both you and your medical team know the CAHPS questions and how your practice is being rated.
Knowledge is power!



EFFECTIVE JULY 1, 2021, NCDHHS WILL DELEGATE THE DIRECT ADMINISTRATION AND MANAGEMENT OF CERTAIN HEALTH SERVICES TO PHPS (PREPAID HEALTH PLANS).

Important Information Regarding Medicaid NCTracks!

It is important that we take a pro-active approach to ensure the demographic data we have in our system for Medicaid Managed Care participating providers is current in both the WellCare of NC systems and in Medicaid's NCTracks.



If you currently have a participating contract with WellCare

*If you currently have a participating contract with WellCare, you will need to review your demographic information via the "Find a Provider" tool on our online Provider Portal at: <https://www.wellcare.com/en/North-Carolina/Find-a-Provider#/Search>.



Please review each location for accuracy and let us know if anything needs to be changed.

To review this information, search the "Find a Provider" tool by using your location and last name in the search field. If you need assistance finding your information, do not hesitate to reach out to us. Once you have reviewed the information in our system, please review the information in NCTracks to ensure they match as this could cause claims issues if information does not match.

In addition to updating NCTracks, please give WellCare advanced notice of any changes to your office phone number, office address or panel status (open/closed). **This includes Medicaid and Medicare providers.**



New Phone Number, Office Address or Change in Panel Status:

Send a letter on your letterhead with the updated information. Please include contact information if we need to follow up with you. Please provide your updated information and send the letter by any of these methods:

 Email: NCProviderRelations@wellcare.com

 Tel: 984-867-8637

 Fax: 813-283-3045

Thank you for helping us maintain up-to-date directory information for your practice.



Provider Resources

Provider News – Provider Portal

Remember to check messages regularly to receive new and updated information. Access the secure portal using the Secure Login area on our home page. You will see messages from WellCare on the right.

Resources and Tools

Visit www.wellcare.com/North-Carolina to find guidelines, key forms and other helpful resources for both Medicare and Medicaid. You may also request hard copies of documents by contacting your Provider Relations representative.

Refer to our Quick Reference Guide for detailed information on areas including Claims, Appeals and Pharmacy.

These are located at:

www.wellcare.com/North-Carolina/Providers/Medicaid or www.wellcare.com/North-Carolina/Providers/Medicare

Additional Criteria Available

Please remember that all Clinical Guidelines detailing medical necessity criteria for several medical procedures, devices and tests are available on our website at www.wellcare.com/North-Carolina/Providers/Clinical-Guidelines

We're Just a Phone Call or Click Away



Medicare:
1-855-538-0454



Medicaid:
1-866-799-5318



www.wellcare.com/North-Carolina/Providers