

# Medicare Quality

**Updates Oct. 1-Dec. 31**

Helping you close gaps in care with tools, resources and member engagement campaigns

## Q4 Campaigns

### Test kits mailed for colorectal cancer, HbA1c and nephropathy

At Priority Health, we share your goal to help your patients, our members, get and stay healthy. That's why we're excited to partner with BiolQ once again to send the following test kits to members who haven't completed them this year:

- Colorectal Cancer Screening (FIT Kit)
- Nephropathy Screening (Microalbumin Test)
- HbA1c Screening (Hemoglobin A1c Test)

For each patient who returns a kit, you'll receive PCP Incentive Program credit.

**LEARN MORE** →

### Rewards for eye exams

All Priority Health Medicare members are covered at no cost for an annual retinal eye exam. In partnership with EyeMed, we're encouraging members to schedule their exam with an in-network provider. Members who get their exam can receive a \$50 gift card as part of our Smart Rewards program.

**LEARN MORE** →

### Hypertension: Controlled Blood Pressure

Nearly half of American adults have high blood pressure.<sup>1</sup> Monitoring and controlling blood pressure is critical for overall health and well-being. Track your patients' values through your PCP Incentive Program (PIP) reports and, when applicable, remind them they can self-report if they have an electronic blood pressure cuff to use at home and their blood pressure is documented in their Electronic Medical Record (EMR).



### **Osteoporosis Management in Women with a Fracture**

Women who suffer a fracture are at increased risk of additional fractures and Osteoporosis. Learn how to better follow up with and monitor women who fall into this HEDIS measure's eligible population.

**[READ OUR ONE-PAGER](#)** →

### **Care for Older Adults Assessment Incentive**

Receive a one-time incentive for completing a Care for Older Adults Assessment – a HEDIS and 5-star quality rating measure – with your eligible Dual Eligible Special Needs (DSNP) patients. Earn up to \$50 for each assessment completed.

**[LEARN MORE](#)** →

### **Flu Shots**

Let your Medicare patients know they're eligible to receive a \$10 reward for getting their seasonal vaccines. This includes the flu shot and their COVID-19 booster (if applicable), which they can receive in the same appointment.



### **Health Outcomes Survey (HOS)**

Some of your patients may receive the 2021 Health Outcomes Survey (HOS) through November. Required by CMS, the HOS assesses a patient's perceptions of their health and overall wellbeing.

**[VIEW A SAMPLE SURVEY](#)** →

## Provider Tools and Resources

### **Provider Quick Guide**

It's open enrollment season. Many Medicare members will be exploring new plans or experiencing changes to their existing Priority Health MAPD plan. Keep up with benefit changes and learn about some of our best-selling Medicare plans.

**[READ OUR BROCHURE](#)** →

### **Kidney Health Toolkit**

Promote kidney health among your diabetic patients who may be at risk for Chronic Kidney Disease. Explore the resources available in the NCQA's Kidney Health Toolkit.

**[ACCESS THE TOOLKIT](#)** →

# Benefits Highlights

## Over-the-Counter (OTC) Allowance

With an OTC card, your eligible patients receive \$25-\$145 per quarter (depending on their plan) to spend on items ranging from band aids to blood pressure cuffs. Their OTC card can also help them save on healthier foods at Walmart, CVS, Kroger and Walgreens – up to \$2,500 per year.

**LEARN MORE** →

## BrainHQ

Let your Medicare patients know they have access to BrainHQ – online exercises that challenge attention, brain speed, memory and more – as part of their health plan. They can improve their cognitive function from wherever they are.



*I learned about BrainHQ through my health insurance plan, Priority Health, I was so happy. All of the exercises are beautifully done. My favorite exercise is Hawkeye, which I feel has helped me become more observant. I want the neuroscientists at BrainHQ to know that they've done an excellent job.*

84 year-old Priority Health Medicare member



## Get in touch

Have questions on any of the topics above? Have suggestions on what you'd like included in the newsletter? We'd love to hear from you. Submit your questions to [PHMedicareQuality@priorityhealth.com](mailto:PHMedicareQuality@priorityhealth.com).

## Want to win a prize?

**Email your answer to this trivia question by Dec. 1 for the chance to win:**

**Q: What is the name of the Medicare Stars survey that monitors a member's health status and includes both a base survey and a two-year follow-up survey?**

(Hint: it is mentioned in this newsletter)