



Enhancing Positive Health Care

Thank you for partnering with us to give our members, your patients, access to quality health care. We're excited to share the following new programs that will help members get the care they need. We ask for your help in closing clinical care gaps by working together to encourage our members to participate in these programs.

We want members to be able to get these preventive and wellness screenings at no cost, right in their own homes and communities. Members selected to participate will have no cost share for these services.

We hope these programs enhance the positive health care experiences you provide for our members on a daily basis. They are not intended to replace the PCP relationship, but to enhance the patient-provider dialogue.

If you have questions about these programs, please reach out to your Market Provider Relations (PR) Representative and/or Quality Practice Advisor (QPA). We thank you for collaborating with us to provide the highest quality care to our members.



	Description	Results–Notes (Call, Fax and/or Mail)
Telephonic Outreach Campaigns	Telephonic outreach to members with multiple care gaps to inform and educate on the importance of visiting their doctor. Will assist members to schedule appointments with you to help close care gaps.	Please notify your appointment line that WellCare may be calling to assist members with scheduling their appointments.
HealthFair® Mobile Bus	Mobile HealthFair Bus® will be offering comprehensive wellness screenings to targeted members to help close specific HEDIS® measures. HealthFair encourages members to follow up with their PCP within 4 weeks of completing their screening. If you receive results from HealthFair bus, please reach out to your members to schedule their follow-up appointments.	HealthFair Bus will fax all results and records to the PCP on record. If emergent results are identified, HealthFair will immediately contact the PCP.
HealPros®	We have contracted with the national vendor HealPros® to offer Digital Diabetic Retinal Exams screenings to members in the comfort of their own homes.	Vendor to mail, auto-fax or electronically provide results to PCP.
MedXM	We have contracted with MedXM, a national vendor to perform in-home bone mineral density screenings to targeted members.	Images of completed bone mineral density screenings sent to ordering physicians and the member's PCP.
Quest Diagnostics™	WellCare is collaborating with Quest Diagnostics™ to provide InSure® FIT™ collection kits for colorectal cancer screening. These kits will be mailed to eligible members.	Results faxed to the PCP Office upon completion of the Program.
CVS Pharmacy® Health Tag	WellCare has partnered with CVS Pharmacy® to engage members when they pick up their medication using pharmacy technicians to inform and educate members with important reminders about closing health care gaps. These include: Diabetic reminders for HbA1c, Nephropathy & DRE screening as well as Breast and Colon Cancer screenings.	We want you to be aware we are working with you and will engage members to reinforce the importance of closing their health care gaps.
NoVu Healthy Rewards Program	The Healthy Rewards program is a WellCare program that rewards members for completing health care activities. Health care activities include: Breast & Colon Cancer Screening, Diabetes Screenings, Bone Density Screenings and Annual Physical Exams.	We want you to be aware of our Healthy Rewards program; encourage your patients to continue improving their overall health and earn rewards while doing so.