

August 24, 2020

Pediatricians: End of Summer Wellness and Program Reminder

Dear provider,

The global health crisis has reduced the number of families bringing infants and children in for vaccinations and check-ups and reduced the amount of patients providers can see due to limited resources and staff. However, during this pandemic, it is even more important to ensure that members are receiving preventive care including well visits and immunizations.

This notification is a reminder of the additional resources to support our members and underscore the importance of wellness.

Programs:

- **Baby + Me** is a program for pregnant women, new mothers and their newborns. The program offers referrals to community resources for women and their families and rewards healthy practices such as taking the infant in for doctor's appointments. The program's recent expansion now includes resources for mother and baby, such as immunization mailers and information on well visits. Another key area of focus for this year will be targeted outreach to our members who are due for well visits and immunizations. To participate in the Baby + Me program, have members either fill out the form on the HPSM website or call HPSM's Health Education Unit at 650-616-2165.
- **Pediatric Care Coordination** is a service for high needs pediatric HPSM members, particularly those with complex developmental or behavioral needs. Families in need of additional support accessing services such as speech therapy, occupational therapy, physical therapy, and behavioral health therapy can be referred to the Pediatric Care Coordination team. Complete a Pediatric Care Coordination referral form at hpsm.org/provider/care-coordination and fax to: 650-829-2047 or email to: CareCoordinationRequests@hpsm.org.

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- The **Whole Child Model** is a program for HPSM children with complex medical needs. The program offers targeted case management to support eligible members in receiving necessary medical services. Any members with complex medical needs should be referred to the California Children's Services team and can call 650-616-2500 for more information.

Health Education/Member Communications

- **Member and Provider newsletter:** The upcoming newsletter will include a "preventive care during COVID" article and stress the importance of pediatric preventive health. Well visits, immunizations and lead screening will be a focus area.
- **ACEs:** HPSM has partnered with First 5 and received an ACE's aware communication grant. We hope to include a great deal of health education material around this important area of risk for underserved children experiencing stress and trauma.
- **Teen Health Campaign:** This campaign will include new content and targeted communication strategies on adolescent well visits, teen immunizations and other screenings. Content will be available on posters, other health education materials, and the HPSM website.
- **LGBTQ/Teen Health:** We have partnered with the San Mateo Pride center to revamp our LGBTQ Health page. This page will better align with information on other areas of teen health.
- **Flu Campaign:** We are currently developing our 2020 Flu Campaign. In addition to our traditional communication methods (website, newsletter, inserts in mailers, etc.), we recognize that we will need to implement more targeted initiatives this year and are considering more targeted outreach and improving partnerships with local entities to ensure we increase the rates of flu shots for this year.
- **Tobacco Cessation:** HPSM is currently developing an understanding of available resources and current barriers around tobacco cessation. We will address any gaps we find with a more focused Health Promotion Tobacco Cessation Program for members.

For questions about these programs, please contact Julian Aldana, Provider Communications Specialist, at julian.aldana@hpsm.org.

Health Plan of San Mateo

