

January 16, 2024

New Programs for Members in 2024

Dear provider,

To support members in staying healthy, the Health Plan of San Mateo (HPSM) has launched new programs this year. Here's a summary of the programs in case you receive questions from members.

- **The Cancer Screening Initiative:** Encourages members to complete cancer screening(s) through:
 - **Cancer Screening Reminder Letters (CareAdvantage and Medi-Cal members):** These letters went out in December 2023 to members due for breast, cervical, or colorectal cancer screenings. The letters encourage members to schedule a visit with their provider.
 - **Cancer Screening Incentive Program (CareAdvantage members):** CareAdvantage members due for a breast or colorectal cancer screening can get a \$25 gift card for getting screened: <https://bit.ly/HPSMcancerscreening>
 - **Exact Sciences Cologuard® Pilot Program (CareAdvantage members):** CareAdvantage members due for colorectal cancer screening and assigned to San Mateo Medical Center (SMMC) clinics will be eligible for this pilot. Members will receive an at-home colorectal cancer screening kit to complete as well as other outreach. For questions about the program, contact populationhealth@hpsm.org.
- **Fitness Membership Program in Partnership with YMCA (CareAdvantage members):** A YMCA membership is available to CareAdvantage members at no-cost through this program. YMCA membership includes access to YMCA facilities, in-person and online group exercise classes, wellness coaching and more. <https://bit.ly/HPSMfitnessprogram>

Please direct questions to PSinquiries@hpsm.org.

The Health Plan of San Mateo