

WASHINGTON STATE DEPARTMENT OF HEALTH

Extended Hours Well-Care Visit Event Toolkit



March 2024



DOH 141-137 MARCH 2024

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Toolkit Background Information

What Is The Purpose of This Toolkit?

This toolkit is a practical guide to support family and pediatric medical clinics in accurately implementing and providing efficient and satisfying well-care visit events for children and their parents¹. Although developed in Washington state, the information here is relevant to other states and can be adapted to fit a range of settings, including rural and urban. The information here is designed to help clinics planning to implement a new well-care day/evening/weekend event. Clinics that have already conducted well-care events but want to review and refine their practices will also benefit from this information.

How To Use This Toolkit

The pilot test for the well-care event planning includes guidance from a Training and Technical Assistance (TA) team. Clinics will need to determine if they have sufficient internal resources to implement the program as the TA team is no longer available. We created this toolkit to offer as much assistance as possible.

Areas of expertise and experience needed include:

- Project management expertise
- Event planning experience: venue, scheduling, volunteer management, promotion, communications
- Process improvement expertise: Plan, Do, Study, Act process, barrier assessment

Purpose: Increase the rate of pediatric well-care visits.

Strategy: Offer times outside regular clinic hours, which may be more convenient and support more families. Offering these “additional” hours during an event may allow clinics that do not have sufficient internal resources to maintain extended day/evening/weekend hours to prioritize well-care visits.

Call to Action: Clinics will set up extended hour (day/evening/weekend) events specifically to provide well-care visits for children, teenagers, and young adults.

Acknowledgements

This toolkit is the product of a collaborative effort between the Washington State Medicaid Managed Care Organizations, the Washington State Department of Health, and Washington State Health Care Authority.



¹ We recognize that a parent is not always the one to bring children in for well-care visits. Throughout the toolkit, we use the term “parent” to refer to all caregivers.

Clinic Checklist for Hosting an Extended Hours Well-Care Visit Event

- Schedule the event outside of normal business hours at a time that is convenient for busy, working parents, including evenings and weekends
- Build in enough time (30 days or so) to promote the event to families and increase participation. Check community event calendars to reduce conflicts that could hinder attendance at the well-care event.
- Review staffing needs to include a medical provider, medical assistants, front desk staff, etc.
- Determine the population your clinic would like to target as well as how many time slots would be available during the event.
- Create a list of patients from that population that currently have a care gap for a well-care visit and determine how outreach will be made to these families regarding the event. Outreach coming directly from a patient's primary care provider has been found to be more effective than outreach from the patient's insurance plan. Initial outreach could utilize:
 - Text campaigns
 - Individual phone outreach
 - EMR Patient Portal notifications
- Partner with community resources to be available during the event to provide outreach to interested families, e.g., Managed Care Organizations, [YMCA](#) closest to your clinic, [Boys & Girls Club of Washington State](#), etc. These partners can then in turn help promote the event as well. Consider partnering with schools in the community.
 - Molina: mhwcommunity.engagement@molinahealthcare.com
 - United Healthcare (UHC): Jason_Hauff@UHC.com
 - Community Health Plan of Washington (CHPW): Care.Improvement@chpw.org
 - Coordinated Care of Washington: shandi.t.dailey@coordinatedcarehealth.com
 - Wellpoint: david.escame@wellpoint.com
- If your clinic provides other services such as dental, pharmacy, and/or vision, consider having these services offered during the event to help draw in patients.
- Determine an incentive that could be provided to patients after they receive their well-care exams during the event, e.g., backpacks, school supplies, a gift card, etc.
- Create a plan for how to remind patients of their scheduled exams, i.e., frequency, method.
- Create promotional material to distribute to the community regarding the event:
 - Physical flyers
 - Social media content
 - Text messaging
- Create a plan on how your clinic will manage no-show appointments and late notice cancellations, i.e., will you overschedule time slots, have a wait list for the event, etc.
- Provide a post event survey after visit is completed:
 - Text
 - Email
 - Reviews via Google or Facebook
 - Microsoft Forms, Survey Monkey
 - Paper survey available day of event

Tips and Best Practices – Clinic Extended Hours Events

Event Planning

- Marketing should be early in the planning stage for promoting the event
 - Use of social media from MCOs to advertise might be something to try
- Be careful about scheduling: too many events in a community or road closures may negatively impact patients arriving for their appointments.
- Incentivizing the providers to work an extra clinic day may increase participation
- Events on Saturdays that begin at 8:00 AM may be difficult to get children in that early
- Provide support staff to decrease patient wait times
- Provide screenings ahead of time so the patient is busy the entire visit (vision, hearing, vaccines)
- Check in with MCOs, partners, and providers followed by a debrief to ensure all action items in preparation for the event are taken care of.

Scheduling and Outreach

- Plan for no-shows – the clinic could leave two spaces open for walk-ins (one in a.m. and one in p.m.) and if there are no-shows, walk-ins may offset the no-show rate
- Transportation – ask the patient when scheduling if they have transportation; if not, the clinic can coordinate in advance or provide a voucher
- Better outcomes were observed with events that had multiple reminder outreaches (text, phone call)
- Staff should send an appointment reminder call if they scheduled the appointment in the clinic

Day of the Event

- Asthma & Lead Testing flyers were very popular handouts at the tables with parents
- Provide childcare for children that do not need a visit at the time of event by partnering with a nearby church, youth club, or offering a voucher to cover the cost for the parent

Tips and Best Practices – Clinic Extended Hours Events – Partners

Event Planning

- Pull in partner community engagement when first made aware of the event
- Medicaid MCOs can provide help to make this event sustainable for future years
- Partners may not be able to provide incentives (swag) that matches what has been done in the past with previous events. There are regulations mandated by the state for incentives from Medicaid MCOs; other partners' ability to provide incentives may vary. Check with partners well ahead of the event to ensure orders may be placed, etc. as needed.
- Check in with partners and providers followed by a debrief to ensure all action items in preparation for the event are taken care of.

Day of the Event

- Medicaid MCOs can provide information so patients can know what an MCO is
 - Example – videos in clinics
- Spanish-speaking Community Relations person can be helpful depending on population (know the populations)

Clinic Extended Hours Well-Care Event Supplies Checklist (Partners)

Clinic Name	
Location	
Phone Number	
Event Date(s)	
Event Time(s)	
Age Groups	<input type="checkbox"/> 0-2 <input type="checkbox"/> 3-11 <input type="checkbox"/> 12-17 <input type="checkbox"/> 18-21
Participating Providers	
Appointments per Provider Expected	
Are Walk-in Appts. Allowed	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown
Primary Point of Contact - Clinic	
Primary Point of Contact - Partner	

Do the Partners need to bring tables? Yes No

What size table?

Does the Partner need chairs? Yes No

Does the Partner need a tablecloth? Yes No

Where will the Partner be set up? Inside Outside

Does the Partner need additional equipment, e.g., extension cords, pop-up tent? Yes No Unknown

List here _____

Will the Partner be providing educational flyers? Yes No

If yes, use checklist to indicate which flyers.

Partner Miscellaneous Supplies (Allow four weeks for ordering)

- Tape Brochures Partner-Specific Promo Items Games Prizes Pens/Pencils Paper
- Markers Crayons Sticky Notes Coloring Pages Hand Sanitizer Lunchboxes
- Stress Balls Lip Balm Sunscreen Pencil Pouch Rulers Folders Notebooks
- First Aid Kit Reusable Bags Other

Pre-Assessment Example

1. What actions has your organization tried in the past few years related to offering well-care, or preventive care, appointments for children at a time outside of standard business hours?
 - a. What was considered, and the ideas discussed by the staff?

2. What feedback was received from the staff/providers if they worked in the past?

3. Have you developed a strategy?
 - a. If so, what is it and how many times have you tried it?
 - b. What were the results? I.e., more visits the month we tried it.

4. What indicators of parent/patient response were observed prior to the event being offered? E.g., daycare not available, working during normal clinic hours, etc.

5. This project can help you plan the number of WCVs you would like to see increased from the previous year by looking at your EMR. You will want to compare the number of WCVs in 2023 to the same month in 2024 with the additional appointments being provided by the clinic event. For example, if you had 200 WCVs in July of 2023 and 40 appointments planned for the 2024 WCV clinic event, then July of 2024 would be predicted to have 240.

Number of WCVs in the same month as your planned events from 2022:

*(*Once numbers are entered, add 2023 to 2024 for each event to find the total anticipated for the year of the event)*

Number of WCVs for the month of each event

	2023	Planned 2024 Event Appts	Total Anticipated 2024 (sum*)
Event 1 ()			
Event 2 ()			

5. How many attended?
 Providers _____
 Staff _____
 Volunteers _____

6. How many
 Appointments were planned _____
 Were scheduled _____
 Completed Well-child visits _____
 How many did not show _____
 How many walk-ins _____

7. What were the barriers or challenges for the event?

8. What will you do differently for the next event?

9. Please provide a report for number of WCV appointments completed at the event
 (*Subtract 2023 from 2024 to find the amount of re-engaged patients)

	Pts who had WCV at 2024 event	Event Pts who had WCV in 2023	Re-engaged Pts *
0-15 months			
15-30 months			
3-11 years of age			
12-17 years of age			
18-21 years of age			

Participation Agreement Example

Managed Care Organization

As the representative of the Managed Care Organization (MCO) _____, I understand the event's objectives, to increase well visit availability outside of standard business hours, and the expectation that these will offer parents and clinics a chance to try out expanded hours as a small test of their effect on clinic rates. Our MCO commits to working with the clinic indicated below, and with the Washington State Department of Health, to achieve these goals. The signature at the end of this agreement indicates our commitment to participate in the Statewide Children's Health Promotion Initiative (SCHPI) Summer/Fall Clinic Events and complete the program expectations. We (the MCO) understand that to fulfill this commitment, we are expected to:

- Dedicate staff time to work on the clinic event coordination and attendance.
- Schedule regular meetings to coordinate logistics and support for the participating organization. Completing the Support & Engagement form to track meetings and provide copies of these completed forms to DOH for future project improvement.
- Provide ongoing technical assistance and support to the participating clinic throughout the period of these events.
- Forward clinic deliverables to PCHHS@doh.wa.gov at the Department of Health.

Participating Clinic

As the representative of _____, I understand the project's objectives to explore offering child well visits outside of regular business hours and expectation that this offers Medicaid parents an alternative to standard business hours. It offers the clinic extra well-care visits towards VBP if it is included in their contract. Our clinic commits to working with the MCO indicated above to host at least two events if we do not currently offer after-hours appointments. We will also work with the Washington State Department of Health, to achieve these goals. The signature at the end of this agreement indicates our commitment to participate in the SCHPI Summer/Fall Clinic Events and complete the clinic events expectations. We understand that to fulfill this commitment, we are expected to:

- Have senior management sponsorship.
- Dedicate staff time to work specifically on offering well visit appointments to Medicaid patients, particularly ages ____, outside of standard business hours on the dates of the clinic events.
- Complete an Initial Assessment and Post-Project Assessment of the clinic, using the forms provided by the MCO.
- Provide reporting on the process of offering special hours for the events, outreach to the Medicaid population based on care gap reporting (provided by partnering MCO) and improving the well-care exam rates for Medicaid children ages 0-21. These include reporting on well exams scheduled and completed through the project and any other actions taken to help parents and children complete their well care exam appointments e.g., incentives used.
- Provide patient incentives for those completing a WCV — the clinic incentive payment includes funding to support clinic's selection and procurement of a Department of Health patient incentive to provide to patients / families completing a well-care visit.
- Report the number of Medicaid WCVs for the 2022 corresponding month of the clinic event scheduled and the number completed in the corresponding month after completion of a clinic event.
- Perform outreach contacts to those members who are assigned to the clinic but who have not yet established care at the clinic and those members who are overdue for services. Payment will be based on the clinic incentive schedule (below).
- Remind families at least twice about their scheduled appointment using outreach calls (or patient's preferred modality) one week before the appointment, and the day before the scheduled appointment.

We, the undersigned, recognize the goals of the SCHPI Summer/Fall 2023 Clinic Event Project are:

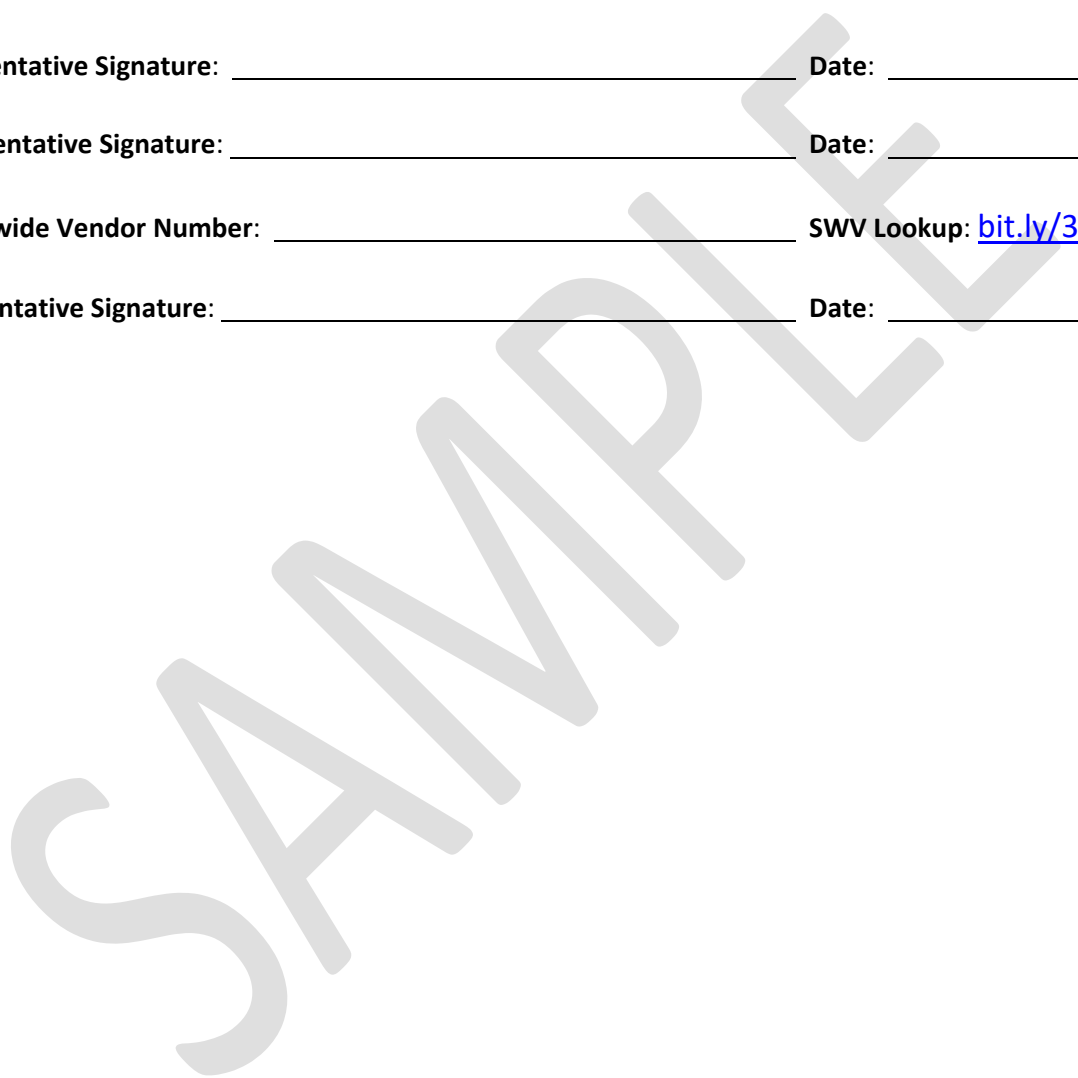
- To identify and address barriers that contribute to low well-care exam rates as reported by parents, e.g., difficulty scheduling an appointment during business hours
- To strengthen the relationship between clinics and MCOs and support clinic quality improvement practices
- To increase the HEDIS Well Care Exam Rates for **all age groups**, with a special focus on children _____ years of age
- To partner with community organizations to promote well care exams for Medicaid MCO children and adolescents
- To share knowledge gained and developed solutions with providers and communities who serve children statewide

MCO Representative Signature: _____ Date: _____

Clinic Representative Signature: _____ Date: _____

Clinic's Statewide Vendor Number: _____ SWV Lookup: bit.ly/3yOJE2C

DOH Representative Signature: _____ Date: _____





Annual Well-Care Visit Event

WHY YOU'LL LOVE IT

- Child Health Screening
- Hearing & Vision Screening
- Immunizations/Vaccines
- Resource Tables

DATE: -----

TIME: -----

LOCATION: -----

Visit [<website here>](#) for more details

ADD LOGO HERE





**Are you or your child:
Between the ages of 0-21 years old?
Due for a physical or well-child checkup?
Insured by Apple Health Medicaid?
In need of a flexible Saturday appointment?**

If you answered “Yes” to all four questions, it is time to schedule your family’s physical or well-child checkups, including immunizations.

Location: CLINIC LOCATION

Dates: July 3, 20XX

Time: 8:00 a.m. – 4:00 p.m.

Scheduling: Online through MyChart, stop at the front desk or call the clinic at 555.555.5555.

Annual physicals and well-child visits are valuable for healthy development and early detection of problems. Community Health Workers will be present to discuss educational and learning success and support for behavioral and social needs.

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