

# Colorado Access Population Health Programming Summary

## Programming

Colorado Access operates several health programs for its Health First Colorado (Medicaid) members in Region 3 and Region 5 and its Child Health Plan Plus (CHP+) members that are intended to increase beneficial health behaviors. The programs are delivered through interactive voice recognition (IVR) call and text components which are available in English and Spanish. Programming basics are listed below. For more information about these programs, please contact the Health Programs team at [PopulationHealth@coaccess.com](mailto:PopulationHealth@coaccess.com)

### ASPIRE (Access to Screenings, Promotions, Information, Rewards, and Events)

**Methods of Communication:** IVR calls or texts according to the member's preference lasting about 3 months

**Target Population:** New Medicaid members age 21+ and existing Medicaid members when they turn 21

**Objectives:** Provide information about physical and behavioral health benefits, emphasize the importance of an annual wellness exam, and help connecting to a primary care provider (PCP)

### CHP+ HRA (Health Risk Assessment)

**Methods of communication:** IVR (one-time call)

**Target Population:** The parents/guardians of newly enrolled CHP+ members

**Objectives:** Assess the child's health risk with questions about members' general health and wellness and their connection and utilization of their health plan and services.

### COPD (Chronic Obstructive Pulmonary Disease)

**Methods of Communication:** IVR calls or texts according to the member's preference lasting about 2 months

**Target Population:** Medicaid members ages 21+ with a COPD diagnosis

**Objectives:** Provide information about managing COPD such as seeing the doctor twice a year, limiting exposure to triggers, making an action plan, and basic sanitation management.

### COUP (Client Overutilization Program)

**Methods of Communication:** IVR (one-time call)

**Target Population:** Medicaid members ages 21+ identified by the Department of Health Care Policy and Financing (HCPF) who have overutilized the emergency room (ER), high risk prescriptions, or both.

**Objectives:** Provide information about the member's overutilization and Colorado Access resources that can help them address their overutilization

### COVID-19 (during Public Health Emergency Order)

**Methods of Communication:** Text only, lasting about 2 months

**Target Population:** All Medicaid and CHP+ members

**Objectives:** To provide information about the COVID-19 pandemic and help accessing health services.

### Diabetes

**Methods of Communication:** IVR calls or texts according to the member's preference lasting about 2 months

**Target Population:** Medicaid members age 21+ with Type 1 or Type 2 diabetes

**Objectives:** Provide information and education that encourages members to schedule an appointment with their doctor to have an A1c test completed, important resources available to members with diabetes, and promote self-care to effectively manage diabetes.

### **EPSDT (Early Periodic Screening, Diagnostic, and Treatment) Newly Enrolled**

**Methods of Communication:** IVR (one-time call)

**Target Population:** Parents/guardians of Medicaid members ages 0-17 who are newly enrolled to Medicaid and members ages 18-20 who are newly enrolled to Medicaid

**Objectives:** Provide information about the benefits and services members age 0 – 20 are entitled to under the EPSDT program including all medically necessary services such as screenings, home health care, immunizations, additional dental benefits, mental health services, well visits, and more. Also encourages members to connect with Colorado Access for assistance accessing these services.

### **EPSDT (Early Periodic Screening, Diagnostic, and Treatment) Well Check**

**Methods of Communication:** IVR (one-time call)

**Target Population:** Parents/guardians of Medicaid and CHP+ members age 0-17 who are overdue for an annual well check and Medicaid and CHP HMO members age 18-20 who are overdue for an annual well check

**Objectives:** Inform the member they are overdue for a well check, remind them of their annual well visit benefit, and provide information on the benefits of a wellness checkup such as disease prevention and healthy growth.

### **Flu (Annually, during Flu season)**

**Methods of Communication:** Text

**Target Population:** All Medicaid members, CHP+ members

**Objectives:** Provide information on flu prevention, such as getting a flu shot and having good hygiene/sanitation practices, remind members that flu prevention is even more important during the COVID-19 pandemic, and provide links to helpful websites.

### **HMHB (Healthy Mom Healthy Baby)**

**Methods of Communication:** IVR calls or texts according to the member's preference

**Target Population:** Pregnant and postpartum Medicaid members ages 21+

**Objectives:** Provide information and resources for healthy pregnancy and postpartum behaviors like prenatal/postnatal appointments, nutrition, smoking cessation, breastfeeding, birth plan including preterm labor signs, childcare, and postpartum depression. This program invites members to respond through text or IVR and provides information and resources based on their specific needs, barriers, or preferences.

### **Member Email Engagement Program**

**Methods of Communication:** Email, once per month

**Target Population:** Medicaid members ages 21+

**Objectives:** Members who opt-in receive emails once a month with helpful information about topics including flu shots, smoking cessation services, breast cancer awareness, and understanding Health First Colorado benefits. To opt-in, members are directed to the email enrollment page [www.coaccess.com/email](http://www.coaccess.com/email)

### **Pediatric Asthma**

**Methods of Communication:** IVR calls or texts according to the individual's preference lasting about 2 months

**Target Population:** The parents/guardians of Medicaid and CHP+ members age 0 – 17 with an asthma diagnosis

**Objectives:** Provide information and education to influence their child's asthma symptoms, the importance of communicating with the child's primary care physician (PCP), and tools and resources to better control future asthma flare-ups.