



Provider Bulletin



A bulletin for the Molina Healthcare of Ohio Medicaid network • Special Edition – July 2012

Walmart Pregnancy Test Coupon Intervention

HEDIS[®] results demonstrate that there is significant opportunity for improvement in the rates of prenatal and postpartum care services received by Molina Healthcare of Ohio, Inc. members. In an effort to increase member utilization of recommended prenatal and postpartum services, Molina Healthcare is partnering with Walmart to implement a pregnancy test kit coupon intervention program.

The purpose of this program is to promote early detection of high-risk pregnancies and to increase timeliness and frequency of prenatal and postpartum care. The HEDIS rates are included for each measure to demonstrate the opportunity for improvement in each measure.

Measure	2010 HEDIS Rate	2011 HEDIS Rate	75 th Percentile
Initiation of Prenatal Care	86.44%	88.74%	89.00%
Frequency of Ongoing Prenatal Care	70.13%	68.52%	73.70%
Postpartum Care	58.69%	60.71%	66.00%

The Walmart Pregnancy Test Coupon Intervention will be a targeted mailing (flyer) to all female members aged 18-40 years who reside in Franklin County. Due to a rising population of Somali members in Franklin County, a Somali version of the flyer will be sent to eligible Somali-speaking members. The flyer will:

- Educate the member on the importance of prenatal care
- Encourage the member to schedule an appointment with her health care provider if she thinks she is pregnant or if she wants to plan for a family in the future.
- Explain how she can be eligible for a gift card reward.
- Encourage the member to call the Molina Healthcare Disease Management line for advice and information on perinatal care and related pregnancy care

Included within the flyer is a coupon for one free pregnancy test from Walmart. If the member redeems the coupon and learns she is pregnant, the flyer instructs the member to schedule her first prenatal appointment with her provider right away. As a provider, you will only need to fill out and sign the card the member brings with her to her first appointment. The member will be responsible for submitting it to Molina Healthcare.

Please contact your Provider Services Representative with any questions at 1-800-642-4168. We appreciate your continued support in keeping our members healthy.

HEDIS[®] is a registered trademark of the National Committee for Quality Assurance (NCQA).

4th Annual Community Champions Nominations Now Being Accepted

Molina Healthcare invites you to nominate members of your community for a Molina Healthcare Community Champions Award, which celebrates individuals who inspire others through selflessness, extraordinary service and contributions that positively affect the health, well-being and lives of those around them.

The Community Champions Awards are presented in honor of Molina Healthcare's physician founder, Dr. C. David Molina. In existence in Molina Healthcare's service areas across the country for the past six years, these awards memorialize Dr. Molina's noble vision from over 30 years ago: Molina Healthcare and its community partners should always work together to develop programs that provide care and support for our most vulnerable citizens.

Please take a moment to recognize those who give back to your community by nominating them for a 2012 Molina Healthcare Community Champions Award. Nominations must be received by **July 20, 2012**. [Click here](#) to download the nomination guidelines and form. If you have questions, please contact us at MHOCCommunityChampions@MolinaHealthcare.com.

Save the Date for the 4th Annual Community Champions Gala, where selected honorees will be recognized at a dinner and awards ceremony on September 20, 2012.

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If you prefer to receive this bulletin via email, please email us the provider group name, TIN, service location address, contact name, contact phone number and email address at ProviderServices@MolinaHealthcare.com.

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Questions?

If you have any questions, please call Molina Healthcare's Provider Services at 1-800-642-4168. Representatives are available to assist you from 8 a.m. to 5 p.m. Monday through Friday.