

May 2024

Introducing Healthier Healthy Blue

Collaborating to Exceed Clinical and Health Equity Performance

We are excited to launch Healthier Healthy Blue, an initiative to promote health equity for Healthy Blue members by improving quality and data accuracy.

Healthier Healthy Blue is designed with a dual purpose to improve the health outcomes of our members and to enhance the quality of care across our network. Understanding that your primary focus is on patient health and quality of care, we want to highlight the three key quality measures at the heart of this program and how the program aligns with our shared goals.

Promoting Child Health, Development, and Wellness

Why?

- North Carolina's child Influenza vaccination rate is just **62.5%**, short of a national goal of **70%**.¹
- Resurgences in **measles** and **whooping cough** (pertussis) can be stopped by the highly effective DTaP and MMR vaccines.²
- Regular vaccination of healthy children helps protect those children in the community who cannot receive vaccinations because of health problems or allergies.²

Promoting Women's Health

Why?

- Pregnancy-related death rates in North Carolina have surged since 2018 to **68.1** per 100,000.³
- North Carolina has a **D+** preterm birth rating from the March of Dimes.⁴

Addressing Unmet Health-Related Resource Needs

Why?

- **1** in **28** children under 6 are homeless.³

Footnotes:

1 American Academy of Pediatrics. *The State of North Carolina's Child Vaccination Rates, 2022*

2 The Mayo Clinic. *Why Vaccines Matter, 2023*

3 North Carolina Department of Health and Human Services. *2018-19 Maternal Mortality Review Report; Using Standardized Social Determinants of Health Screening Questions to Identify and Assist Patients with Unmet Health-related Resource Needs in NC*

4 March of Dimes. *North Carolina's 2021 Report Card*

<https://provider.healthybluenc.com>

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- North Carolina has the **8th** highest rate of food insecurity in the United States.¹
- African Americans are **2.3** times more likely to die than whites from diabetes.²

What Can Your Practice Do Right Now?

Stay up-to-date with Healthier Healthy Blue. Education opportunities will be posted to our Healthy Blue Training Academy: [Training academy | Healthy Blue \(healthybluenc.com\)](#)

If you have any questions about this notice, please contact Healthy Blue Provider Services at **844-594-5072** or by email at NC_Provider@healthybluenc.com. You may also reach out to your provider relationship account consultant.

Quality Domain	Specific Measures	Actional Steps for Providers
Promoting child health, development, and wellness	<p><i>Childhood Immunization Status (CIS)</i></p> <p>The percentage of children, by their second birthday, receiving the Combo 10. Note: Refer to North Carolina Medicaid Standard Plan Withhold Program Guidance for more information on Combo 10.</p>	<ul style="list-style-type: none"> • Ensure consistent review and update vaccination schedules at every visit. Engage with parents about the importance of timely vaccinations. • Utilize reminder systems to ensure no child misses a crucial vaccine. • Resource spotlight: Healthy Blue's HEDIS® Resource Page
Promoting women's health	<p><i>Prenatal and Postpartum Care (PPC)</i></p> <p>1st Prenatal Care Visit (PPC1): The percentage of deliveries that received a prenatal care visit in the first trimester, on or before the enrollment date, or within 42 days of enrollment in the organization.</p> <p>Postpartum Visit Rate (PPC2): The percentage of deliveries that had a postpartum visit between 7 and 84 days after delivery.</p>	<ul style="list-style-type: none"> • Reinforce importance of timely scheduling of prenatal visits, particularly in the first trimester, and follow-up postpartum visits within the recommended timeframe. • Inform your members of our Healthy Rewards program for pregnant women and new moms. • Enhance coordination and communication within care teams to provide holistic support to mothers. • Strengthen outreach programs to educate and encourage mothers. • Resource Spotlight: Healthy Blue's Care Management and Coordination New Baby, New Life program.

Sources:

1 North Carolina Department of Health and Human Services. *2018-19 Maternal Mortality Review Report*; Using Standardized Social Determinants of Health Screening Questions to Identify and Assist Patients with Unmet Health-related Resource Needs in NC

2 American Diabetes Association 2022

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

Quality Domain	Specific Measures	Actional Steps for Providers
Addressing unmet health-related resource needs and promoting health equity	<p><i>Rate of Screening for Health-Related Resource Needs (HRRN Screening measure)</i></p> <p>The percentage of members who completed a screening for Health-Related Resource Needs (HRRN) via the Member Portal within 90 days of enrollment and annually.</p>	<ul style="list-style-type: none"> • Remind members to complete the Care Needs Screener via the Member Portal within 90 days of enrollment and annually. • Members must log in to their secured account on the member website Member Portal or the Sydney Health Mobile App to complete their health risk assessment. • Increase collaboration with local programs and organizations to connect patients with necessary resources and support. • Reinforce the importance of non-medical drivers of health and how they can make a difference. • Resource Spotlight: Healthy Opportunities Pilot Overview



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