

## **Childhood Health Programs**

Well child visits provide an opportunity for the Primary Care Physician to promote healthy lifestyle choices, monitor children's physical and behavioral health, provide age-appropriate anticipatory guidance and education. It is during these well child visits that potential health problems may be detected and prevented or treated in the early stages, thereby reducing the negative effects of these problems.

Immunizations are an important part of well child care. They are a safe and effective way to protect children from serious diseases. Even though immunization rates are high and cases of vaccine-preventable diseases have declined, we must continue to maintain these high immunization rates to prevent a resurgence of serious diseases. Vaccine preventable diseases could easily return and infect, disable, and even cause death in many infants, children and adults.

Testing children for blood lead levels is also an important part of the Well child visit. Children who appear healthy may have dangerous levels of lead in their bodies and testing the blood level is the only way of detecting these levels. Children are exposed to lead in many different ways from simply breathing or swallowing lead dust to eating soil, paint chips or other contaminated substances. High lead levels in the body are more dangerous to children than adults and can cause damage to the brain and nervous system, behavior and learning problems, slowed growth, hearing problems and headaches.

- Members 0-15 months will receive a \$100.00 Target Gift Card if they had all 6 well child visits.
- Members 3 -6 years will receive a \$25.00 Target Gift Card if they had 1 well child visit.
- Members 12 – 21 years old will receive a \$25.00 Target Gift Card if they had 1 well child visit.
- Members who receive all required immunizations will receive a \$100.00 Target Gift Card.
- Members who receive a blood test will receive a \$25.00 Target Gift Card.

## **Program Monitoring**

- The Member Incentive Program uses the HEDIS criteria to identify those members who had all well child visits, all immunizations and at least 1 blood lead test performed.
- A HEDIS report to identify those members who meet the criteria will be run quarterly.
- The Target Gift Card will be sent to the members upon meeting the criteria. This process will be monitored quarterly through the quarterly HEDIS reports.