

COMMUNITY PLANS TURBOCHARGE VACCINE EFFORTS

As the United States enters the next stage of combatting the COVID-19 crisis, members of the Alliance of Community Health Plans (ACHP) are developing new strategies to improve vaccine confidence, access and equity.

Drawing on strong community ties, ACHP members have enhanced vaccination efforts, allowing further reach to underserved and rural populations.

Health Alliance Plan of Michigan, part of the Henry Ford Health System, has leveraged all available data sources to create a dashboard providing an overview of vaccination data by line of business, location, employer group, provider group, age, social vulnerability index and gender, which is used to target, outreach and vaccinate individuals across the state. Along with social media campaigns and Medicare town halls, HAP has partnered on multiple mass vaccination sites as well as mobile units to reach those most in need.

Dean Health Plan in Wisconsin is matching vaccination data from the state immunization registry with area deprivation index scores, race and ethnicity data to identify vulnerable members. The health plan created heat maps to identify regions of lagging vaccinations, allowing it to dispatch mobile vaccination clinics and create geo-targeted outreach via social media, newspapers and radio. The data is leveraged with the plan's integrated delivery network to send targeted messaging through the electronic health record with direct links to schedule vaccine appointments. Dean is also partnering with a local competitor, **Group Health Cooperative of South Central Wisconsin**, in order to reach as many unvaccinated as possible.

Presbyterian Health Plan in New Mexico is identifying and engaging unvaccinated and vulnerable individuals through stratification of claims, medical record, state and federal data. In partnership with its medical group, Presbyterian has also created targeted lists for primary care providers to outreach and engage with unvaccinated Medicaid members.

HealthPartners in Minnesota collaborated with community and public organizations to educate and vaccinate, with a special emphasis on equity. The plan established vaccine locations easily accessible by public transportation, offered multi-lingual and translation resources, communicated through social and news media in collaboration with trusted partners, inoculating nearly 80 percent of its dual-eligible members across the state.



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SelectHealth and Intermountain Healthcare have employed text messaging, email, social media, telephone outreach and provider conversations – and is also collaborating closely with the State of Utah on public messaging campaigns to drive vaccine confidence and uptake. Facilitating both mass vaccination sites and currently offering the vaccine at nearly 60 locations throughout Utah, Select/Intermountain has administered nearly 145k vaccines throughout rural Utah and Idaho.

Priority Health in Michigan designed a multi-faceted marketing campaign targeting more than 300,000 unvaccinated members with emails, text, printed mailers and robocalls, resulting in 95 percent of targeted members visiting its vaccination website.

Harvard Pilgrim Health Care/Tufts Health Plan has partnered with local health and cultural organizations to provide mobile vaccination sites to underserved communities across Massachusetts, particularly in Black and Brown communities and among non-English speaking populations. Community organizers are performing calls and door knocking to help register community members for vaccines.

PacificSource of Oregon utilizes race, ethnicity, language and disability data to target outreach to those most likely to have vaccine hesitancy and/or access issues. In collaboration with providers and community partners, PacificSource shares prioritized risk lists and coordinates real-time calls to help individuals find vaccine appointments and transportation.

Fallon Health of Massachusetts, together with a local health system and community health center, is serving Medicaid recipients in rural areas through a mobile vaccine clinic. The mobile unit has administered more than 3,300 doses of COVID-19 vaccines to Berkshire County residents since January.

UPMC Health Plan of Pennsylvania, along with the UPMC Health System and community organizations, supports 200+ vaccine sites, including 45 in underserved areas, helping vaccinate over 600k Pennsylvanians. The health plan uses clinical data to identify vulnerable and at-risk members to proactively schedule vaccines appointments. UPMC uses robocalls, texting, mailing and email to reach members and has made over 175,000 personal outbound calls to members to get vaccinated.

The Alliance of Community Health Plans (ACHP) represents the nation's top-performing non-profit health plans to improve affordability and outcomes in the health care system. ACHP member companies provide high-quality coverage and care to 24 million Americans across 36 states and D.C.



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