

COVID Vaccination Efforts

Keystone First

AmeriHealth Caritas PA



Delivering the Next
Generation
of Health Care

Overall Strategy

- Create a multi-pronged approach that can be flexible to adapt to a variety of partnership opportunities
- Focus outreach efforts on underserved and at-risk segments of our population to support equitable access to vaccines
- Utilize Keystone First/AmeriHealth Caritas PA bricks and mortar sites to support vaccine administration by county or provider organizations
- Apply consistent analysis to determine eligible membership in alignment with vaccine phases
- Utilize a variety of organizational resources for outreach and support based on the unique requirements of each opportunity
- Incorporate ongoing educational messaging regarding the COVID virus, safety precautions, and vaccine information
- Work with community partners (YMCA, churches, legislative leaders/staff, grassroots organizations) to identify members who want to be connected to vaccine scheduling

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1) Delaware County vaccine administration site:

- Re-opened the Keystone First Wellness and Opportunity Center in Chester on 2/25/21 as one of five Delaware County vaccine administration sites
- Delaware County COVID Task Force is responsible for the entire vaccine administration process
- Now administering 120 vaccines per day, 3-4 days per week
- Keystone First team is conducting direct member outreach and scheduling for appointments at this Center, in partnership with the City of Chester Health Department and other community organizations

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2) City of Philadelphia:

- Coordinating with the Philadelphia Department of Health to conduct member outreach and scheduling for vaccine efforts in high priority zip codes in Philadelphia
- Adapting to continued changes with the City's FEMA site at the PA Convention Center – scheduling, walk-ins, etc.
- Will continue working with the City for opportunities for direct scheduling at other sites throughout Philadelphia

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3) Provider Partnerships:

- Temple – supporting Temple outreach efforts through shared member data for Phase 1A and 1B eligible members
- Trinity/Mercy – coordinating with Mercy Fitzgerald to support member scheduling for vaccines
- Main Line Health – discussions in progress regarding partnership for member outreach and scheduling in West Philadelphia

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- 1) Discussions in progress with Lehigh Valley Health Network to shape potential partnership and/or use of Hazelton Wellness & Opportunity Center site
- 2) Discussions in progress with the City of Reading to shape potential partnership and/or use of Reading Wellness & Opportunity Center site

Community Health Choices

- 1) Executing vaccine clinic at the AmeriHealth Caritas Airport Business Campus week of 3/15 in partnership with Rite Aid to administer vaccines to Keystone First, UPMC and PA Health and Wellness members in the SE zone
- 2) CHC members are also included in all of the outreach and scheduling opportunities listed above

Lessons Learned

- 1) No two opportunities are alike, and potential partners (state, county, city, providers) are looking for creative and nimble solutions to support enhanced access to vaccines
- 2) There is a wide variety of approaches across the Commonwealth
- 3) Community partners are critical for gathering up-to-date member contact information and reaching underserved populations for scheduling
- 4) Most providers/health departments are not submitting medical claims, which is impacting our ability to know which members have already been vaccinated
- 5) Need to work with the state/city registries for more frequent data sharing

Questions?

