



COVID-19 Vaccine Support

Spring 2021

**United
Healthcare[®]**
Community Plan

Key Efforts Prior to Vaccine Availability

- Two large scale phone campaigns targeted members at higher risk for complications from COVID
- First campaign was in May - June of 2020, called approximately > 40,000 members using UHC's Whole Person Care team
 - Discussion points were primarily around social distancing, hand washing, mask-wearing, when to go to the ED, etc.
 - Outcome of campaign suggested high member satisfaction and decreased utilization
- Second campaign was in November - December 2020, targeting a similar membership as in prior campaign
 - Discussion points included everything from the first campaign, and in addition stressed the flu vaccine and discussed the upcoming availability of the COVID vaccine

PA STOP COVID-19 Chester City

CONSUMER ENGAGEMENT

The Johnsons hear about a UHG testing site through a broadcast on their local radio station.



INFRASTRUCTURE & TESTING

The Johnsons get tested for COVID-19 at UHG testing site set up at the City Center, spiritual center, etc.



ESSENTIAL SUPPLIES

The Johnsons are provided food from Philabundance (a local food bank) and health and safety kit



Community Member

The Johnson Family

A multi-generational family of 4 living in Chester City, PA



HEALTHCARE SERVICES

Darlene tests positive for COVID-19 and is referred to the local FQHC for treatment.



EDUCATIONAL MATERIALS

The Johnsons are provided a one-page information sheet with CDC guidelines with culturally relevant messaging



COMMUNITY SUPPORTS

The Johnsons are referred to community resource provider for additional supports.



City of Chester
City Hall

September 9th- October 2nd Wednesday - Friday
9:00 a.m. - 4:00 p.m.

"I wanted to thank you and your team for outstanding work in performing over 1,400 COVID-19 tests in the City of Chester. The food and health and safety kits helped so many individuals and families struggling during this Pandemic.

The City of Chester and Delaware County are grateful to have been selected to participate in this program and hope that future collaboration is possible on other public health initiatives."

Rosemarie Halt, Delaware County



Get the free test. Stop the spread.



Chester City Hall
1 E. 4th Street
Chester, PA 19013

Wednesdays, Thursdays and Fridays
from 9/9 to 10/2:
9AM-4PM

Testing is non-invasive. No appointment needed.



Current Efforts to Support Vaccine: Planning and Identification of Members

- We have implemented a weekly **COVID Action Committee** with cross departmental representation to capture ideas and inquiries, assess needs, and determine where we can assist
 - Meets weekly due to the rapidly changing environment: eligibility, vaccine availability, etc.
 - This group includes clinical, pharmacy, network, and community outreach
 - Meetings are in conjunction with our Medicare line of business to coordinate efforts and avoid duplication
- Data mining
 - We have identified approximately 44,000 members who are either 65 and over, or 16 and over with chronic conditions. This report is refreshed weekly, and cross referenced with vaccine claims
 - We are working to identify members likely to be homebound – this includes but is not limited to members on home ventilation, multiple DME needs, etc.
 - We have also identified 139 children in Shift Care (who are 16 yrs old and older) on private duty nursing and likely to be homebound. We are surveying those families if they wish to receive vaccine in home
- We are outreaching to providers and cross-walking our list of 44,000 at risk members to determine how we can assist with scheduling, providing Special Needs Unit support to members with transportation needs, etc.

Building Vaccine Confidence



- UnitedHealthcare developed a virtual training titled Building COVID-19 Vaccine Confidence, Addressing People's Hesitancy. It can be used to provide employees with key messages and learning points around the COVID-19 vaccine that can be utilized when having discussions regarding vaccination, including how to address any hesitance around the vaccine.
- All member facing staff in Health Services (Special Needs Unit, Shift Care team, Whole Person Care CHWs and nurse case managers, Healthy First Steps and Family Visiting program staff), have taken this training. This will enhance their effectiveness in talking with members who have concerns about the vaccine.
- To ensure all hesitations are addressed, we have distributed this Vaccine Confidence training to most ACO's and PCMH in the state of Pennsylvania. Our goal is to educate individuals about the COVID-19 vaccine. We will continue to strive to amplify and empower the voices and faces of trusted community leaders and medical professionals.

COVID-19 Community Resource Page

- For vaccine-hesitant populations, we must work to build confidence and instill trust in the vaccine. This is often best done through familiar sources, which is why we are using our established relationships with medical professionals, community- and faith-based organizations across the state, as well as forming new partnerships to help educate and promote the vaccine.
- UnitedHealthcare's COVID-19 Community Resource Page contains educational materials and direct links to organizations including the CDC, FDA, CMS, Black Coalition Against COVID-19, National Hispanic Council on Aging, and the National Association of Councils on Developmental Disabilities
- Informative articles and materials speak to the safety and importance of being vaccinated. Education about the vaccine is our best defense against vaccine hesitancy
- It also contains a link to the CDC's social media toolkit with sample Facebook, Instagram and Twitter resources to help educate about the COVID-19 vaccination, its safety, benefits, and what to expect after vaccination
- This Community Resource Page is available to members, non-members, providers, churches, local community health centers, and other community leaders.

Direct Member Outreach

- Outreach to promote/schedule vaccine is being done with providers across the state, and separately with the City of Philadelphia
 - Though vaccine eligibility keeps expanding, our initial approach is to contact higher-risk members first
 - Outreach focuses on promoting the vaccine, addressing vaccine-confidence issues, scheduling for vaccine as appropriate, helping with transportation, etc.
- City of Philadelphia outreach
 - We have started outreach to members in zip codes throughout Philadelphia, focusing initially on both high-risk members and those in zip codes with low vaccine uptake
 - There is dedicated CHW support outreach for this initiative
 - Real-time scheduling is being done on the web using a City of Philadelphia and DHS approved script
 - Lists of eligible members are updated every week to reflect vaccine status
- State outreach
 - We are working with different providers across the state, reaching out to higher volume providers first
 - There are dedicated CHWs for this effort
- Observations thus far
 - More people have been vaccinated than expected when we reach a member
 - Vaccine hesitancy has not been a large issue thus far
 - Rate of contact is not high on initial calls

Other Member Outreach

Vaccine Reminders

- 1st Dose Vaccine Encouragement - email, IVR and Direct mailer
- 2nd Dose Reminder/Missed 2nd Dose – email and IVR

Home Bound Members

- Lancaster EMS
 - We have a current contract with them for other services and are expanding contract to allow them to provide COVID vaccine for home bound members
- Pennsylvania Home Care Association
 - They are working with their member agencies to request status as vaccine providers. Their goal is to administer vaccines for their current open cases, as well as possibly providing vaccine administration visits for other home care agencies who may not be able to provide this service
 - 30-40 agencies are part of the association
- Philadelphia County
 - Expected soon to have a referral approach for home bound members
- Other Counties - examples
 - Bucks County: is expecting it will be “a month or two” before they’ll be able to vaccinate the homebound. Plan will be to use J&J vaccine. The Health Department is maintaining a list of interested residents, and will enhance their website so residents can register. We will work with groups as we ID homebound
 - Lehigh County: the Allentown Health Bureau began vaccinating homebound seniors in March 2021. They are coordinating with local Meals on Wheels operations to help identify people who want the vaccine. From there, paramedics are administering Moderna vaccine during home visits. We are working to develop a referral approach
 - Montgomery County Department of Public Safety is delivering the vaccine to homebound residents. Presently, only those in congregate settings are getting the vaccine

Virtual Community Town Hall Meetings

How
How to build vaccine confidence

Who
Partnership opportunities to build vaccine confidence

What
Resources for community partners to educate and message to their communities the importance of getting vaccinated

Myth vs Reality

Southwest Regional Town Hall Meeting



Central Regional Town Hall Meeting



Southeastern Regional Town Hall Meeting

