

Important notice: Immunization and Well-child visits

This communication applies to the Medicaid programs for Simply Healthcare Plans, Inc. (Simply) and Clear Health Alliance as well as the Florida Healthy Kids (FHK) program for Simply.

Since the onset of the COVID-19 pandemic, a significant drop in well-child visits has resulted in vaccination delays. Simply Healthcare Plans, Inc. and Clear Health Alliance (Simply) has prioritized immunization compliance efforts to address concerns related to secondary outbreaks of vaccine-preventable illnesses that may be caused by delays in vaccinations.

We are encouraging our provider partners to promote the importance of well-child visits and immunizations with their patients. Simply providers should ensure they are providing a safe environment for our members during every office visit.

Guidance on providing pediatric well-care during the COVID-19 pandemic

- All well-child care should occur in person whenever possible and within the child's pediatrician's office to ensure the maintenance and establishment of care continuity.
- Telehealth services that have been successfully implemented to provide the appropriate elements of a well-child visit should still continue to be supported and **followed by a timely in-person visit**.
- Providers should identify newborns, infants, children and adolescents who have missed well-child visits and/or recommended vaccinations and contact them to schedule in person appointments.
- Providers should work with families to bring newborns, infants, children, and adolescents up to date as quickly as possible.

Strategies to ensure provider office safety

- Inform families about your implemented safety strategies.
- Schedule well-visits and sick-visits at different times of the day.
- Separate well patients from sick patients by spatially placing patients in different areas.
- Collaborate with providers in the community to identify separate locations for providing well visits for children.
- Create a process for phone check-ins or in car waiting rooms.

Some providers may not be able to provide well-child visits, including provision of immunizations, for all patients in their practice due to circumstances related to COVID-19. **If a practice can provide only limited well-child visits, providers are encouraged to prioritize newborn care and vaccination of infants and young children (through 24 months of age) when possible.**

<https://provider.simplyhealthcareplans.com/florida-provider>

<https://provider.clearhealthalliance.com/florida-provider>

Simply Healthcare Plans, Inc. is a Managed Care Plan with a Florida Medicaid contract. Simply Healthcare Plans, Inc. dba Clear Health Alliance is a Managed Care Plan with a Florida Medicaid contract. Simply Healthcare Plans, Inc. is a Managed Care Plan with a Florida Healthy Kids contract.

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Member incentives

Program type	Program goals	Provider roles
Healthy Behaviors Rewards Program — Well-Child Visits (2 to 20 years) (5 to 18 years for FHK)	<ul style="list-style-type: none"> • Encourage children’s well-child exams per Bright Futures guidelines • Encourage compliance with recommended immunizations and lead screening 	<ul style="list-style-type: none"> • Complete well-child health checkups, immunizations and lead screening • Submit visit claims so members will receive valuable gift card rewards

#CallYourPediatrician campaign

The American Academy of Pediatrics (AAP) has launched a campaign called #CallYourPediatrician that addresses the issue of dropping immunization rates. The campaign aims to reach parents with timely reminders that going to a pediatrician, even during COVID19, is important and safe.

You will have access to everything you need to share on your own platforms and networks. The AAP has campaign materials available including sample texts, videos and photos sized for Facebook, Instagram, Twitter and more. Click this link to find materials to post on your social media platforms (<https://www.aap.org/en-us/about-the-aap/aap-press-room/campaigns/call-your-pediatrician/Pages/sample-social-media-posts-for-the-callyourpediatrician-campaign.aspx>)

Feel free to use “the Doctor is in” campaign materials on your respective social media platforms. (https://downloads.aap.org/AAP/Campaigns/Call%20Your%20Pediatrician/COVID_Doc_is_in_FB.jpg)

Back to the Office Toolkit

The Florida Chapter of the American Academy of Pediatrics (FCAAP) has created a Back to the Office Toolkit to promote pediatric wellness and preventive care. FCAAP is offering guidance to pediatrician on ways to continue to safely care for their patients in the midst of the COVID-19 pandemic. This toolkit provides pediatricians with easy to use resources such as letter templates and social media images that can be used to reach out to families.

Resource Toolkit:

<https://custom.cvent.com/EDE603C5145F48C8BBC5477DB676A0EB/files/f61755559d114936adeadaa6e9f7c858.pdf>

Additional Resources:

- CDC Childhood Immunization Resources:
 - Resources for encouraging vaccinations: <https://www.cdc.gov/vaccines/partners/childhood/stayingontrack.html>
 - Multimedia products for parents and providers: <https://www.cdc.gov/vaccines/partners/childhood/multimedia.html>
- Social Media Materials:
 - Here are 6 reasons to follow CDC’s recommended schedule during the COVID-19 outbreak: <https://www.cdc.gov/vaccines/parents/resources/ultimate-babyproofing-plan.html>

- Parents, remember that well-child visits are very important during the COVID-19 pandemic. Help parents protect their children against vaccine-preventable diseases:
<https://www.cdc.gov/vaccines/parents/visit/vaccination-during-COVID-19.html>
- Florida Department of Health COVID-19 Updates:
 - <https://floridahealthcovid19.gov>
 - <https://floridahealthcovid19.gov/health-care-providers>
- AAP Guidance on Providing Pediatric Well Care During COVID-19:
 - <https://services.aap.org/en/pages/2019-novel-coronavirus-covid-19-infections/guidance-on-providing-pediatric-well-care-during-covid-19>
- AAP Guidance on Newborn Screening During COVID-19:
 - <https://services.aap.org/en/pages/2019-novel-coronavirus-covid-19-infections/guidance-on-newborn-screening-during-covid-19>
- 2020 Immunization Schedule (Child and Adolescent):
 - <https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html>
- 2020 Immunization Schedule (Adult):
 - <https://www.cdc.gov/vaccines/schedules/hcp/imz/adult.html>