
Sent: Tuesday, January 05, 2016 11:21 AM
Subject: FW: Numbered Letter L 15-73
Attachments: L 15-73.pdf

Mark – Here's the L Letter we sent last week to Medicaid providers.

The approach we discussed would be beneficial to those you cover in Flint. We have stepped up our testing, outreach, and education efforts with the local public health department in a very significant way since it became apparent that there was an increase in children testing above the 5 micrograms level. As we discussed we have also begun doing home blood lead investigations with the supplemental funding approved late last year. I think a critical component going forward will be care coordination with children (and adults) who test above the threshold,

Below are examples of what some of our Medicaid Health Plans have been doing:

- Encouraging testing of all children 0-6 who had not been tested since April, 2014.
- Initiating lead poisoning awareness campaigns.
- Dedicating a n

Per your request during our call last week, I am forwarding a more detailed update on our community, member, and provider outreach efforts in Flint to encourage lead testing for all children between the ages of 0-6 that have not received a test since April 2014. Molina has identified approximately 3,500 enrolled children that require a lead test. Molina has committed to a minimum of 10-15 lead poisoning awareness and testing campaign events in partnership with local elementary schools and community agencies over the next 90 days. Molina will support these events by arranging for a nurse to administer lead tests. The health department will also provide nurses for testing, nutritional, and environmental awareness education for certain partnered events. We will send a member invitation via direct mail to targeted Molina households in surrounding zip codes for each event to encourage participation. Our case managers and community connectors (e.g. community health workers) have also been trained and engaged to develop care coordination and nutrition counseling interventions for children with blood lead levels >5. Here is a more detailed snapshot of planned community/provider activities:

Ø Community Engagement and Awareness

Four Confirmed Events in January

- ü Freeman Elementary lead testing event (1/12)
- ü Hurley Hospital w/ Genesee schools (Mid-January)
- ü Collaboration on lead screening education with Genesee Health Department at GPHO - Attend January Practice Managers meetings AM/PM sessions
- ü Genesys Residency Clinic event-Downtown Flint (1/21) - (GHPO represents 853 Providers, 21, 350 MHM Members)
- ü Eisenhower Elementary lead testing event (1/21-1/26)

Events in February - TBD

- ü Carriage Town Ministries Lead Testing Focused Family fun Night (2/4 & 2/8)
- ü Hamilton FQHC (TBD)
- ü Joint events with Hurley Hospital staffed by PMC physicians to provide Lead Screenings and Patient education
- ü Flint Public Schools – 3-4 events
- ü Boys and Girls Club
- ü YWCA and YMCA
- ü Flint Children's Museum

Events in March - TBD

ü Flint Public Schools - 2 -3 elementary school events ü Northwestern High School- Family night event ü Genesee Chamber of Commerce 1-2 events ü Grace Emmanuel Church ü Hamilton FQHC family fun and health fair event 1-2 events ü Close in on children ages 0-6 who have not yet been tested- announce innovative testing methods (mobile unit? Sponsor/Fund Traveling Nurse to elementary school) to close the gap; quotes from MHM leadership and Health Department Leaders included.

Four targeted press releases:

- ü December 22 - Molina –Genesee County Health Department – Joint Press Release 1: Addressing Lead Poisoning Awareness and Prevention campaign-will include quotes from MHM and Health Department leaders; Will include details of the first four lead testing events to be hosted by MHM and Genesee County Health Department
- ü Press Release 1 will be distributed to media by 12/22/15; draft for review ready for MHM leaders 12/21/15
- ü February 1 -4 Carriage Town Ministries Lead Testing Event- Joint Media Advisory Joint Media Advisories to all Flint media detailing lead testing event at Carriage Town Ministries 2/4
- ü February 10-13 Molina –Genesee County Health Department – Joint Press Release 2: Highlight results to date including amount of lead tests performed since campaign launch, engage the public and remind them the campaign continues and that children still have many options to get a free lead test. Detail MHM- Genesee Health Department Feb 10- March 31 Lead testing events schedule; quotes from Molina and Health Department Leaders
- ü March 31- Press Release 3: Close in on children ages 0-6 who have not yet been tested- announce innovative testing methods (explore deploying traveling Nurse to elementary school) to close the gap;

Ø Provider Engagement and Awareness

ü 12/23/15 - Fax blast to all Genesee County PCPs about Lead Awareness and specific steps to ensure testing and treatment ü 12/29/15 – Fax blast to Genesys PHO ü Adding several Lead education articles and MDHHS links to additional provider/patient materials to our provider portal ü There are approximately 165 physicians serving the children of Flint – Molina has identified the top 16 providers serving at least 100 Molina children in the Flint area, which include Hurley and Hamilton FQHC. We have developed a workplan to aggressively engage these providers ü Key provider Lead awareness partners – Scheduling underway for additional January-March events:

- Genesee Health Department
- Genesee Health Plan (GHP)
- Genesys PHO
- Hurley/PMC
- Hamilton FQHC

Ø Molina HealthCare of Michigan is also working to partner/coordinate efforts with three other payers (BCBSM, United, McLaren) who also have members in Flint to ensure the entire community is included in the awareness and testing efforts

From: MSAPolicy

Sent: Wednesday, December 30, 2015 4:35 PM

Subject: Numbered Letter L 15-73

Attached for your information is letter L 15-73, dated December 30, 2015.

L 15-73 – Blood Lead Guidelines to Address the City of Flint Residents’ Potential Exposure to Lead.

This letter was sent to Practitioners, Clinics, Laboratories and Maternal Infant Health Program (MIHP) Providers in the City of Flint.

Medicaid Letters can be accessed on the web at www.michigan.gov/medicaidproviders >> Communication and Training >> Click 2015 under Numbered Letters.

