

Quality Improvement Storyboard

Mountain Valleys Health Centers Well Child Care Incentive Project September 2021

Brief Synopsis: Mountain Valleys Health Centers (MVHC) is seeking to increase the rate of children and youth that complete Well Child Care visits. This PDSA utilized a patient incentive in the form of a gift card for completed visits. The project targets three clinic sites where our Pediatrician sees patients regularly. This campaign was organized just prior to our Pediatrician going on maternity leave.

Aim: Increase the rate of Well Child Care (WCC) visits completed.

Plan

Measures:

- % of children 0-15 months of age who received six or more well-child visits with a PCP.
- % of children and youth 3 - 17 years of age who had at least one comprehensive well care visit with a PCP.
- # of Well Child Care visits completed.
- % No-show rate for Well Child Care visits.

Prediction:

- The gift cards would provide the nudge to encourage families to bring children and youth in for Well Child Care Visits.

Changes Being Tested:

- MVHC is testing the use of patient incentives (gift card) to increase the number of children completing Well Child Care visits.
- Using the gap in care report from eReports (March 2021) on Well Child Care visits, our Population Health Advocate reached out by phone to 180 Partnership HealthPlan (PHC) families to schedule visits (some families had more than one eligible child in the household). Patients assigned to the Burney, Fall River, and Tulelake clinic sites were included in this test.
- We began offering incentives - \$25 grocery gift card - for completed WCC visits in mid-February. Outreach to patients began at the beginning of March.
- Patient incentives were advertised through a social media campaign in addition to the outreach calls made by the PHA.

Do

Results:

- A total of 261 Well Child Care (WCC) visits were completed between February 17 – April 29, 2021.
- Of the 300 visits scheduled, there were a total of 39 no-shows (13%) with the highest number of no-shows at the Burney site (23).
- In reviewing the project outcomes among the 261 of children that completed a well child care visit, 75% were Partnership HealthPlan members and 25% were privately insured.

Table 1. Visits completed by site

Clinic Site	Well Child Care Visits Completed (2/17/21 – 4/29/21)
Fall River	29
Burney	110
Tulelake	58
Mt. Shasta	1
TOTAL	261

Figure 1. Social promotion of patient incentives



Table 2. WCC Appointments Scheduled and No Show Rate

	2020 (2/17/20-4/29/20)	2021 (2/17/21-4/29/21)
WCC Appointments Scheduled	132	246
WCC Appointments Kept	116	210
No Show Rate	12.1%	14.6%
% Appointments Scheduled – PHC patients	69.7%	67.0%
% No Shows – PHC patients	93.8%	69.4%

Future Plans:

- MVHC is considering organizing another coordinated campaign (PHA outreach + social media promotion) for well child exams with no incentive to test the response.