



FIDELIS CARE®

Quality health coverage. It's Our Mission.

Member Flu Shot Clinic Results



Executive Summary

Fidelis Care has the opportunity to position in the community as a dedicated partner in health and wellness by hosting vaccine clinics in Community Offices State-wide.

Communication objectives for the campaign include increasing member vaccinations, improving HEDIS scores, increasing member visits to Community Offices, promoting Community Office locations and increasing dialogue with members about their health.

The target audience is current Medicare members (ages 65+) in zip codes surrounding 7 Fidelis Care Community Offices. The primary motivations for members to attend are to receive their free flu shot, receive a free Fidelis Care branded umbrella, enjoy snacks and beverages and enjoy the local event.

Flu Shot Clinic Campaign Goals

Business Goals:

- Increase year-over-year member attendance by 25%
- Get members immunized to improve quality scores
- Promote 7 community office locations throughout the state as a member resource

Campaign Goals:

- Encourage members to get immunized for their continued good health
- Position Fidelis Care as a committed partner in members' health
- Create a memorable event experience for members
- Remind members that they did receive flu shots
- Educate members on staying healthy during flu season

Flu Shot Clinic Project Recap

Albany Community Office

997 Central Avenue

Albany, NY 12205

Wednesday, September 18 • 10 AM - 2 PM

3,172 Members Targeted (*All MCD, ALOB
50+ including CHP*)

Bensonhurst Community Office

2133 86th Street

Brooklyn, NY 11214

Friday, September 20 • 10 AM – 2 PM

6,008 Members Targeted (*All MCD,
ALOB 50+ for Zips 11209 and 11214*)

Inwood Community Office

100 Post Avenue

New York, NY 10034

Thursday, September 19 • 10 AM - 2 PM

6,556 Members Targeted (*All MCD,
Other LOB 50+*)

Niagara Falls Community Office

1909 Pine Avenue

Niagara Falls, NY 14301

Thursday, September 19 • 10 AM – 2 PM

1,834 Members Targeted (*All MCD MCR,
Other LOB 60+*)

Flu Shot Clinic Project Recap

Poughkeepsie Community Office

25 Market Street

Poughkeepsie, NY 12601

Thursday, September 19

10 AM – 2 PM

5,840 Members Targeted (*Zip 12601*

ALOB including CHP)

Sunset Park Community Office

5708 7th Avenue

Brooklyn, NY 11220

Friday, September 20

10 AM – 2 PM

4,135 Members Targeted (*All MCD MCR,*

Other LOB 60+)

Utica Community Office

209 Elizabeth Street

Utica, NY 13501

Wednesday, 9/26 • 9 AM to 1 PM

2,847 Members Targeted (*All MCD MCR,*

Other LOB 60+)

Flu Shot Clinic Mailer

30,601 Mailers were sent out the week of September 16, 2019



**IMPORTANT
INFORMATION
ABOUT YOUR
HEALTH!**

See Special Offer Inside!



FIDELIS®
LEGACY PLAN

Member Services Outreach Results

Member Services made outreach calls to remind members about free flu shots, and to encourage them to call and make an appointment.

Calls started the week of September 9th

Total calls attempted – 10,000 plus

Member Confirmations - 975

Branded Umbrellas and Snacks



Flu shot Reminder Cards

**Thank you for having your Flu Shot
on September _____, 2019.**

Having a Flu Shot is one of the best ways to take care of your health.
Congratulations!



Vincent Marchello, MD
Fidelis Care Chief Medical Officer



Please save this card as a reminder.

You can also view helpful tips for staying healthy
this flu season on the other side.



FIDELIS CARE®

Helpful Tips for Staying Healthy

Be a Flu Fighter!

- Stay home when you are sick
- Cover coughs and sneezes with a tissue
- Wash your hands often
- Don't touch your eyes, nose, or mouth
- Get plenty of sleep, stay physically active, drink plenty of fluids, and eat nutritious food



Questions?

Need help making an appointment with your provider? Call 1-800-247-1447 TTY: 711

Given to members as a reminder that they received a flu shot (members reporting they received flu shots increases HEDIS scores).



FIDELIS CARE®

Results by Office

Albany Clinic – 45 members served (1.42% of the targeted population)

Attendance by Line of Business:

Dual 1

Dual Flex 12

EP 7

HBX 3

MLTC 2

NYM 20

13 Dual Members attended or 2.08%, 32 ALOB attended or 1.26%

(Percentage of members that attended by product)

Results by Office (Continued)

Bensonhurst Clinic – 45 members served (.75% of the targeted population)

Attendance by Line of Business:

Dual 1

Dual Flex 12

EP 15

HBX 7

NYM 10

13 Dual Members attended or 2.3%, 32 ALOB attended or .59%
(Percentage of members that attended by product)

Results by Office (Continued)

Inwood Clinic – 50 members served (.8% of the targeted population)

Attendance by Line of Business:

Dual Flex 20

EP 10

HBX 1

MLTC 2

NYM 17

20 Dual Members attended or 2.2%, 30 ALOB attended or .53 %

(Percentage of members that attended by product)

Results by Office (Continued)

Niagara Falls Clinic – 36 members served (2.1% of the targeted population)

Attendance by Line of Business:

Dual 1

Dual Flex 10

EP 3

HARP 1

HBX 3

Medicare 10

NYM 8

21 Medicare and Dual Members attended or 2.6%, 15 ALOB attended or 1.5%

(Percentage of members that attended by product)

Results by Office (Continued)

Poughkeepsie Clinic – 18 members served (.31% of the targeted population)

Attendance by Line of Business:

Dual Flex 2

EP 3

HARP 1

HBX 5

NYM 7

2 Dual Members attended or 1%, 16 ALOB attended or .40%

(Percentage of members that attended by product)

Results by Office (Continued)

Sunset Park Clinic – 32 members served (.77% of the targeted population)

Attendance by Line of Business:

Dual Flex 11

EP 5

HBX 1

NYM 15

11 Dual Members attended or 1.2%, 21 ALOB attended or .67%

(Percentage of members that attended by product)

Results by Office (Continued)

Utica Clinic – 62 members served (2.18% of the targeted population)

Attendance by Line of Business:

Dual 1

Dual Flex 30

EP 2

HARP 1

HBX 2

Medicare 13

MLTC 4

NYM 9

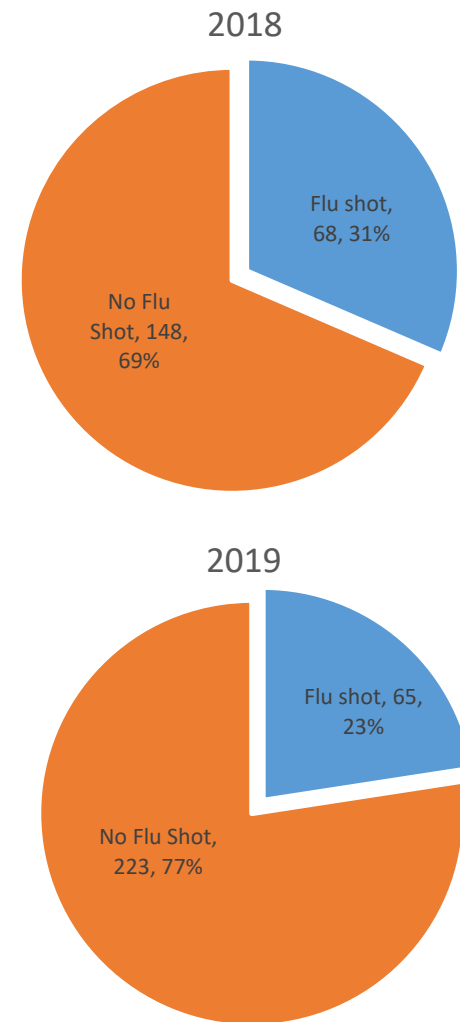
43 Medicare and Dual Members attended or 2.5%, 19 ALOB attended or 1.65%

(Percentage of members that attended by product)

Final Results

- **216** members attended in 2018, mostly Medicare Members, which was the target population
- **69%** of those who attended, did not have a flu shot during the last flu season
- 2019, **288** members attended: 40% Medicare, 28% Medicaid and 14% EP
- **77%** of those who attended, previously did not have flu shot during the last flu season

Overall attendance increase of 33% year-over-year



Final Results (Continued)

2019 Statewide Attendance by Product:

3 Harp Members

4 Dual Members

8 MLTC members

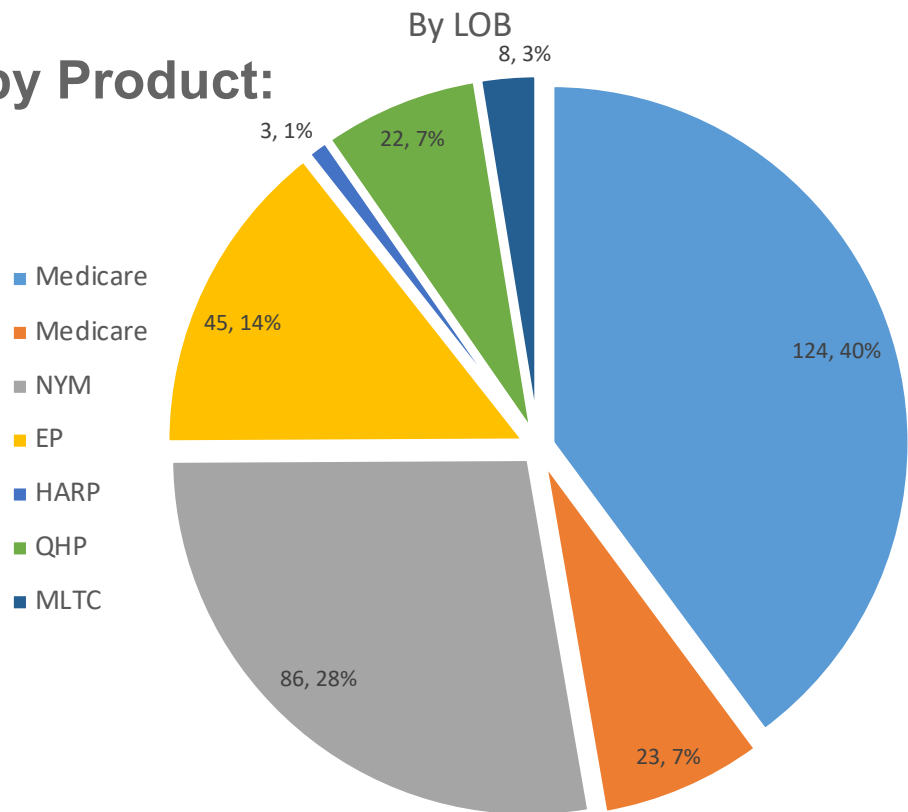
22 QHP Members

23 Medicare Members

45 EP Members

86 NYM Members

97 Dual Flex Members



43% of members who attended were Medicare or Dual Members

57% of members who attended were “ALOB”

Final Results (Continued)

LOB	2019 Total Number of Flu Shots	% who had flu shot previous flu season
PBP 002 - Dual	4	0%
PBP 017 - Dual Flex	97	18%
Medicare	23	0%
NYM	86	33%
EP	45	24%
HARP	3	0%
HBX	22	36%
MLTC	8	13%
Total	288	23%

- 222 Members, or 77% of Members who attended the clinics did NOT have a flu shot the previous year

Event Pictures!



Event Pictures!



Event Pictures!



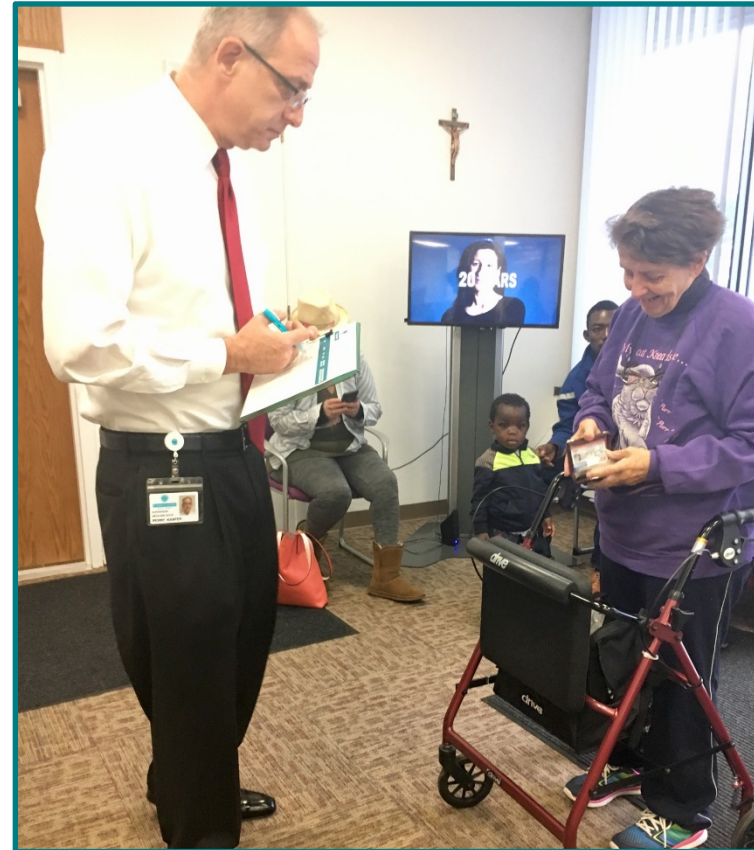
Event Pictures!



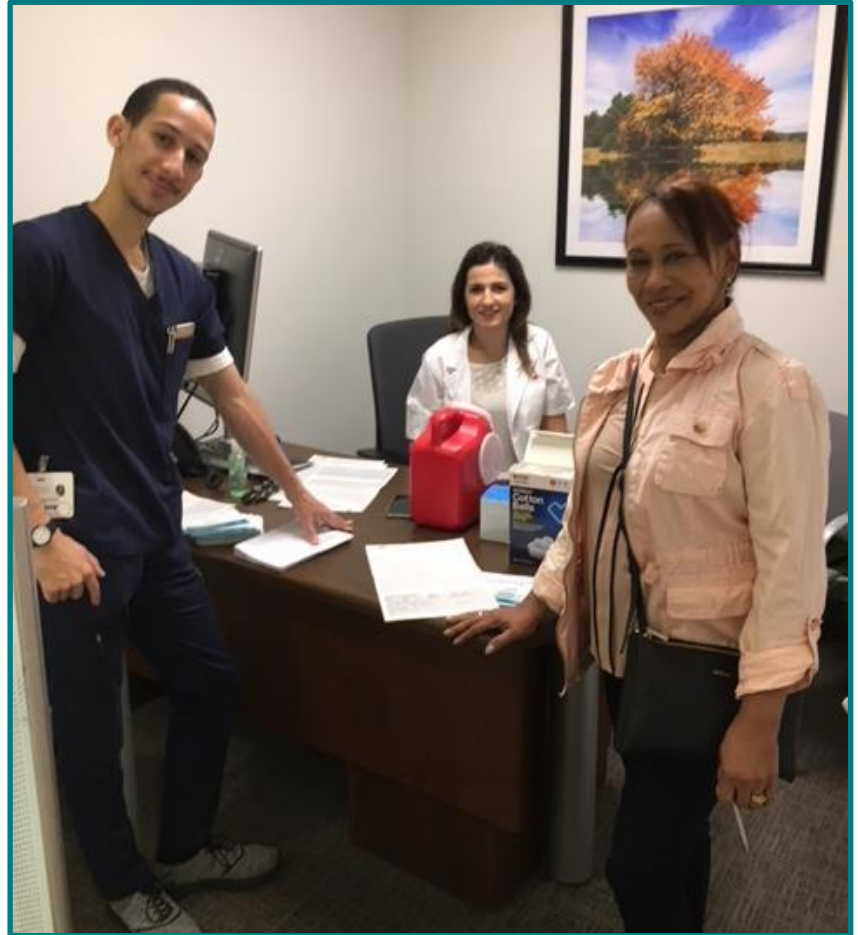
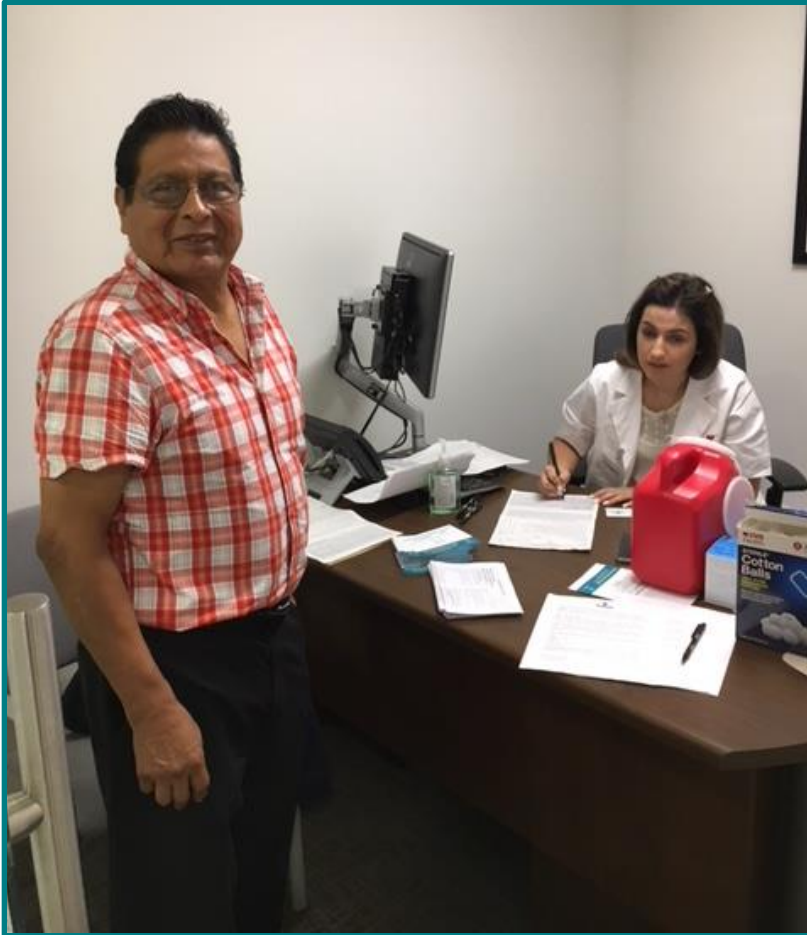
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Event Pictures!

