

To: Keystone First Primary Care Providers (PCPs)

Date: June 24, 2021

Subject: Coming soon! New program encourages PCPs to proactively schedule routine office visits

Summary: Anticipated in the third quarter 2021, Keystone First is launching a “Prospective Outreach Program” to encourage you (PCPs) to proactively outreach to and schedule routine office visits for your patients (our members) who might be due for routine care. The program includes a one-time administrative payment for each eligible visit completed, when all program requirements are met. Read on to learn more about this new program.

About the program:

When was the last time you saw “John Doe” or “Mary Smith” in your office? Keystone First’s new Condition Optimization **Prospective Outreach Program** is coming soon and will encourage you to outreach to your patients (our members) who might be due for a routine visit.

How does the program help PCPs?

As part of Keystone First’s ongoing efforts to assess your patients’ (our members’) chronic health conditions, we are offering this program to help PCPs:

- Identify patients who may be “due” for routine care.
- Proactively outreach to and schedule the identified patients.
- Complete scheduled routine visits, including evaluation of any chronic health conditions and creation of a medically-appropriate treatment plan.
- Report accurate and up-to-date patient diagnosis information to the health plan by completing a few simple program steps.

What about the administrative investment of participation?

The program includes a one-time administrative payment for each eligible visit completed, when all program requirements are met. Please look for additional information, including training opportunities, to be released summer 2021.

Program name reminder and components:

As a reminder, **Condition Optimization** was formerly known as the *Intensive Case Management (ICM) program*. There are two components to this program:

- PCP **Retrospective** Outreach component includes reviewing and updating diagnostic information previously-reported via claims submission.
- PCP **Prospective** Outreach is the new component described above and anticipated to launch in third quarter 2021. This component includes outreaching to members to encourage scheduling routine appointments.

Thank you for your participation in our network and your continued commitment to the care of our members. If you have questions about this communication, please contact your Provider Account Executive.