



2021 COVID-19 Vaccine Provider Incentive Program



FULL

A photograph of a doctor and a patient. The doctor, a man with glasses and a stethoscope, is looking at a smartphone. The patient, a man with braids, is looking at the doctor. They are in a clinical setting with a window in the background.

Patient communication

Dr. Daniel Brunner, Medical
Director, Anthem Blue Cross and
Blue Shield Medicaid

Communicate vaccine information to patients

- It can be tough to discuss COVID-19 vaccine benefits with hesitant patients.
- VitalTalk* developed the tips in this presentation to help you address people who are undecided about the vaccine.
 - After undecided patients give permission or show interest, you can build trust and credibility as a messenger by having a conversation that is:
 - Open
 - Empathetic
 - Informative



Tips for talking with your patients about COVID-19 vaccinations

Start with open-ended questions that do not assume vaccine acceptance

- A soft start into a controversial topic enables engagement.

Patient perspective	Clinician response
I've been hearing a lot about the COVID vaccine. What do you think?	What have you been hearing? I'd be interested in how you see the positives and negatives.
I don't know if I can trust everything I read about vaccines.	That is a sensible approach. Do you have questions that I could answer?

Tips for talking with your patients about COVID-19 vaccinations (cont.)

Acknowledge patient concerns without judging

- Empathy reduces the perception that you approve or disapprove of someone.

Patient perspective	Clinician response
I don't really know what's in the vaccine.	The information is just starting to come out, so having questions is normal. Could you say more about your concern?
How did they do it so fast?	I realize that this is happening faster than anyone predicted, so having questions is normal. The people who developed this vaccine have been working on vaccines for two decades. It's been in the making for a long time.
I just don't trust vaccines.	I have heard other people say they are worried about the vaccine. Could you say more about your concern?

Tips for talking with your patients about COVID-19 vaccinations (cont.)

Avoid criticizing the patient's information sources; cite your experience and/or point them to high quality sources

- Instead of trying to argue against misinformation, provide high quality information from a positive frame.

Patient perspective	Clinician response
I just think this has gotten really political.	You are right, it has gotten political. Here's what I can say. I've looked at the results of the vaccine we have to offer. This vaccine does really protect people from COVID. I want you to have the benefit of it.
You just never know what the side effects will be.	Yes, it is true that there have been some side effects. The most common side effect is some soreness at the injection site. There have been a couple of people who have had severe allergic reactions that were treated successfully. In the trials, more than 40,000 people were treated, and the serious side effects were very rare. The vaccine that we have is proven to be safe, and I have taken it.
I read on social media that the risk of COVID is not that high.	It is true that COVID can affect people mildly or severely. My colleagues and I are seeing enough severe cases of COVID that our hospitals are so full that they cannot do everything they would like to do for patients. There is a daily newsletter from the department of health that shows the latest numbers that I can share with you.

Tips for talking with your patients about COVID-19 vaccinations (cont.)

Show awareness of your status as a messenger, especially for people of color and members of other underserved groups

- Who you are as a messenger matters, and your awareness of that contributes to your authenticity and trustworthiness. Use examples of other messengers who resemble your patient.

Patient perspective	Clinician response
I am not sure that the needs of people like me have been taken into account.	I recognize the injustices that have happened in the past. We are handling the COVID vaccine differently. It has been tested in people of all different backgrounds, and it is proven to be safe for all. At this clinic/hospital we are offering the vaccine according to someone's risk of getting COVID.
I don't trust the government to tell the truth about the COVID vaccine.	I recognize that many people for various reasons have a mistrust in government. This COVID vaccine is different. It has been proven to prevent infection, and I have taken it myself. Are people in your family, church, or close circle getting the vaccine?

Tips for talking with your patients about COVID-19 vaccinations (cont.)

Link vaccine acceptance to the patient's hopes and goals

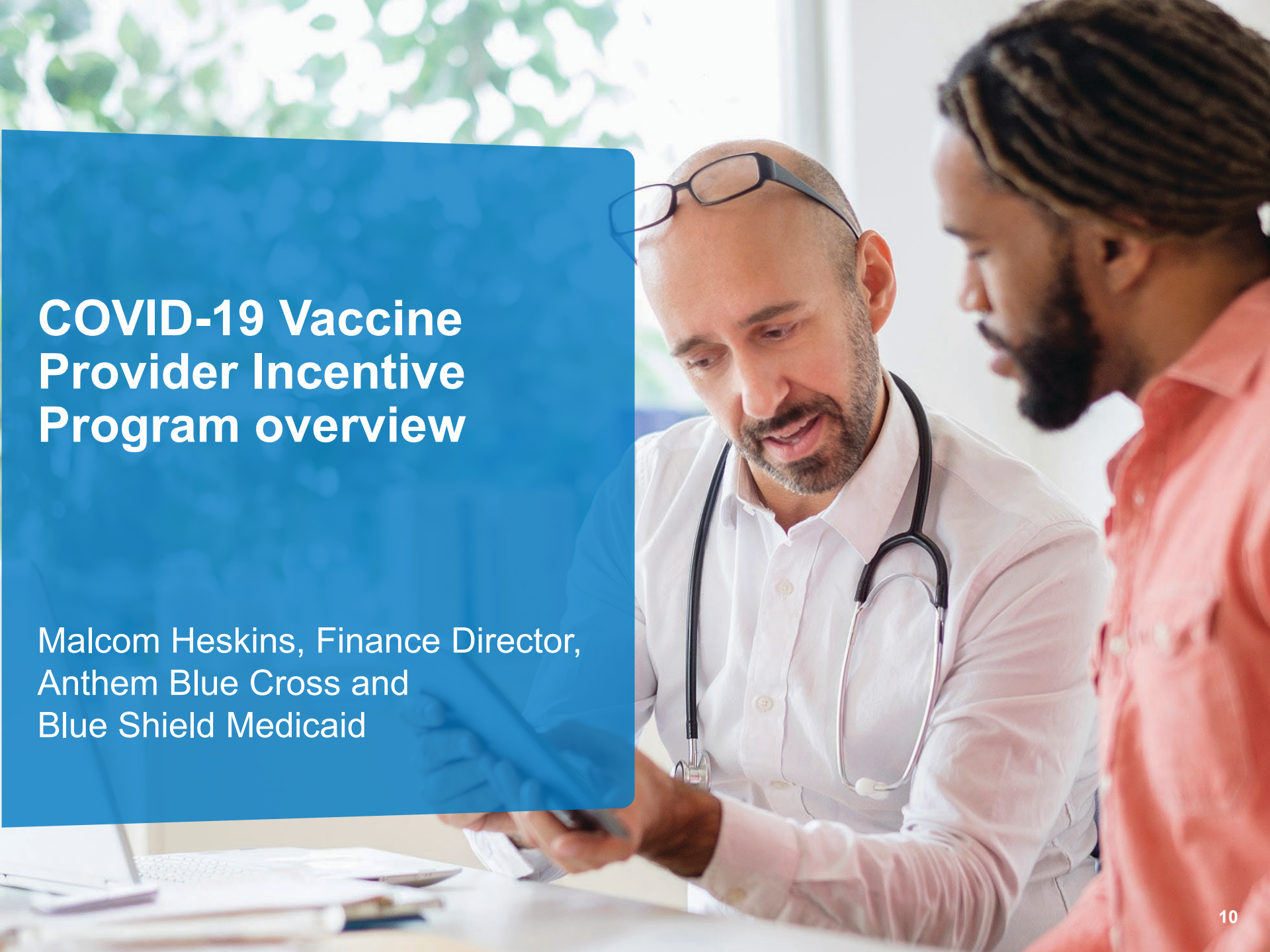
- Showing how the vaccine is a stepping-stone towards a future the patient wants can motivate them.

Patient perspective	Clinician response
I'm just going to wait.	Of course, this is your decision. I do think that the vaccine is a step towards a social life with fewer restrictions. And you mentioned that you want to visit your friends/family. The vaccine will help you and all of us do that sooner.
I want some other people to take it first.	You mentioned that you're concerned about your family members who have high risk conditions. The vaccine is a step towards protecting them as well as protecting you.
I just don't think I'm going to get COVID. I'm careful.	I'm glad you are being careful. That is still important. However, even patients who have been careful can still get COVID, and COVID can be fatal even for healthy people. That's why the vaccine is worth considering.

Additional resources

- Anthem Blue Cross and Blue Shield Medicaid (Anthem) provider website: <https://providers.anthem.com/kentucky-provider/communications/covid-19-updates>
- Center for Disease Control and Prevention: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/keythingstoknow.html>



A photograph of a doctor and a patient. The doctor, a man with glasses and a stethoscope, is looking at a smartphone held by the patient. The patient is a Black man with braids, wearing a red shirt. They are in a clinical setting with a window in the background.

COVID-19 Vaccine Provider Incentive Program overview

Malcom Heskins, Finance Director,
Anthem Blue Cross and
Blue Shield Medicaid

Eligibility

- You qualify for the COVID-19 Vaccine Provider Incentive Program if you meet both of the following criteria:
 - 1) You are a participating Kentucky primary care provider
 - 2) You have a panel size of 25 or more Anthem members with Medicaid



Eligibility (cont.)

- All Anthem members with Medicaid identified as receiving COVID-19 vaccination services are included in the methodology.
 - We determine vaccine results by looking at both:
 - COVID-19 vaccine claims
 - Kentucky Vaccine Registry data
- The results will be calculated for two time periods:
 - Initial incentive payment – September 1, 2021
 - Final incentive payment – December 31, 2021

How you can qualify for a bonus

- The initial incentive payment is calculated based on members who are vaccinated by September 1, 2021.
- If your practice meets the below thresholds for vaccination with at least one dose by September 1, 2021, you will receive the initial incentive payment based on the following rates:

Percent of Anthem members vaccinated	Bonus (per vaccinated member)
30%	\$20
40%	\$45
50%	\$70
60%	\$100
75%	\$125

How you can qualify for a bonus (cont.)

- The final incentive payment is calculated based on members who are **newly vaccinated** between September 1, 2021, and December 31, 2021.
- If your practice meets the below thresholds for vaccination with at least one dose by December 1, 2021, you will receive the final incentive payment based on the following rates:

Percent of Anthem members vaccinated	Bonus (per newly vaccinated member)
30%	\$100
40%	\$150
50%	\$175
60%	\$200
75%	\$250

Payment thresholds summary

- See the below table for a quick summary of thresholds for both initial and final payments:

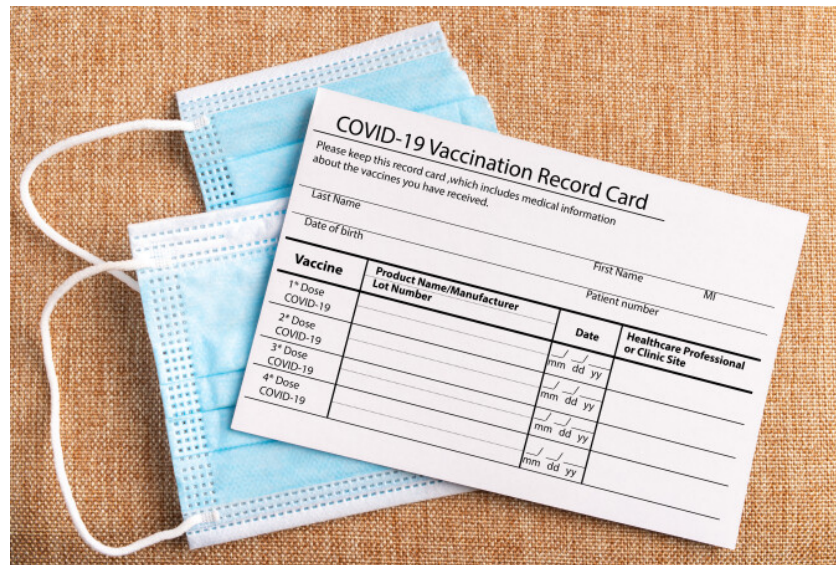
Percent of Anthem members vaccinated	Initial payment for existing vaccinated (per member)	Final payment for incremental vaccinated (per member)
30%	\$20	\$100
40%	\$45	\$150
50%	\$70	\$175
60%	\$100	\$200
75%	\$125	\$250

When you will receive your bonus

- The first payment will be sent by electronic funds transfer or check based on the payment method used for claim reimbursement.
- Allow 7 to 10 business days to receive payment.
 - If you have not received it within that time frame, reach out to a Provider Experience consultant at **800-205-5870, option 3**.
- The second payment will be generated on or before January 31, 2022.
- For more information about the COVID-19 Vaccine Provider Incentive Program, visit <https://providers.anthem.com/Kentucky-provider/communications/covid-19-updates>.

Payment calculation examples

- You may change thresholds between the initial and final payments.
- See the following examples showing how your incentive is calculated if you change thresholds.



COVID-19 Vaccination Record Card
Please keep this record card, which includes medical information about the vaccines you have received.

Last Name _____ First Name _____ MI _____
Date of birth _____ Patient number _____

Vaccine	Product Name/Manufacturer Lot Number	Date	Healthcare Professional or Clinic Site
1 st Dose COVID-19		mm dd yy	
2 nd Dose COVID-19		mm dd yy	
3 rd Dose COVID-19		mm dd yy	
4 th Dose COVID-19		mm dd yy	

Payment calculation: example 1

In this example, Provider A:

- Grew their vaccinated panel from 31% to 42% by adding 27 new members vaccinated between September 1, 2021, and December 31, 2021.
- Earned \$1,560 initial payment for reaching the 30% threshold on September 1, 2021 (\$20 x 78 vaccinated members).
- Earned \$4,050 final payment for reaching the 40% threshold on December 31, 2021 (\$150 x 27 newly vaccinated members).

Example 1 – Change in threshold			
	September 1, 2021	December 31, 2021	Newly vaccinated members
Vaccinated members	78	105	+ 27
Total provider panel	250	251	
Vaccination rate	31%	42%	
	Initial payment	Final payment	Total
Original members	\$1,560	–	\$1,560
Incremental members	–	\$4,050	\$4,050
Total	\$1,560	\$4,050	\$5,610

Payment calculation: example 2

In this example, Provider B:

- Grew their vaccinated panel from 31% to 33% by adding 5 new members vaccinated between September 1, 2021, and December 31, 2021.
- Earned \$1,560 initial payment for reaching the 30% threshold on September 1, 2021 (\$20 x 78 vaccinated members).
- Earned \$500 final payment for staying in the 30% threshold on December 31, 2021 (\$100 x 5 newly vaccinated members).

Example 2 – No change in threshold			
	September 1, 2021	December 31, 2021	Newly vaccinated members
Vaccinated members	78	83	+5
Total provider panel	250	251	
Vaccination rate	31%	33%	
	Initial payment	Final payment	Total
Original members	\$1,560	–	\$1,560
Incremental members	–	\$500	\$500
Total	\$1,560	\$500	\$2,060



* VitalTalk is an independent company providing evidence-based training services on behalf of Anthem Blue Cross and Blue Shield Medicaid.

<https://providers.anthem.com/ky>

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AKYPEC-2988-21 November 2021