

# NC Medicaid COVID-19 Vaccination Data and Strategy Overview

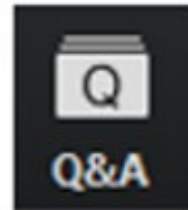
**Elliot Krause, Data Policy Lead**

[Elliot.Krause@dhhs.nc.gov](mailto:Elliot.Krause@dhhs.nc.gov)

**3/24/2022**

# Logistics for today's webinar

**Question during the live webinar**



**Technical assistance**

[technicalassistanceCOVID19@gmail.com](mailto:technicalassistanceCOVID19@gmail.com)

# Medicaid Transformation Provider Experience Survey

- 2022 survey started March 15!
- Goal: Understand experiences of primary care and obstetrics/gynecology providers with transition to Prepaid Health Plans
- Survey of organizations (practices, medical groups, health care systems)
- First wave was Spring of 2021
- We had excellent participation
- Insights informed policy and discussions between DHHS and PHPs
- Look for email or mail from the Sheps Center for Health Services Research about the Medicaid Survey.
- We hope you will use this mechanism to help us improve the Medicaid Transformation!

# COVID-19 in the NC Medicaid Population

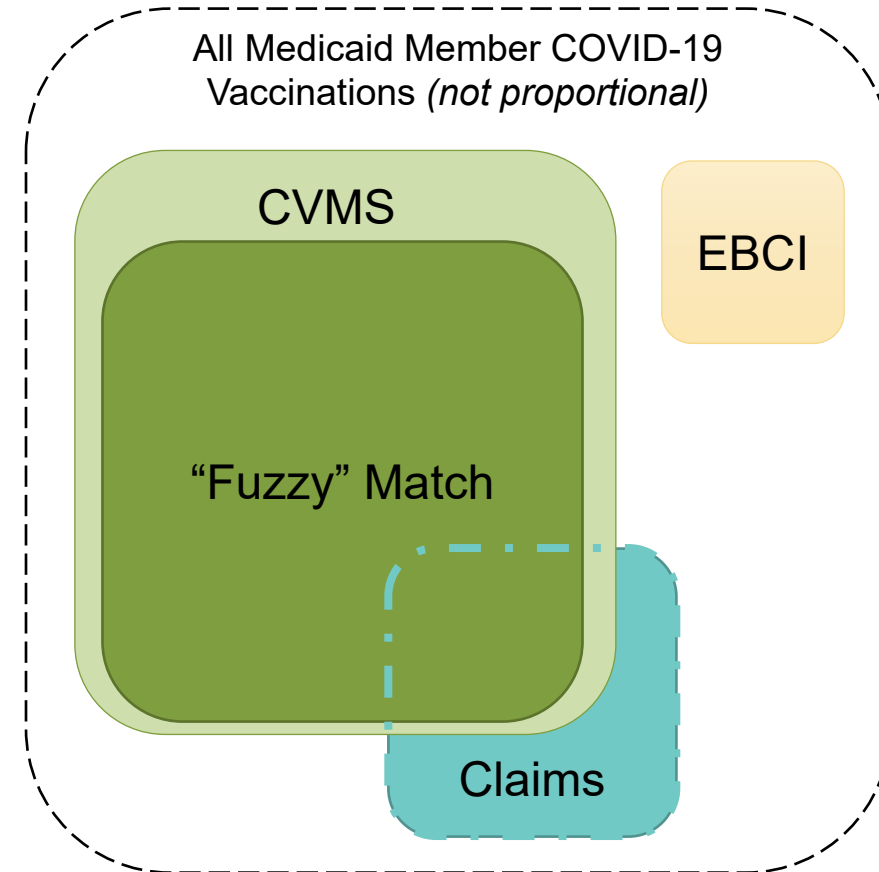
Through 2/28/2022

- 17% (455K of 2.7M) of beneficiaries have tested positive since the pandemic began, compared to 25% of the NC population (2.6M of 10.5M)
- There have been 11 deaths attributed to COVID-19 for every 10K beneficiaries (3K of 2.7M), compared to 21 deaths attributed to COVID-19 in the NC population for every 10K (22K per 10.5M) North Carolinians
- Average age of Medicaid members is 26.5, less than average age of 38.7 in NC

Sources: [HIE/DPH/Medicaid COVID-19 Dashboard](#), [NC COVID-19 Dashboard](#)

# Vaccination Data Sources

- CVMS:
  - Contains all vaccination records (except doses administered by some federal entities, e.g. DOD, VHA, IHS, BOP)
- EBCI:
  - Indian Health Service providers (federal) do not enter vaccinations into CVMS
  - Provides data directly to Medicaid on beneficiary vaccination status
- Claims:
  - Proof of insurance not consistently collected during first 6 months of vaccinations
  - Only ~20% of vaccinations have an accompanying claim
  - Includes information on COVID-19 vaccine hesitancy counseling services

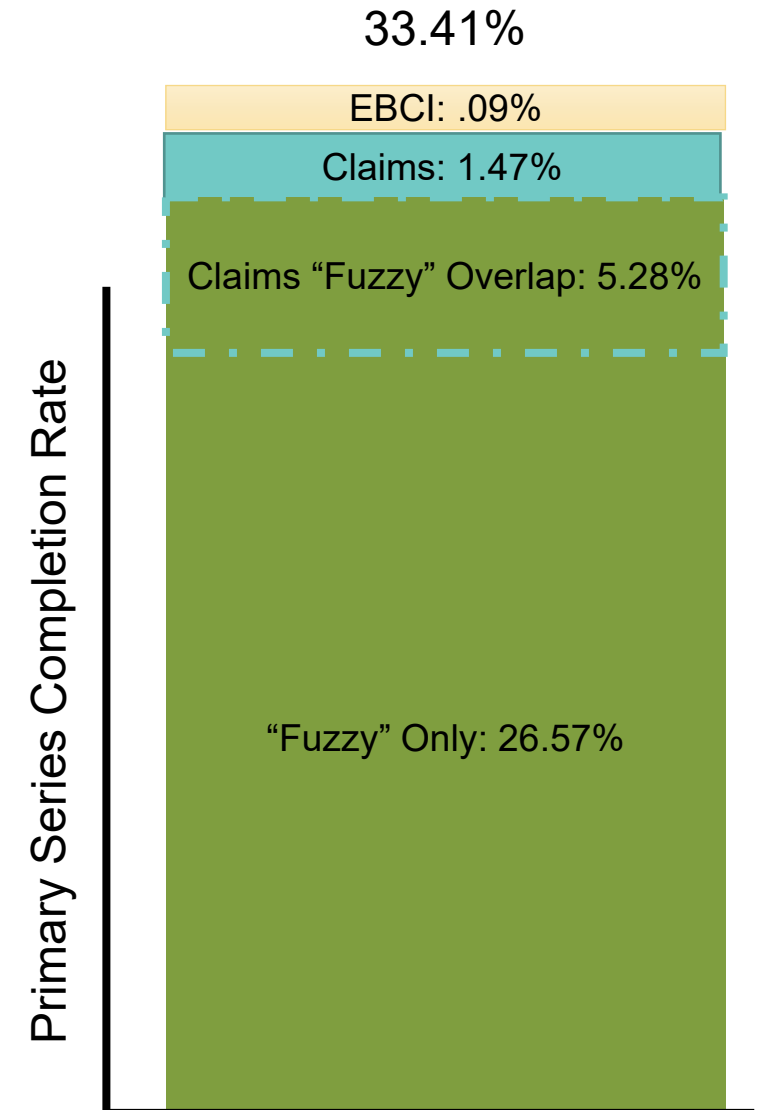


# CVMS “Fuzzy” Match

- Most Medicaid vaccination data comes from fuzzy match process
- CVMS does not contain Medicaid ID, requiring a matching process
- Full name and DOB are used to link beneficiaries to CVMS vaccine recipients
- A match is made if names are very similar in spelling and the DOB is exact
- We can estimate the proportion of Medicaid beneficiaries that are vaccinated. There are factors that could push the true vaccination rate either higher (not making matches) or lower (false matches)

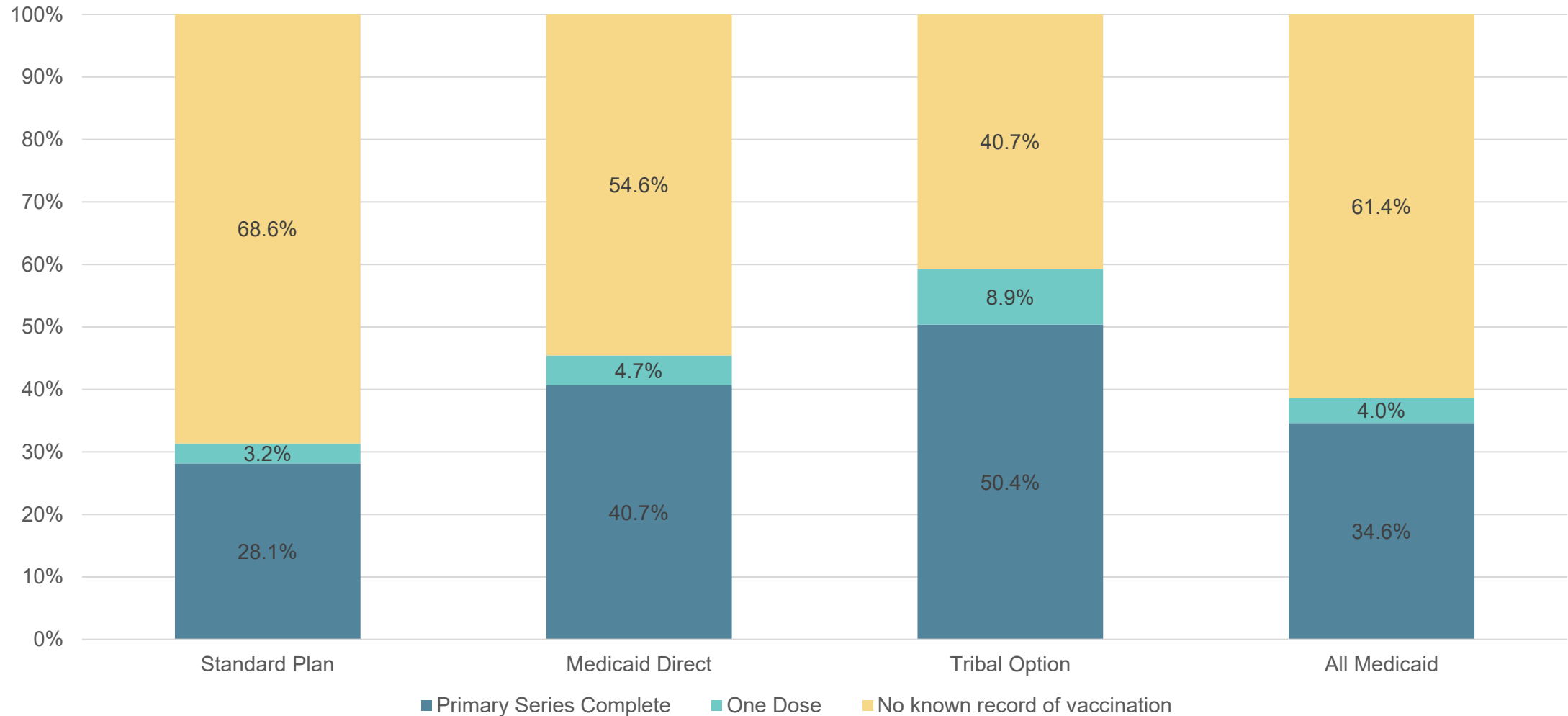
## Vaccination Data Sources cont.

- Each data set is used in combination to calculate the Medicaid vaccination rate
- Vaccination rates are estimates because false matches may push the estimate higher or lower than the true rate



# Vaccination Rate by Program (12+)

Through 1/31/2022

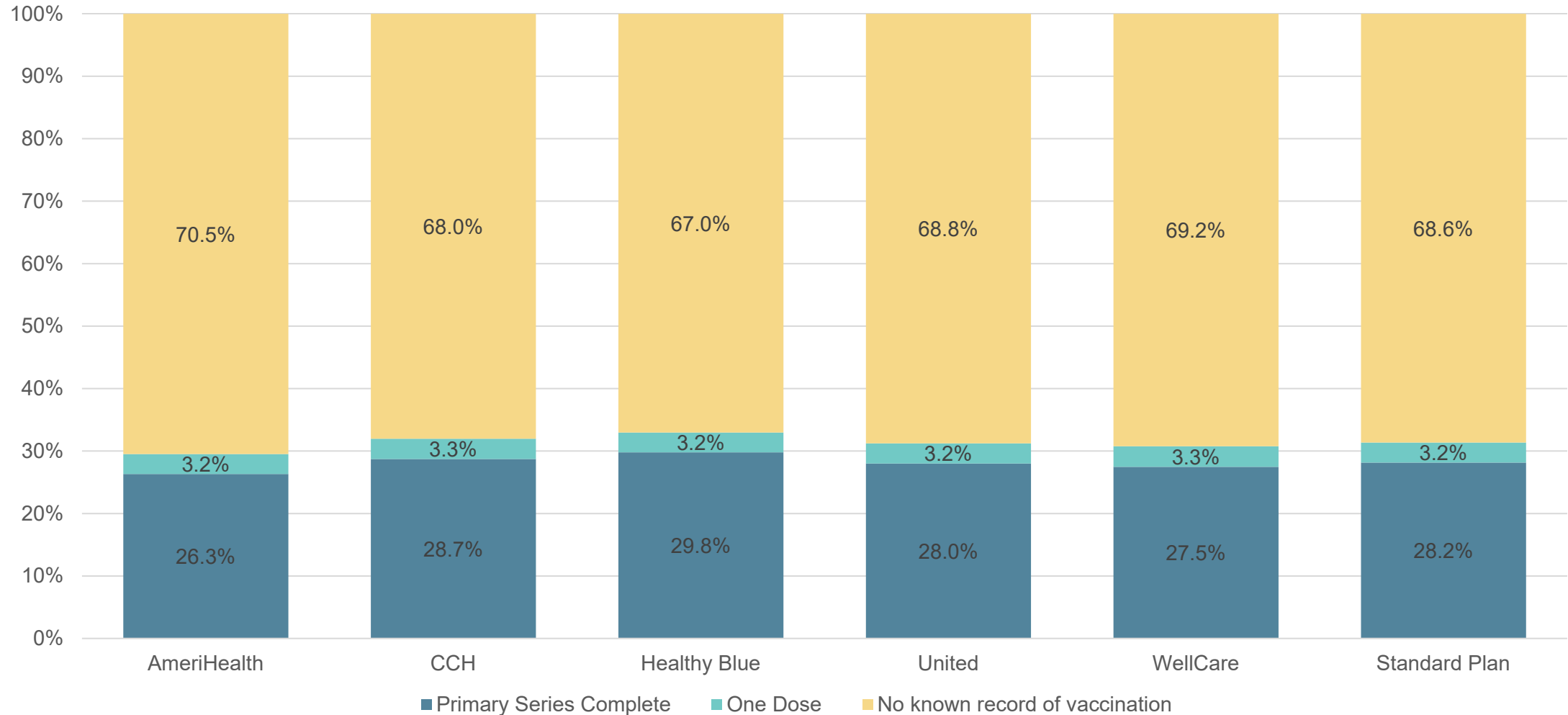


**J&J captured in Primary Series Complete**



# Vaccinations by PHP (12+)

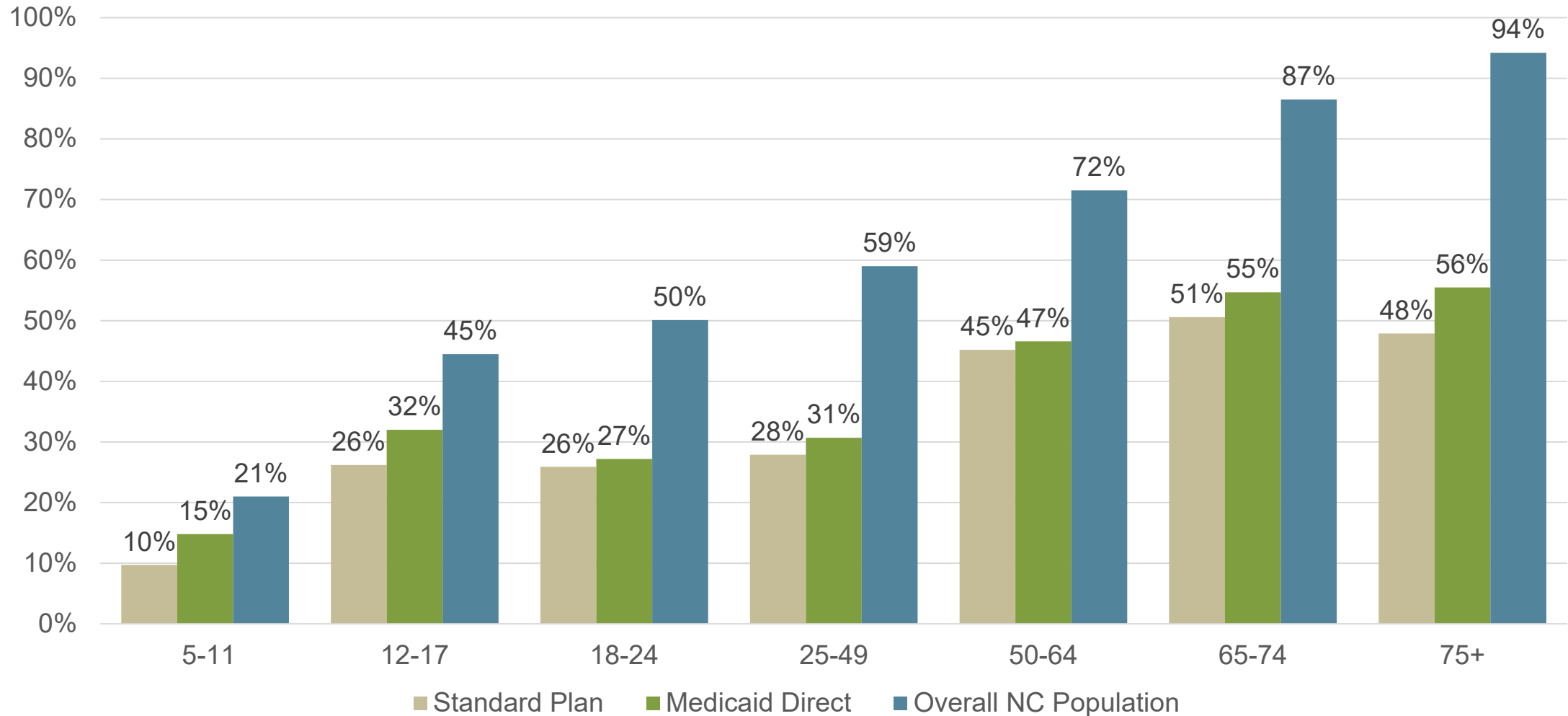
Through 1/31/2022



**J&J captured in Primary Series Complete**

# Medicaid Primary Series Completion Rate Compared to NC Overall

Through 1/31/2022

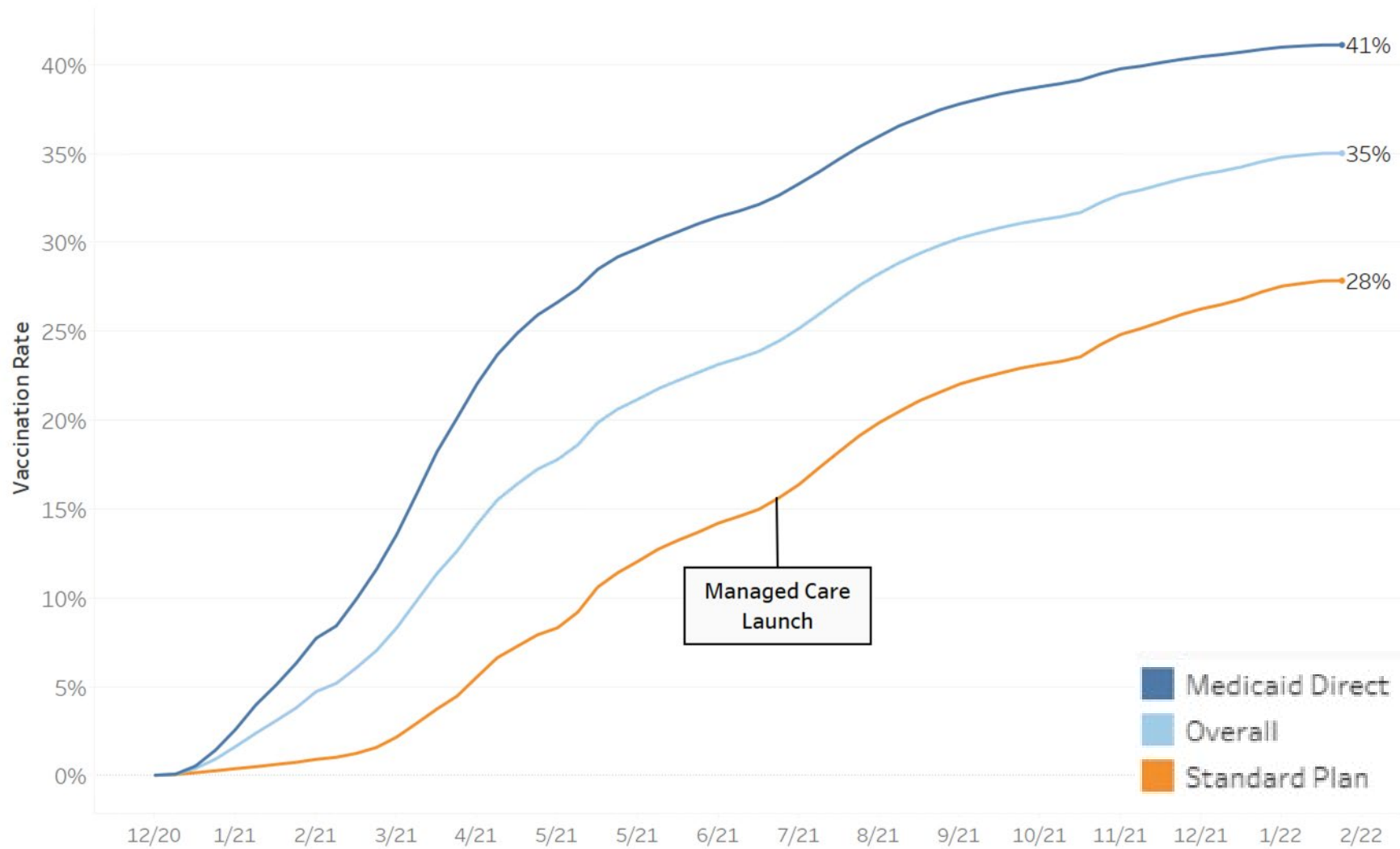


\*Federal Pharmacy Programs excluded from state data

Source: [NCDHHS COVID-19 Vaccination Dashboard](#)

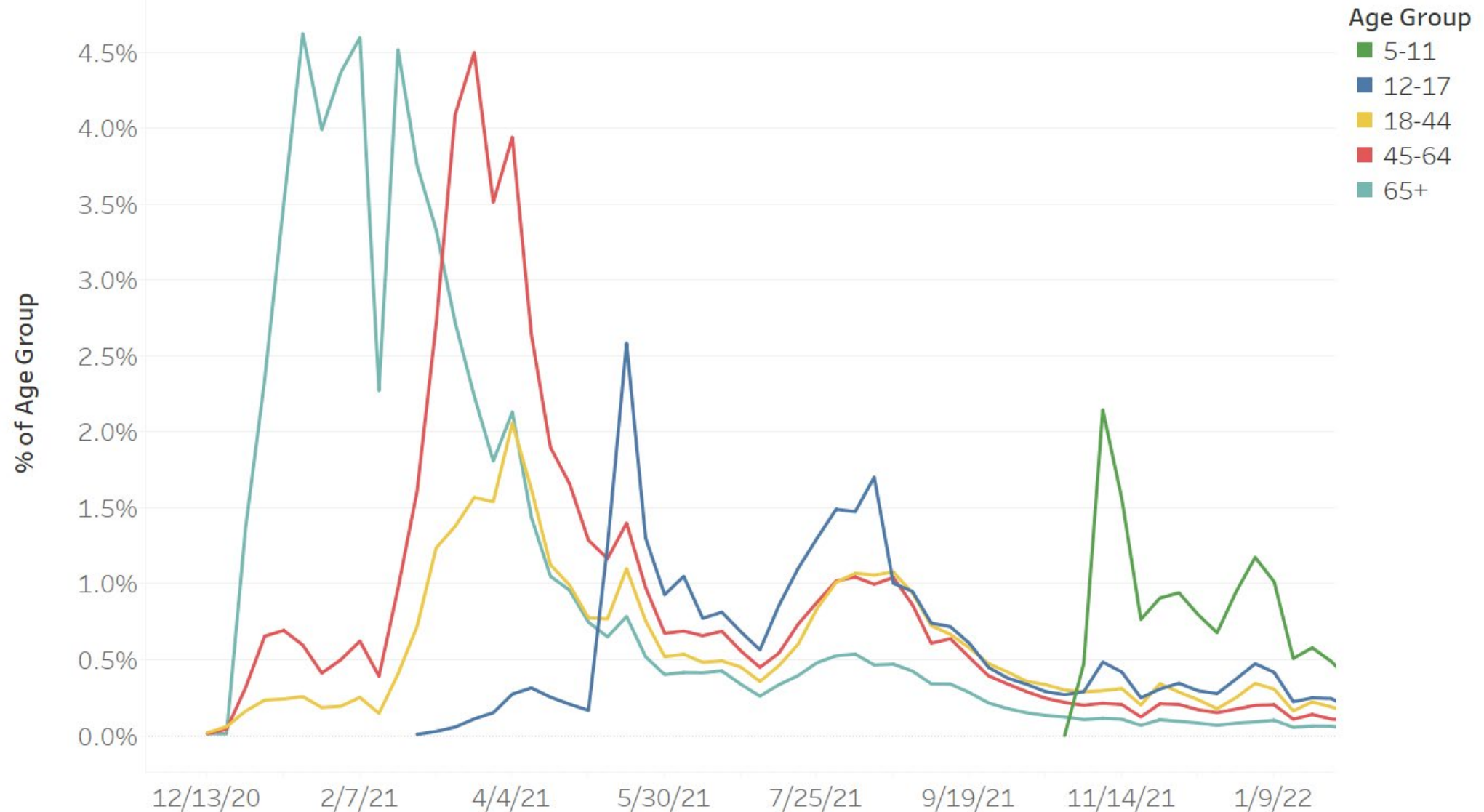
# Primary Series Completion Rate by Medicaid Program Over Time (Ages 12+)

Through 1/31/2022



# % who Received First Doses each Week by Age Group (All Medicaid)

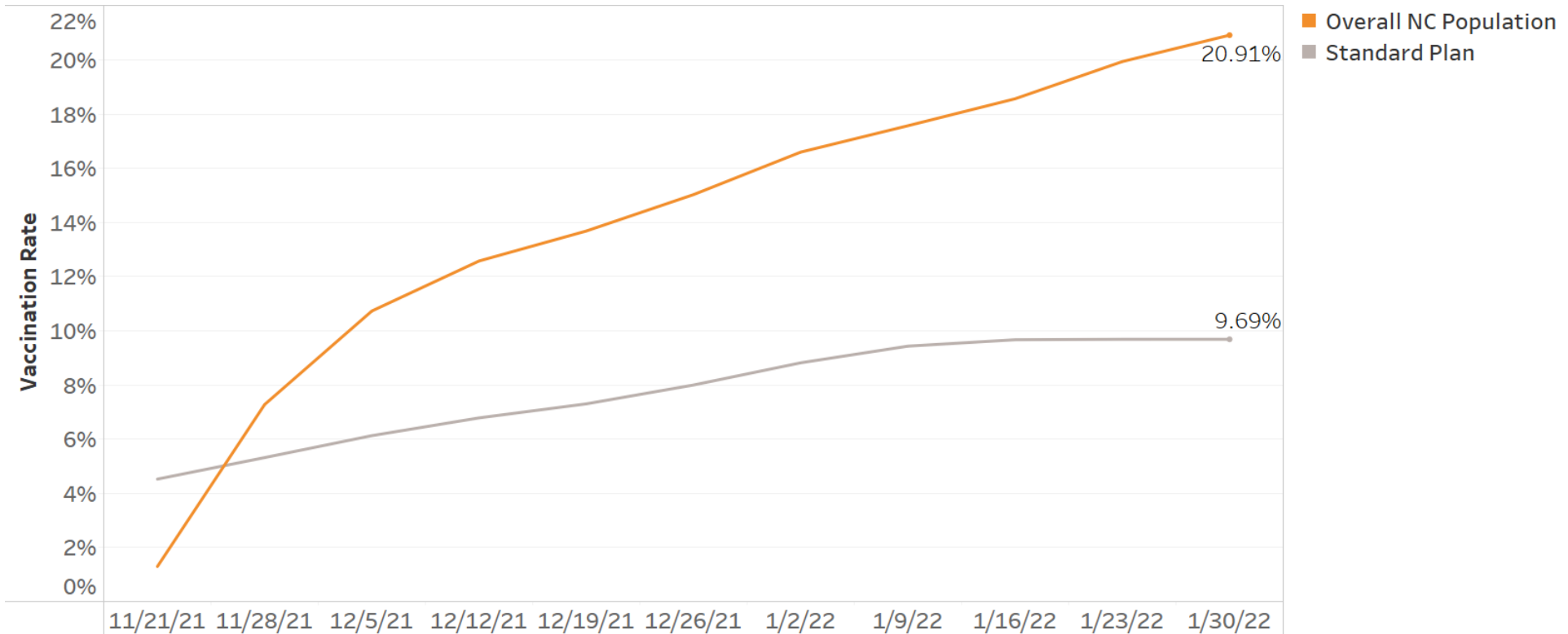
Through 1/31/2022



# Primary Series Completion Rate Over Time (5-11)

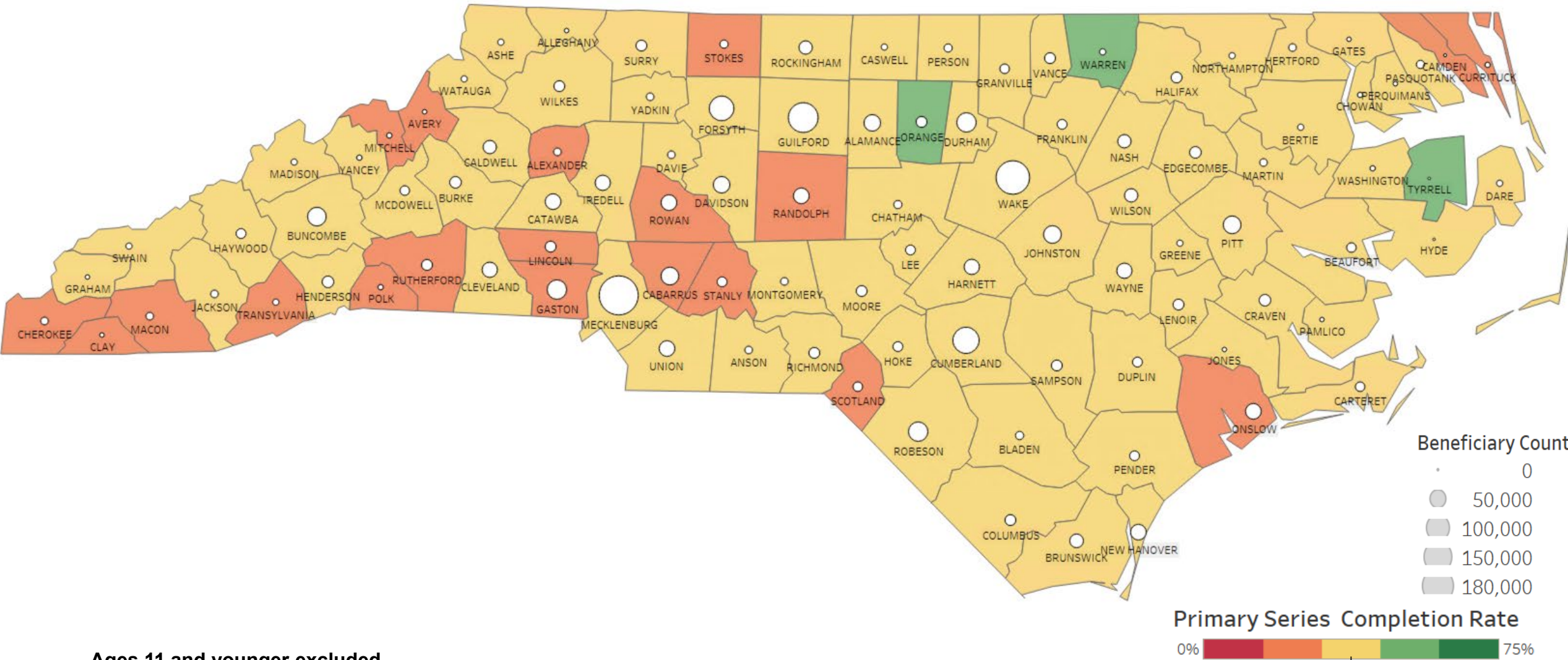
Through 1/31/2022

- 20.91% (186K of 889K) of **North Carolinians** years 5-11 have completed their primary series
- 9.69% (53K of 545K) of **Standard Plan** members years 5-11 have completed their primary series



# Primary Series Completion Rate by County (All Medicaid)

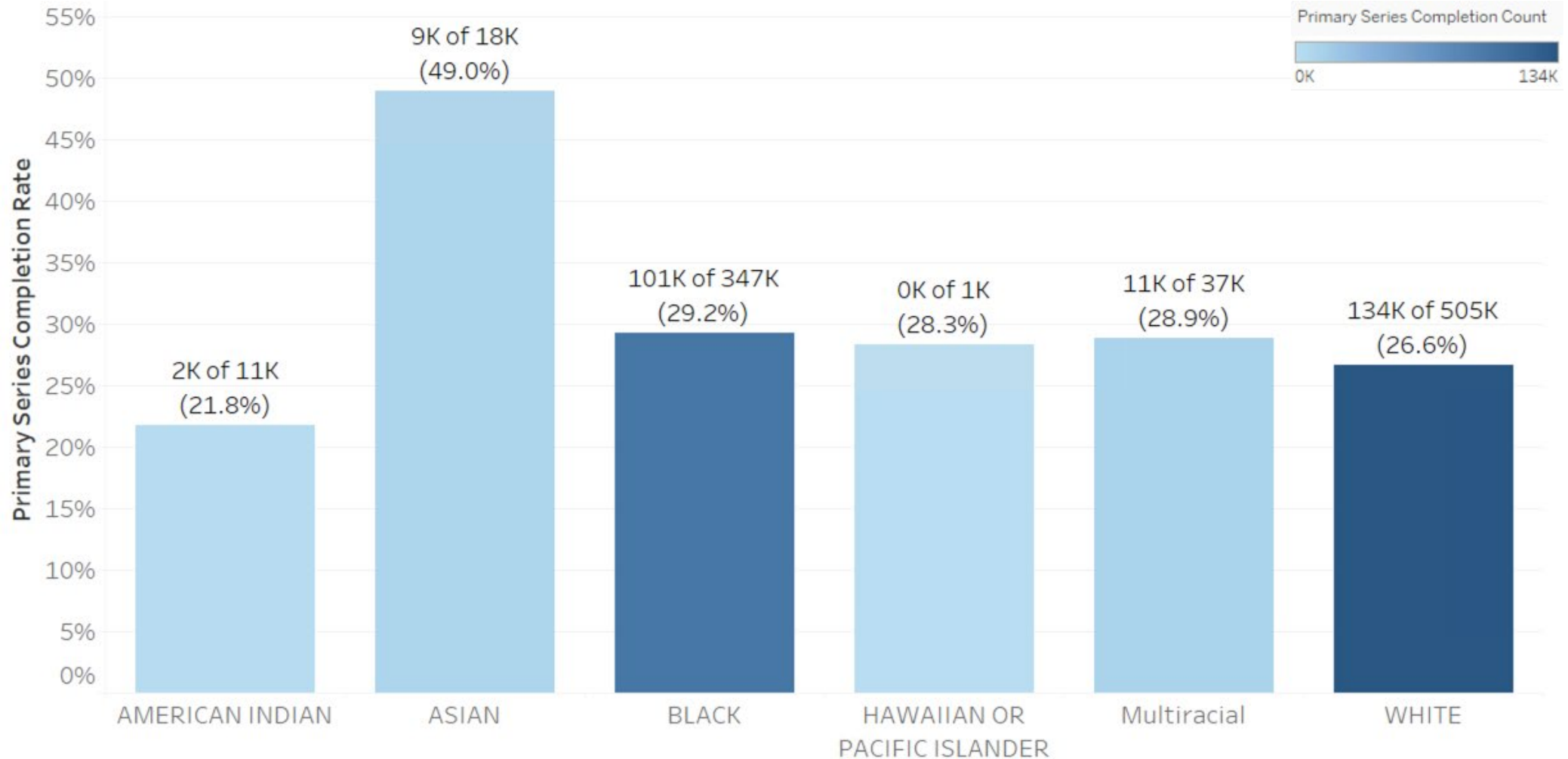
Through 1/31/2022



Ages 11 and younger excluded

# Primary Series Completion Rate by Race

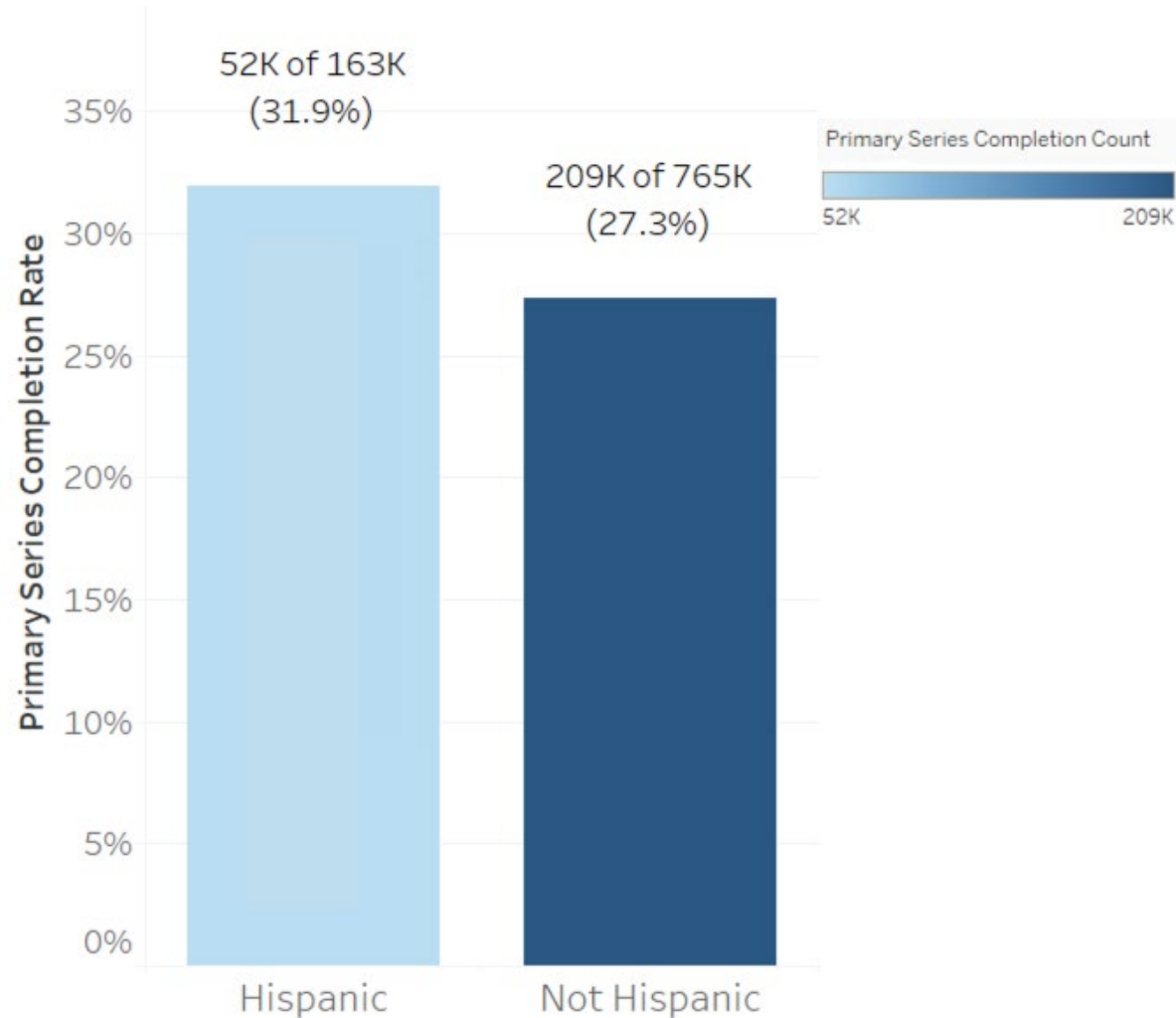
Through 12/31/2022



Standard Plan beneficiaries only. Ages 11 and younger excluded because not eligible for vaccine at time of data pull

# Primary Series Completion Rate by Ethnicity

Through 1/31/2022

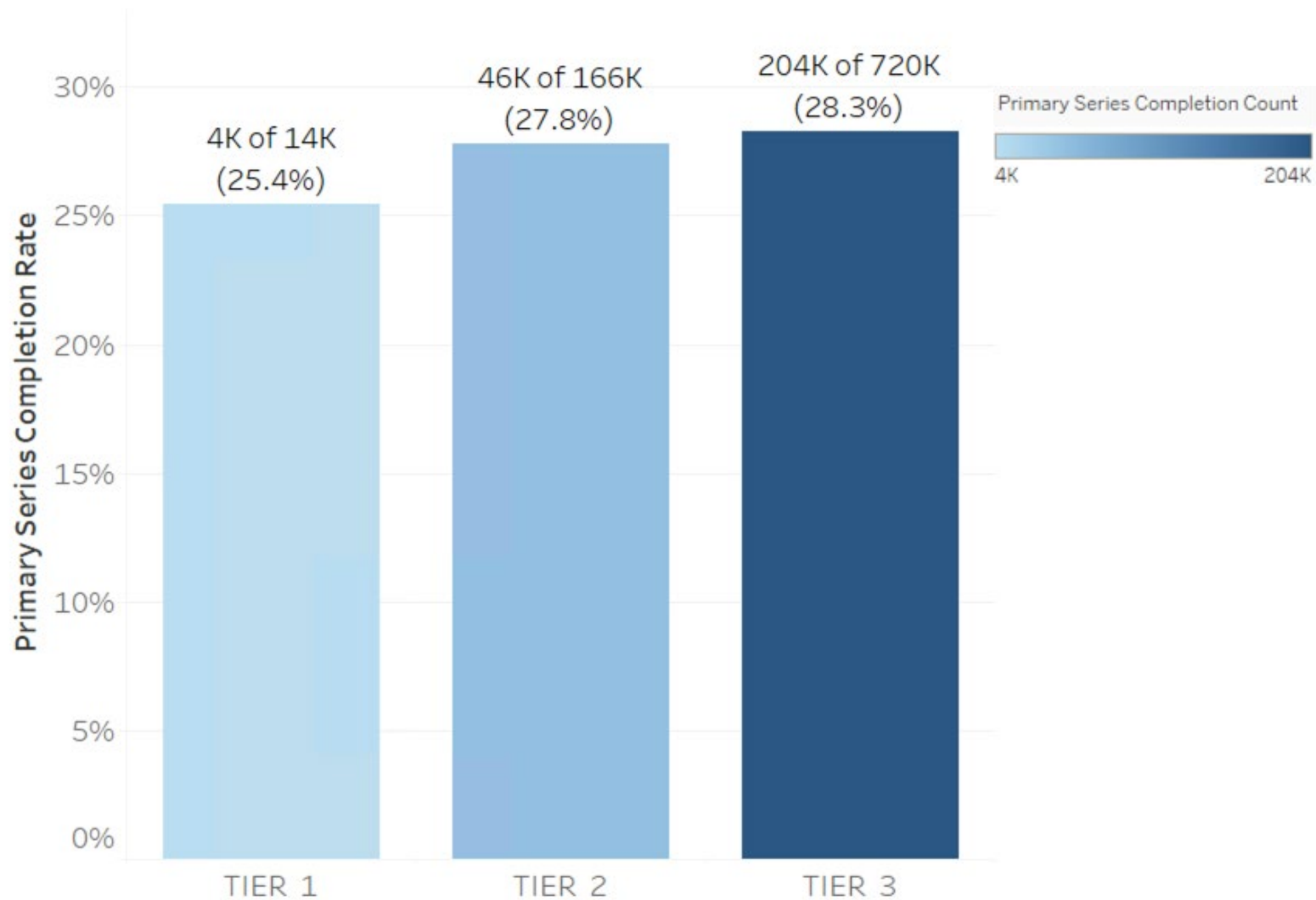


Standard Plan beneficiaries only. Ages 11 and younger excluded because not eligible for vaccine at time of data pull



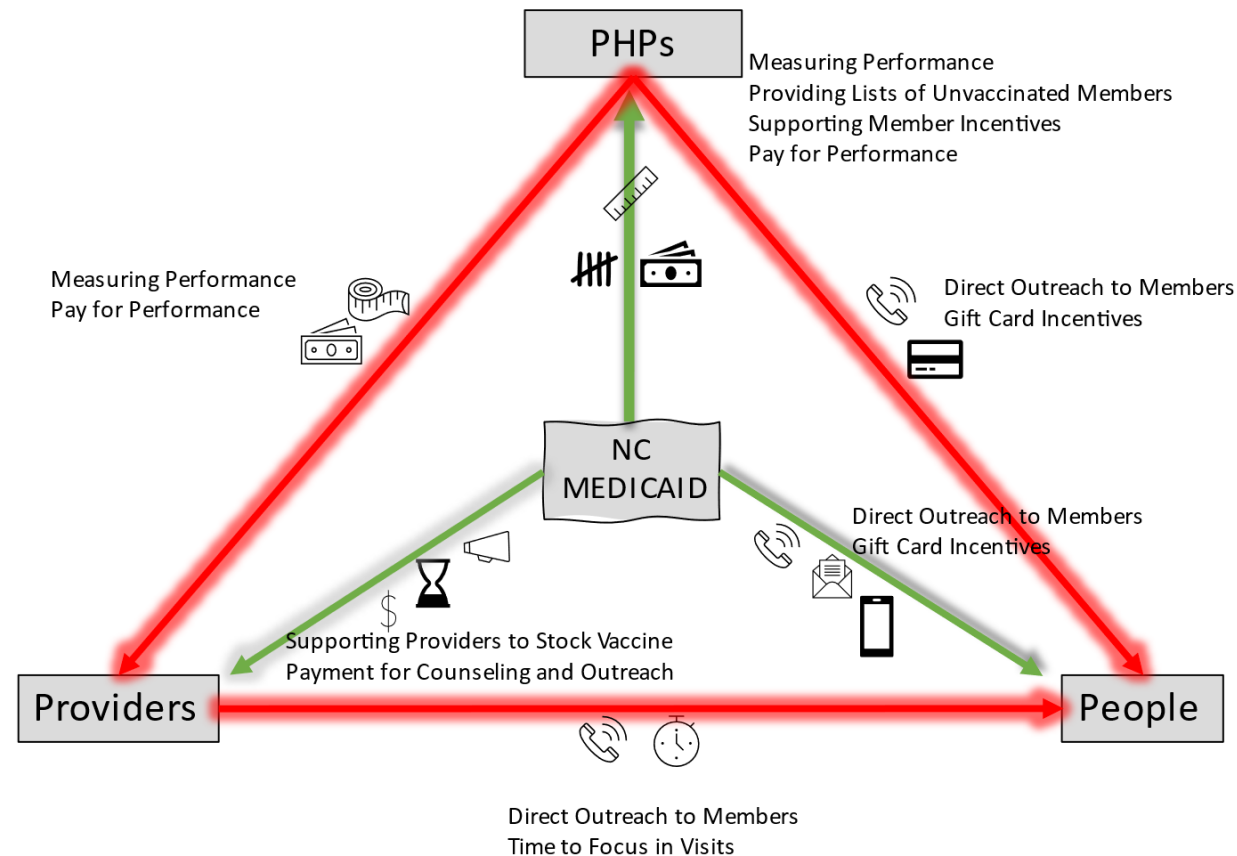
# Primary Series Completion Rate by AMH Tier

Through 1/31/2022



Standard Plan beneficiaries only. Ages 11 and younger excluded because not eligible for vaccine at time of data pull

# Levers NC Medicaid Is Using to Increase Vaccination Amongst Beneficiaries



# Medicaid Vaccine Counseling (99401)

Through 1/31/2022

## Vaccine Counseling for the 12-17 Population

- The primary series completion rate for the 12-17 counseled population is 30% greater compared to the non-counseled population after 6/1\* (23.51% vs 18.08%)
- Early data suggests 18 people ages 12-17 need to receive counseling for 1 beneficiary to be vaccinated beyond what would have occurred without counseling. With an average of 1.33 counseling sessions per beneficiary at a cost of \$32 per claim, this correlates to \$766 to shift one person to vaccination.\*\*

\*Beneficiaries 16 and older: Hesitant if not vaccinated by 6/1/21. Beneficiaries 12-15: Hesitant if not vaccinated by 6/26/21 (45 days after becoming eligible).

## **Member Incentive Programs**

- **PHPs and CCNC may establish programs that incentivize members for vaccinations**
- **The Department will reimburse a portion of the incentive payment**
- **Each incentive program must:**
  1. **Focus incentives to communities within the State with low COVID-19 vaccination rates**
  2. **Focus incentives to historically marginalized groups and communities**
  3. **Ensure equitable distribution of incentives in order to assure equitable outcome for enrollees**

# PHP Member Incentive Programs (access [here](#))

WellCare	United HealthCare	Healthy Blue	AmeriHealth Caritas NC	Carolina Complete Health
<b>Who is Eligible?</b> <ul style="list-style-type: none"> <li>All members 5 years of age and up.</li> </ul>	<b>Who is Eligible?</b> <ul style="list-style-type: none"> <li>Members 5 years of age and up.</li> </ul>	<b>Who is Eligible?</b> <ul style="list-style-type: none"> <li>All members 5 years of age and up.</li> </ul>	<b>Who is Eligible?</b> <ul style="list-style-type: none"> <li>Members age 5 years and older who receive 1<sup>st</sup> or 2<sup>nd</sup> COVID Vaccine Doses during the campaign.</li> </ul>	<b>Who is Eligible?</b> <ul style="list-style-type: none"> <li>Current eligible members for the vaccination incentive are age 5 years and older.</li> </ul>
<b>Incentive Dates/Timeline</b> <ul style="list-style-type: none"> <li>Members who completed their vaccination (series) on or after 9/1/21 through 6/30/22 are eligible for a \$50 Walmart gift card. Members may attest to their (or their dependent's) vaccination status via web portal, and gift card will be provided to them.</li> </ul>	<b>Incentive Dates/Timeline</b> <ul style="list-style-type: none"> <li>Eligible members will receive an email or direct mail with an invitation to participate</li> <li>Members who receive their first COVID vaccine dose between 11/1/21 and 1/31/22 will receive a \$50 gift card.</li> <li>Program may be extended.</li> </ul>	<b>Incentive Dates/Timeline</b> <ul style="list-style-type: none"> <li>2021 pilot program dates: October 1st through January 30th</li> </ul>	<b>Incentive Dates/Timeline</b> <ul style="list-style-type: none"> <li>First campaign from 11/1/21-2/28/22 *may be extended through 6/30/22 and adapted based on campaign results and in consultation with NC DHHS.</li> </ul>	<b>Incentive Dates/Timeline</b> <ul style="list-style-type: none"> <li>Eligible members who receive a first, second, or booster COVID-19 vaccination between 11/15/21 and 3/31/22 will receive a \$75 incentive, while rewards last.*</li> </ul>
<b>Member Incentive</b> <ul style="list-style-type: none"> <li>Members will receive a Wal-Mart gift card in the amount of \$50.</li> </ul>	<b>Member Incentive</b> <ul style="list-style-type: none"> <li>Incentive offering to all vaccine-eligible members in the form of a \$50 gift card with appropriate restrictions.</li> </ul>	<b>Member Incentive</b> <ul style="list-style-type: none"> <li>Members who receive a series of 2 Moderna, 2 Pfizer, or 1 Johnson &amp; Johnson vaccine(s) choose from a digital or physical gift card received via U.S. postal service. Multiple card selections from retailers, restaurants, Amazon.</li> <li>Reward value: <ul style="list-style-type: none"> <li>November \$100</li> <li>December \$100</li> <li>January \$50</li> </ul> </li> </ul>	<b>Member Incentive</b> <ul style="list-style-type: none"> <li>Pfizer or Moderna 1<sup>st</sup> Shot: \$60</li> <li>Pfizer or Moderna 2<sup>nd</sup> Shot: \$100</li> <li>Johnson &amp; Johnson Single Shot: \$100</li> </ul> <p>Rewards are loaded onto the member's pre-paid CARE Card and can be used to purchase OTC health products, wellness products and healthy foods at participating retailers. Member is notified by mail when rewards are loaded to CARE Card.</p>	<b>Member Incentive</b> <ul style="list-style-type: none"> <li>Members will receive \$75 on their My Health Pays Rewards card when they receive a first, second, or booster vaccination.*</li> <li>Every member receives a My Health Pays card within two weeks of enrollment. If the member does not have a My Health Pays Rewards card, they should contact member services.</li> </ul>
<b>How is it verified?</b> <ul style="list-style-type: none"> <li>WellCare of North Carolina members will attest to their vaccination status or a minor under their care's vaccination status by: <ul style="list-style-type: none"> <li>following a link to a microsite</li> <li><a href="https://wellcarewards.inspireandperform.com">https://wellcarewards.inspireandperform.com</a> entering identifier information</li> <li>entering vaccine information (vaccine brand, date of each shot depending on vaccine)</li> </ul> </li> <li>The site will perform authentication by comparing identifier information to enrollment files.</li> </ul>	<b>How is it verified?</b> <ul style="list-style-type: none"> <li>Members will attest to their vaccine status by providing name of vaccine, date received and location</li> <li>Incentive fulfillment available online or by phone</li> <li>Monitoring of vaccination rates of those receiving the incentive will be performed by comparison to state data</li> </ul>	<b>How is it verified?</b> <ul style="list-style-type: none"> <li>Proof of vaccination provided by member: <ul style="list-style-type: none"> <li>Submit a photo of CDC vaccination card via the HealthyBlueNC.com member portal</li> <li>Call Healthy Blue Member Services to verbally provide vaccination information.</li> </ul> </li> </ul>	<b>How is it verified?</b> <ul style="list-style-type: none"> <li>ACNC tracks vaccine claims paid to pharmacies or providers</li> <li>ACNC identifies a member in a data source from the State</li> <li>Member attestation via Member Services or the secure contact form on our website <a href="http://www.amerihealthcaritasnc.com">www.amerihealthcaritasnc.com</a> and validated by ACNC</li> </ul>	<b>How is it verified?</b> <ul style="list-style-type: none"> <li>Carolina Complete Health will use claims data to determine when members receive the vaccination and are eligible for the incentive.**</li> <li>If there was not a claim, the member can provide proof of vaccination by uploading a copy of their vaccination card online or mailing a copy to Carolina Complete Health.***</li> </ul>
<b>More information for members:</b> <a href="https://www.wellcarenc.com/covid-19/count-on-me.html">https://www.wellcarenc.com/covid-19/count-on-me.html</a> [wellcarenc.com]	<b>More information for members:</b> <a href="https://myuhc.com/CommunityPlan/HealthWellness">https://myuhc.com/CommunityPlan/HealthWellness</a> [myuhc.com]	<b>More information for members:</b> <a href="https://member.healthybluenc.com/public/login">https://member.healthybluenc.com/public/login</a>	<b>More information for members:</b> <a href="https://www.amerihealthcaritasnc.com/covid-19/vaccine-carecard.aspx">https://www.amerihealthcaritasnc.com/covid-19/vaccine-carecard.aspx</a>	<b>More information for members:</b> <a href="http://www.carolinacompletehealth.com/vaccine">www.carolinacompletehealth.com/vaccine</a>

# Family Planning (FP) Postcard Program

- Counties with low FP beneficiary vaccination rates were eligible to offer a \$100 incentive to FP beneficiaries that received their first dose of a COVID-19 vaccine during the incentive period
- Counties were invited to participate based on the proportion of unvaccinated FP beneficiaries, overall number of unvaccinated members, and whether the county participated in previous incentive programs
- FP beneficiaries in non-participating counties received a postcard letting them know where to get vaccinated



**DON'T  
WAIT TO  
VACCINATE!**

YOU HAVE A **SPOT.** | TAKE YOUR **SHOT.**

**\$100 CARDS ARE AVAILABLE**  
to people 18 and older who get their first dose of a COVID-19 vaccine at the Cabarrus Health Alliance through December 21, 2021 - *while supplies last.*

For more information, call  
**704-920-1213**

**Cabarrus  
Health Alliance**

**cabarrushealth.org**  
300 Mooresville Road  
Kannapolis, NC 28081

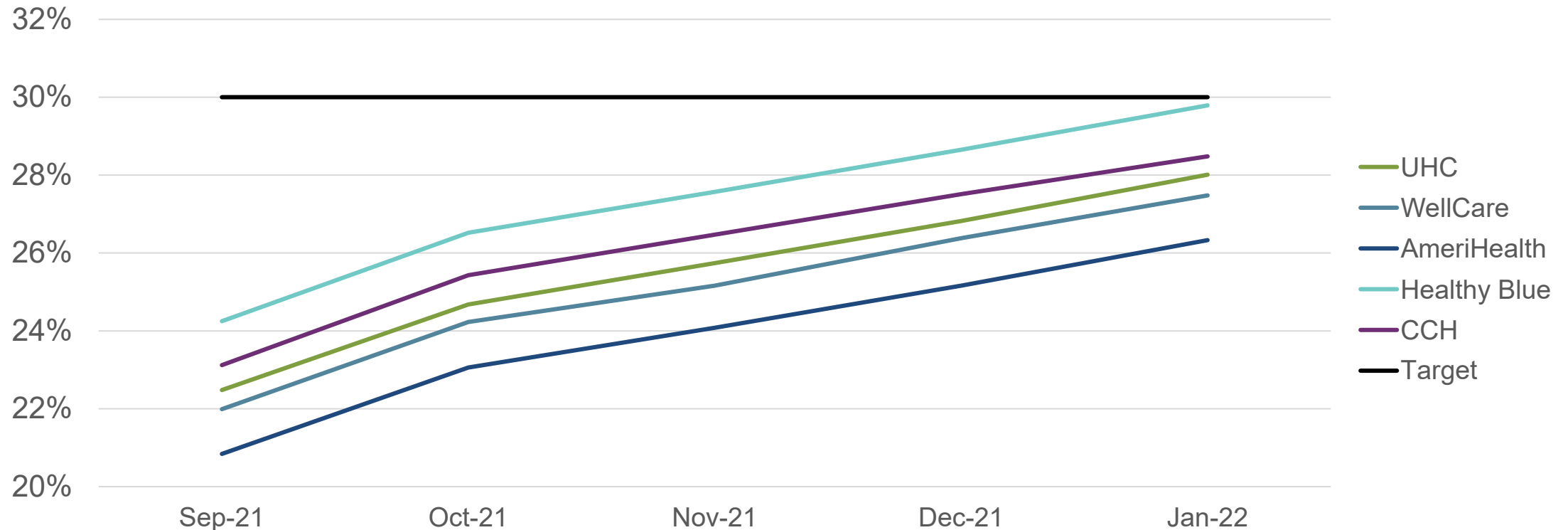
## Standard Plan (SP) COVID Vaccination Incentive Program

- When the pooled primary series completion rate for the SP population (12+) reaches 30%, the PHPs will receive an incentive payment for each newly vaccinated beneficiary
- A PHP will receive \$100 for newly vaccinated members in counties at or above the state-wide PHP vaccination rate, and \$120 for newly vaccinated members in counties below the state-wide rate
- Program continues until June 30<sup>th</sup>, 2022, or until \$2M has been paid out in incentives across all PHPs

# Primary Series Completion Rate by PHP

Through 1/31/2022

- Overall SP population (12+) primary series completion rate is **28.1%**
- Overall completion rate must reach **30.0%** for incentive payments to begin



Ages 11 and younger excluded



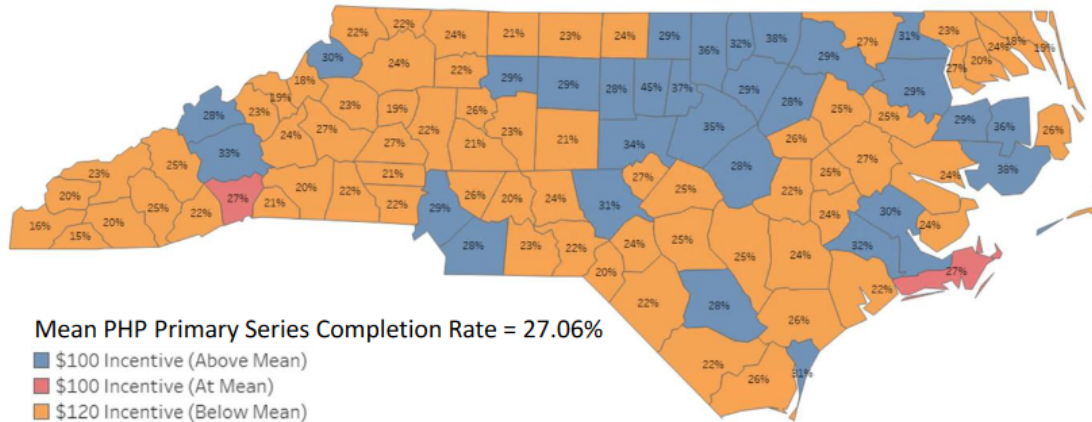
# PHP COVID-19 Vaccination Report



## PHP Medicaid COVID-19 Vaccination Incentive Program (through end of Dec 2021)

The Department is using the terminology “Primary Series Complete” in place of “Fully Vaccinated.” Definitions remain the same.

### County Incentive Payment Eligibility Status – Primary Series Completion (12+)



### Opportunity Areas To Focus Vaccination Efforts

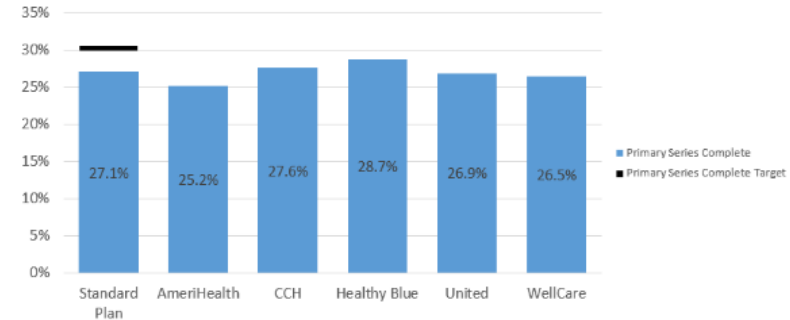
- The vaccination rate after 6/1/2021 for counseled beneficiaries ages 12-17 is 23.51%, while 18.08% for non-counseled beneficiaries ages 12-17. The Department is exploring whether efficacy of this intervention has diminished over time.
- Early data suggest that 18 people ages 12-17 need to receive counseling for 1 beneficiary to be vaccinated beyond what would have occurred without counseling.
- The full vaccination rate for age 50+ Standard Plan beneficiaries is 45%, and 83% for the age 50+ population in NC (hospitalization rates after contracting COVID-19 increase with age).
- Primary series completion rate for the 12+ American Indian Standard Plan beneficiaries is the lowest of any race at 21.0%, compared to the 12+ Standard Plan vaccination rate of 27.1%.

### Department Updates

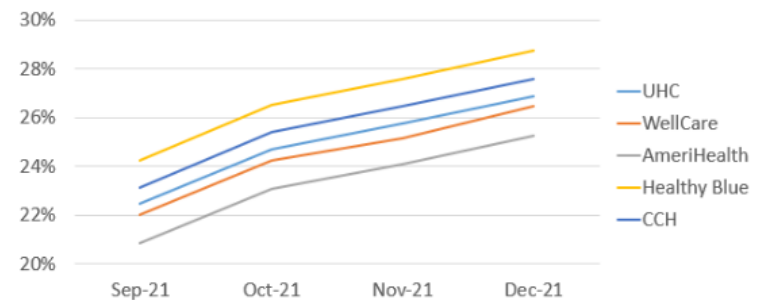
Recent [COVID-19 Special Medicaid Bulletins](#)

- [Omicron Surge Flexibilities \(1/27/22\)](#)
- [Status of Federal Vaccine Mandates \(1/24/22\)](#)
- [Over-the-Counter Tests for Home Use \(1/21/22\)](#)
- [Minimum Age Change; Permission to Administer Five Months Post-Second Dose \(1/10/22\)](#)
- [NC Medicaid Omicron COVID-19 Surge \(1/7/22\)](#)

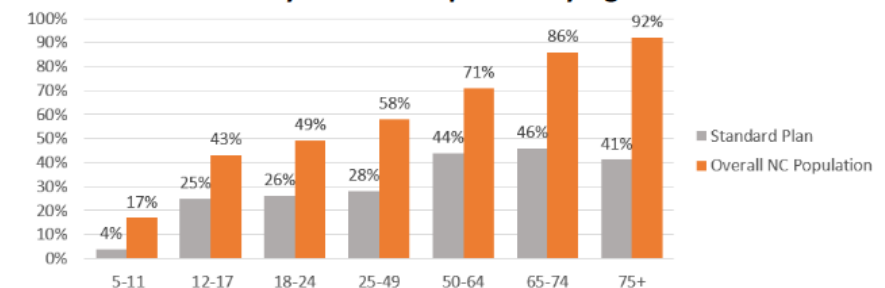
### PHP Incentive Payment Eligibility Status - Vaccination Rates (12+)



### Primary Series Completion (12+) by PHP Since Program Start



### Primary Series Completion by Age Cohort



# Future Analyses

- 1. Understand the circumstances under which beneficiaries choose to be vaccinated**
  - At what practice types do beneficiaries receive vaccinations?**
  - What other services co-occur with their vaccinations?**
  - Role of counseling modality and frequency of delivery?**
- 2. Booster status**

# Medicaid Vaccination Strategies Going Forward



Continue to analyze data as made available to track improvements in vaccination rate by payer



Continue to highlight the importance of primary care providers stocking vaccine (i.e. during Fireside/Backporch chats) and data sharing

- Stress enhanced administration rate
- Study and report on impact of counseling and outreach



**Partner with Managed Care**

- PHP Executive teams are convening a work group to drive vaccination across the board
- PHPs are extending their member vaccine incentive programs to later dates
- PHPs can quality for a bonus based on vaccine performance once PHPs collectively hit 30% vaccination gate



**Partner with Hospitals**

- Continue administrative flexibilities for hospitals experiencing surge
- Encourage hospital owned practices to lean into vaccination efforts



**QUESTIONS?**