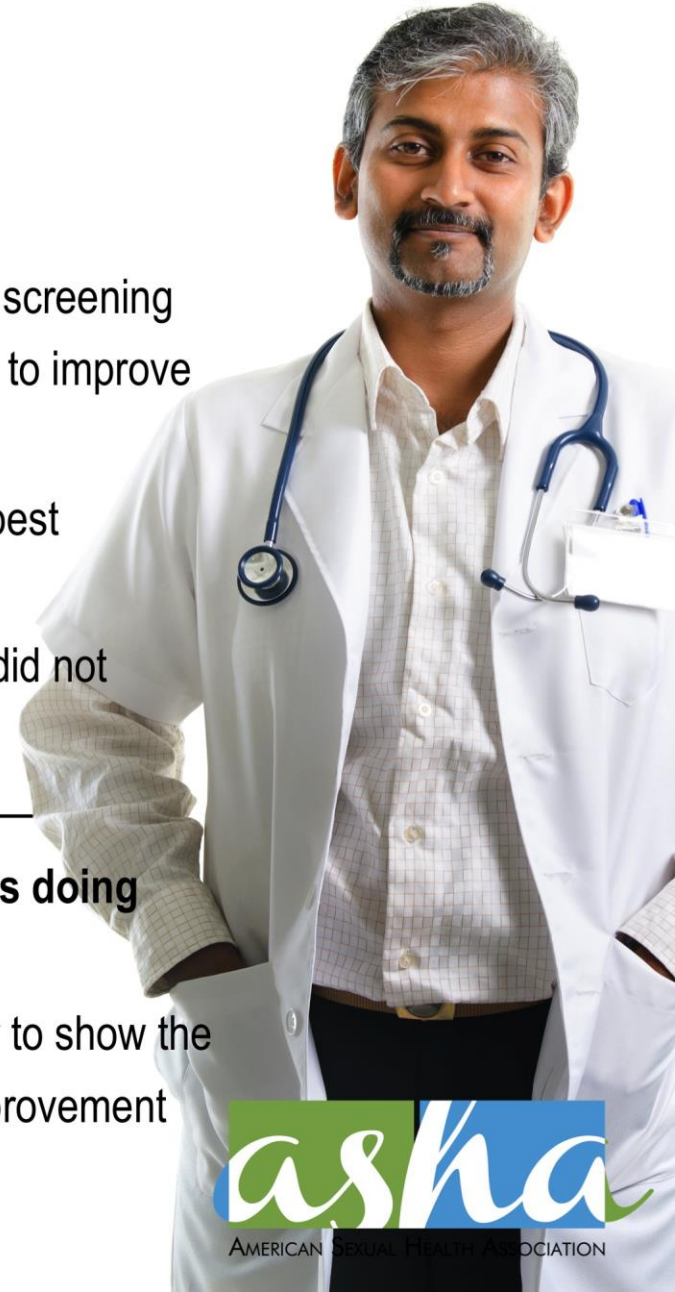


Strategies and Incentives from Health Plans to Increase Chlamydia Screening Rates

- **Reimbursement** on fee-for-service basis
- **Newsletters** targeting chlamydia screening rates
- **Letters from medical directors** detailing the provider's screening rate, description of guidelines, and suggestions for ways to improve screening rates
- Development of an **preventive health flow sheet** as a best practice activity, with chlamydia screening included
- **Patient profiles sent to providers** listing patients who did not receive recommended screenings
- Physician profiles listing more than 20 clinical measures—including chlamydia screening—and **how the provider is doing relative to peers**
- **Meetings with provider groups** by the medical director to show the group's screening rates and to discuss strategies for improvement
- One-on-one **physician training**



Strategies and Incentives from Health Plans to Increase Chlamydia Screening Rates

- **Birthday letters sent to plan members** listing needed screenings tests (including chlamydia screening)
- **Financial incentives** (e.g. VISA gift card) for completing an annual chlamydia screen
- **Automated telephone calls to patients** with directed reminders for a cervical cancer screen, along with other preventive screenings
- Members received an **annual preventive services magazine** that included a description of chlamydia and its prevention.
- After their fifth year of enrollment, **members received a “self help” pamphlet** that discussed chlamydia screening.
- **Educational brochure sent to members** 19 and older, or to the parents of members younger than 18.