

April 16, 2015

Dear Provider,

We wanted you to be aware that AzPC will be starting a wide spread member outreach project utilizing a Call Center based in Sacramento, CA.

To be more specific, we are using a Call Center to assist with AzPC's annual Clinical Social Assessment (CSA) campaign.

What is a Clinical Social Assessment? A Clinical Social Assessment (CSA) is a questionnaire that assesses a member's general medical and social status, and is meant to assist our Clinical Services Department to identify those members with at risk for otherwise avoidable utilization due to unidentified social and/or insufficient support systems.

Questions asked in the CSA explore certain topics such as the member's:

- Ability to perform daily activities and the availability of adequate support systems
- Ability to access health care as well as their ability to afford food and medications
- Information about life planning activities, durable power of attorney for healthcare, etc
- Assist with meeting the 5 Star SNP Quality measures specific to the "Care of the Adult"

Upon completion of a CSA, a risk score is generated based on the answers the member provides. Completed CSAs are reviewed by the AzPC Clinical Services Team, and the member's Primary Care Provider is notified if any significant issues are identified.

The CSA historically has been conducted by our Clinical Services Department; however, as a direct result of AzPC's continued enrollment growth, this annual outreach could no longer be accomplished if we did not change the manner in which it was done, as each CSA takes approximately 30 minutes to complete.

With this new approach, member responses are entered real-time into a secured template within the AzPC NextGen EHR system, scored for risk level, and are then routed directly to a variety of teams within AzPC for follow up, when applicable.

The Call Center has already proven to the Heritage Provider Network to be efficient and effective in these CSA efforts, however, as expected, some members are skeptical when phoned. If you receive questions from members who have been contacted for the CSA, please help reassure them and encourage their participation with the telephonic assessment.

Additionally, steps are in place to make this process seamless for those who participate in the call:

- AzPC Clinical Services personnel participated in the actual training of the Call Center staff
- All Call Center scripts, tools and FAQ lists were developed by AzPC to help ensure questions are responded to appropriately

- All callers introduce themselves as working on behalf of AzPC, and the Call Center utilizes a local (480) phone number
- Members can decline to participate, or they can opt to be called again at a more convenient time which includes early evenings (up to 7pm) and Saturday hours
- At the completion of the CSA call, your members are encouraged to contact your office to schedule their annual wellness exam.

We appreciate your continued support. Please do not hesitate to give me a call at (480) 499-8720 if you have any questions or concerns about the CSA program.

Sincerely,

A handwritten signature in cursive script, appearing to read "Amish Purohit".

Amish Purohit, MD, MHA, CPE, FACHE
Chief Medical Officer