

# Memorandum

To: Gold Coast Health Plan PCPs and OBGYNs

From: Kim Osajda, RN, MSN  
Director of Quality Improvement

Re: **Decline in Women's Health HEDIS® Measures**

Date: August 23, 2016

## Women's Health HEDIS® Measures

Gold Coast Health Plan (GCHP) reports the outcomes of the following women's health measures to the National Committee for Quality Assurance (NCQA) and the Department of Health Care Services (DHCS):

- ***Cervical Cancer Screening (CCS)***  
Measures the percentage of women 21 to 64 years of age who were screened for cervical cancer using *either* of the following methods:
  - Women ages 21 to 64 who had a cervical cytology performed every three years.
  - Women ages 30 to 64 who had a cervical cytology/human papillomavirus (HPV) co-testing every five years.
  
- ***Prenatal and Postpartum Care (PPC)***  
Measures the percentage of women with livebirth deliveries who had:
  - Prenatal care visit(s) during the first trimester or within 42 days of enrollment with a health plan.
  - A postpartum care exam within 21 to 56 days of delivery.

## Decline in 2015 Rates

The most recently reported rates for the 2015 measurement year have declined compared to rates from previous years.

Performance Measure	2012	2013	2014	2015	2014 to 2015 Rate Decline
<b><i>Cervical Cancer Screening</i></b>	57.66	60.58	61.77	50.61	- 11.16
<b><i>Prenatal Care</i></b>	80.78	83.94	85.68	82.24	- 3.44
<b><i>Postpartum Care</i></b>	63.99	59.37	62.81	59.12	- 3.69

To increase postpartum exams and cervical cancer screenings, GCHP has launched several initiatives:

- ***Postpartum Member Reward***  
GCHP will send a large pack of 148 diapers to women who complete a postpartum exam within 21 to 56 days of delivery. [Click here](#) to print a reward form for your patient.
- ***2016 HEDIS® Rates by Clinic for the 2015 Measurement Year***  
To help clinics assess their performance for the 2015 measurement year, GCHP will be sending out their 2016 HEDIS® rates. To request a report for your clinic, email [hedis@gchp.org](mailto:hedis@gchp.org).
- ***Performance Feedback Reports***  
To help clinics schedule appointments for women with no cervical cancer screenings, GCHP sent clinic administrators at Community Memorial Health System, Ventura County Medical Center and Clinicas del Camino Real, Performance Feedback Reports to distribute to their clinics. These reports were delivered in July and list the GCHP members that have not had cervical cancer screenings. To request a report for your clinic, email [hedis@gchp.org](mailto:hedis@gchp.org).

Providers can improve rates by:

- Scheduling pregnant patients for their prenatal and postpartum exams within the required timeframes.
- Scheduling women between the ages 21 to 64 for their cervical cancer screenings within the required timeframes.
  - For women who are not due for a PAP or PAP/HPV co-testing, document in the medical record:
    1. The date of the most recent cervical cancer screening.
    2. The result of the screening.
  - For women who have had hysterectomies, document in the medical record:
    1. The type of hysterectomy.
    2. The date of the hysterectomy.
- Documenting the patient's diagnoses and services performed in the medical record.
- Coding the documented diagnoses and services performed on the claim.
- Submitting claims to GCHP in a timely manner.

If you have any questions, please contact the Plan's Quality Improvement Department at 1-805-437-5592 or [hedis@goldchp.org](mailto:hedis@goldchp.org).

**Thank you for your commitment to improving the health of GCHP's members.**