Vaccine Outreach and Counseling Program (VOCP)

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What is the VOCP?

- Many people have questions and concerns about COVID-19 vaccines and want to speak to a health care provider about getting vaccinated. This conversation takes time and effort.
- The NYC Health Department has partnered with some Medicaid and Medicare Advantage health plans to compensate providers to:
  - Proactively reach out to eligible patients in their panel who are not vaccinated
  - Counsel them about the importance of vaccination, and
  - Help arrange vaccination.
What is the VOCP?

- A program to reimburse practices for proactive outreach to unvaccinated individuals to counsel them on vaccination.
  - $50 if the counseling is done by a clinician (includes at least 3 minutes of clinician time)
  - $25 if the counseling is done by a non-clinician using a script approved by the billing provider
- Once all necessary steps have been completed, providers can bill for a Complete Counseling Session.
- Health plans will have various start dates in October and the program will run until the end of November 2021 for most plans, with some ending in December 2021.
Participating Plans

- Started in October
  - EmblemHealth
  - Healthfirst
  - HealthPlus
  - MetroPlus
  - Amida Care

- Starting in early November
  - Centene (Fidelis)
  - UnitedHealthcare
What will be reimbursed?

For the encounter to be billable, all the following steps must be completed:

- ✓ Step 1: Confirm Patient Eligibility
- ✓ Step 2: Deliver a Complete Counseling session
- ✓ Step 3: Complete Documentation
Step 1: Confirm Eligibility

✓ Review the Unvaccinated Patient List provided by each participating health plan
  × People not on the list are not eligible for a billable Complete Counseling Session

✓ Reach out to eligible patients on the Unvaccinated Patient List
  × There needs to be outreach. If the patient is already at a patient visit, the patient is not eligible for a billable counseling session under this program on the same day.

✓ Confirm with the patient that they are unvaccinated
  ✓ Confirm that they have not received any dose of a COVID-19 vaccine authorized or approved by the U.S. Food and Drug Administration (FDA) or are not fully vaccinated with a vaccine authorized for emergency use by the World Health Organization (WHO)
  ✓ For this outreach effort, you should accept a patient’s statement that they have been vaccinated and you should not proceed to provide a Complete Counseling Session.
  × Vaccinated patients are not eligible for a billable Complete Counseling Session
Step 2: The Complete Counseling Session

If the patient confirms being unvaccinated, the provider or designee can proceed to deliver a Complete Counseling Session. This is a minimum three-minute oral conversation with the patient, during which the provider or designee must do all of the following:

- Make a strong recommendation for COVID-19 vaccination (unless medically contraindicated, in which case the counseling session is not billable).
- Counsel the patient on the safety and effectiveness of COVID-19 vaccines consistent with NYC Health Department guidance and respond to questions they may have.
- Arrange for vaccination:
  - If the patient agrees to vaccination, assist the patient in booking a vaccine appointment in the provider’s office, at another location, or at home.
  - If the patient does not agree to vaccination, offer information on how they can obtain a vaccine at a later time.
Step 3: Documentation

For each Complete Counseling Session, the provider or designee must document the following in the patient’s medical record:

• Name of provider or designee who performed the Complete Counseling Session and time

• How the counseling session was performed

• Content of the counseling session that shows the conversation included information on vaccine safety and effectiveness

• Content of the counseling session that shows the patient was provided with information on how and where to get vaccinated and that interested patients were offered assistance arranging vaccination
1. Go to nyc.gov/health
2. Click on “COVID”
3. Click on “Information for Providers”
4. Click on “Vaccines”
COVID-19 Vaccine Outreach and Counseling Program Toolkit
September 20 to November 30, 2021*

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Over 20 FAQs
Sample Script available to providers

When non-clinical team members conduct a Vaccination Outreach and Counseling session, they must use a script. This script must be pre-approved by the provider who was assigned the Unvaccinated Patient List by the health plan. A call script with the following content is available in the provider toolkit:

- Vaccine Information
- Vaccine Scheduling
  - On-site appointment, home appointment, off-site appointment
  - Options for patients who do not want to schedule an appointment or are not ready to commit to being vaccinated
- Closing
Sample revenue
(per 100-person people called)

<table>
<thead>
<tr>
<th>People called by outcome of call</th>
<th>Minutes per call</th>
<th>Total minutes invested</th>
<th>Billable if non-clinician did the counseling ($25)</th>
<th>Billable if clinician did the counseling ($50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counselled</td>
<td>20</td>
<td>5</td>
<td>100</td>
<td>$500</td>
</tr>
<tr>
<td>Say they are vaccinated</td>
<td>10</td>
<td>2</td>
<td>20</td>
<td>$0</td>
</tr>
<tr>
<td>Unable to establish contact / Declines to speak</td>
<td>70</td>
<td>1</td>
<td>70</td>
<td>$0</td>
</tr>
<tr>
<td>Total per 100 target list</td>
<td>100</td>
<td>190</td>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Exp. Revenue per hour (1 caller)</td>
<td></td>
<td></td>
<td>$158</td>
<td>$316</td>
</tr>
</tbody>
</table>
# Plans, codes, and how to obtain an Unvaccinated Patient List (1/2)

<table>
<thead>
<tr>
<th>Plan</th>
<th>Type of billing</th>
<th>Billing Codes Clinician ($50)</th>
<th>Billing Codes Non-Clinician ($25)</th>
<th>Method used to distribute lists to providers</th>
<th>If provider is the PCP assigned to MCO enrollees and has not received a list yet</th>
</tr>
</thead>
<tbody>
<tr>
<td>EmblemHealth</td>
<td>Claims-Based</td>
<td>CPT: 99429 DX: Z71.89 POS: 02</td>
<td>CPT: 99429 Mod: CR DX: Z71.89 POS: 02</td>
<td>List sent via encrypted email to specific provider sites at site-level</td>
<td>Contact EmblemHealth relationship manager or email <a href="mailto:medicaidproduct@emblemhealth.com">medicaidproduct@emblemhealth.com</a></td>
</tr>
<tr>
<td>Healthfirst</td>
<td>Claims-Based</td>
<td>CPT: 96160 Mod: CR DX: z71.89 POS: 02 or 11</td>
<td>CPT: 96160 Mod: ET DX: z71.89 POS: 02 or 11</td>
<td>List is posted on Provider Portal/Quality App under measure name “Covid Vaccine”</td>
<td>Consult with plan representative.</td>
</tr>
<tr>
<td>HealthPlus</td>
<td>Claims-Based</td>
<td>CPT: 99401 DX: Z71.89</td>
<td>CPT: 99401 Mod: U1 DX: Z71.89</td>
<td>List sent via encrypted email at IPA/hospital-level</td>
<td>Jennifer Dinardo, <a href="mailto:Jennifer.Dinardo@empireblue.com">Jennifer.Dinardo@empireblue.com</a></td>
</tr>
</tbody>
</table>
| MetroPlus  | Encounter-Based | CPT: 96160 DX: Z71.89 | CPT: 99429 DX: Z71.89 | • List sent via encrypted email to specific provider sites at site-level  
  • List will be included in monthly Gaps in Care Report by filtering on measure name “COVID Vaccination Counseling (CVC)” | QMOPHEDIS4@metroplus.org  
Include Practice Name, TIN(s) and NPI(s) in the list request |

Information is updated on a regular basis at nycreach.org/covid-19/
### Plans, codes, and how to obtain an Unvaccinated Patient List (2/2)

<table>
<thead>
<tr>
<th>Plan</th>
<th>Type of billing</th>
<th>Billing Codes</th>
<th>Billing Codes</th>
<th>Method used to distribute lists to providers</th>
<th>If provider is the PCP assigned to MCO enrollees and has not received a list yet:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AmidaCare</strong></td>
<td>Claims- Based</td>
<td>CPT: 99429</td>
<td>CPT: 99429</td>
<td>List sent via encrypted email to specific provider sites at site-level</td>
<td>Nicolette Piscatelli, <a href="mailto:npiscatelli@amidacareny.org">npiscatelli@amidacareny.org</a></td>
</tr>
<tr>
<td></td>
<td>Mod: U1 DX: Z71.89</td>
<td>Mod: U2 DX: Z71.89</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Centene</strong></td>
<td>TBD</td>
<td>CPT and DX codes will be shared with providers who receive a list</td>
<td>CPT and DX codes will be shared with providers who receive a list</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>UnitedHealthcare Community Plan</strong></td>
<td>Claims-Based</td>
<td>CPT and DX codes will be shared with providers who receive a list</td>
<td>CPT and DX codes will be shared with providers who receive a list</td>
<td>List sent via encrypted email</td>
<td>Only providers with large unvaccinated panels will receive a list. Contact your Contract Manager</td>
</tr>
</tbody>
</table>

Information is updated on a regular basis at [nycreach.org/covid-19/](https://nycreach.org/covid-19/)
Sample workflow for operationalization

1. Identify who will be provide outreach and when outreach will be conducted
2. Create a patient script that adheres to NYC Health Department guidance (sample script is available in VOCP Toolkit)
3. Obtain patient list based on MCO guidance (If list is not provided, follow NYC Health Department guidance to obtain list)
4. Establish process for documentation and billing based on MCO guidance
5. Refer to patient medical record for current preferred phone number
6. (Optional) Check CIR prior to outreach to make sure patient is still unvaccinated
7. Conduct outreach, document outcome and complete billing
Need help?

nycreach@health.nyc.gov
Questions and answers