

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

VOCP Provider Toolkit

[covid-19-pay-for-vaccination-counseling-toolkit.pdf \(nyc.gov\)](https://www.nyc.gov/covid-19-pay-for-vaccination-counseling-toolkit.pdf)

1. Go to [nyc.gov/health](https://www.nyc.gov/health)
2. Click on “COVID”
3. Click on “Information for Providers”
4. Click on “Vaccines”

The screenshot shows the NYC Health website interface. At the top, there are navigation tabs: 'General', 'Vaccines' (highlighted), 'Talking with Patients', and 'Facilities Guidance'. On the left side, there is a vertical menu with links: 'Symptoms and Care', 'Prevention and Groups at Higher Risk', 'Vaccine', 'Testing', 'Pregnancy', 'Mental Health and Substance Use', 'Data', 'Information for Providers', and 'Reopening Businesses and Schools'. The main content area is titled 'Vaccine Information for Providers'. Below this title is a section 'New from the Health Department' containing a list of updates. The last item in the list is highlighted with a red border: 'Health Advisory #33: New Compensation Program for Vaccination Counseling and Commissioner's Advisory to Offer COVID-19 Vaccine Information'. This item includes a sub-link for the 'COVID-19 Vaccine Outreach and Counseling Program Toolkit' and two bullet points detailing the program's start date, participating plans, and duration.

[General](#) **Vaccines** [Talking with Patients](#) [Facilities Guidance](#)

Vaccine Information for Providers

New from the Health Department

- [COVID-19 Vaccines: Use Every Opportunity in Ambulatory Settings](#) (PDF, October 8)
- [Letter to Providers: COVID-19 Vaccination for People With Prior SARS-CoV-2 Infection](#) (PDF, October 4)
- [CDC Health Alert for Providers: COVID-19 Vaccination for Pregnant People to Prevent Serious Illness, Deaths and Adverse Pregnancy Outcomes from COVID-19](#) (September 29)
- [Letter to Providers: CDC Recommends Pfizer COVID-19 Booster Dose for Some Adults](#) (PDF, September 27)
- [Health Advisory #33: New Compensation Program for Vaccination Counseling and Commissioner's Advisory to Offer COVID-19 Vaccine Information](#) (PDF, September 9)
 - [COVID-19 Vaccine Outreach and Counseling Program Toolkit](#) (PDF, October 13)
 - As of October 13, plans participating in the payment program are: Amida Care, Empire BCBC/HealthPlus, HealthFirst, Health Insurance Plan of Greater New York/EmblemHealth, MetroPlus Health and United Healthcare Community Plan. We expect additional plans to join the program. Check back for updates.
 - This program is offered from September 20 to November 30, 2021, with a possibility of extension depending on the plan.



COVID-19 Vaccine Outreach and Counseling Program Toolkit September 20 to November 30, 2021*

Table of Contents

COVID-19 Vaccine Outreach and Counseling Program Toolkit.....	1
September 20 to November 30, 2021*	1
Program Overview	1
Frequently Asked Questions	3
Patient Eligibility	3
Compensation	5
Documentation and Reporting	7
Sample Non-Clinician Script	8
Voicemail Script (does not constitute a billable Complete Counseling Session)	8
Call Introduction	8
Vaccine Information.....	8
Vaccine Scheduling	9
Closing.....	10
Provider Resources	10

**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)

	People called by outcome of call	Minutes per call	Total minutes invested	Billable if non-clinician did the counseling (\$25)	Billable if clinician did the counseling (\$50)
Counseled	20	5	100	\$500	\$1,000
Say they are vaccinated	10	2	20	\$0	\$0
Unable to establish contact / Declines to speak	70	1	70	\$0	\$0
Total per 100 target list	100		190	\$500	\$1,000
Exp. Revenue per hour (1 caller)				\$158	\$316

Plans, codes, and how to obtain an Unvaccinated Patient List (1/2)

Plan	Type of billing	Billing Codes Clinician (\$50)	Billing Codes Non-Clinician (\$25)	Method used to distribute lists to providers	If provider is the PCP assigned to MCO enrollees and has not received a list yet
EmblemHealth	Claims-Based	CPT: 99429 DX: Z71.89 POS: 02	CPT: 99429 Mod: CR DX: Z71.89 POS: 02	List sent via encrypted email to specific provider sites at site-level	Contact EmblemHealth relationship manager or email medicaidproduct@emblemhealth.com
Healthfirst	Claims-Based	CPT: 96160 Mod: CR DX: z71.89 POS: 02 or 11	CPT: 96160 Mod: ET DX: z71.89 POS: 02 or 11	List is posted on Provider Portal/Quality App under measure name "Covid Vaccine"	Consult with plan representative.
HealthPlus	Claims-Based	CPT: 99401 DX: Z71.89	CPT: 99401 Mod: U1 DX: Z71.89	List sent via encrypted email at IPA/hospital-level	Jennifer Dinardo, Jennifer.Dinardo@empireblue.com
MetroPlus	Encounter-Based	CPT: 96160 DX: Z71.89	CPT: 99429 DX: Z71.89	<ul style="list-style-type: none"> 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

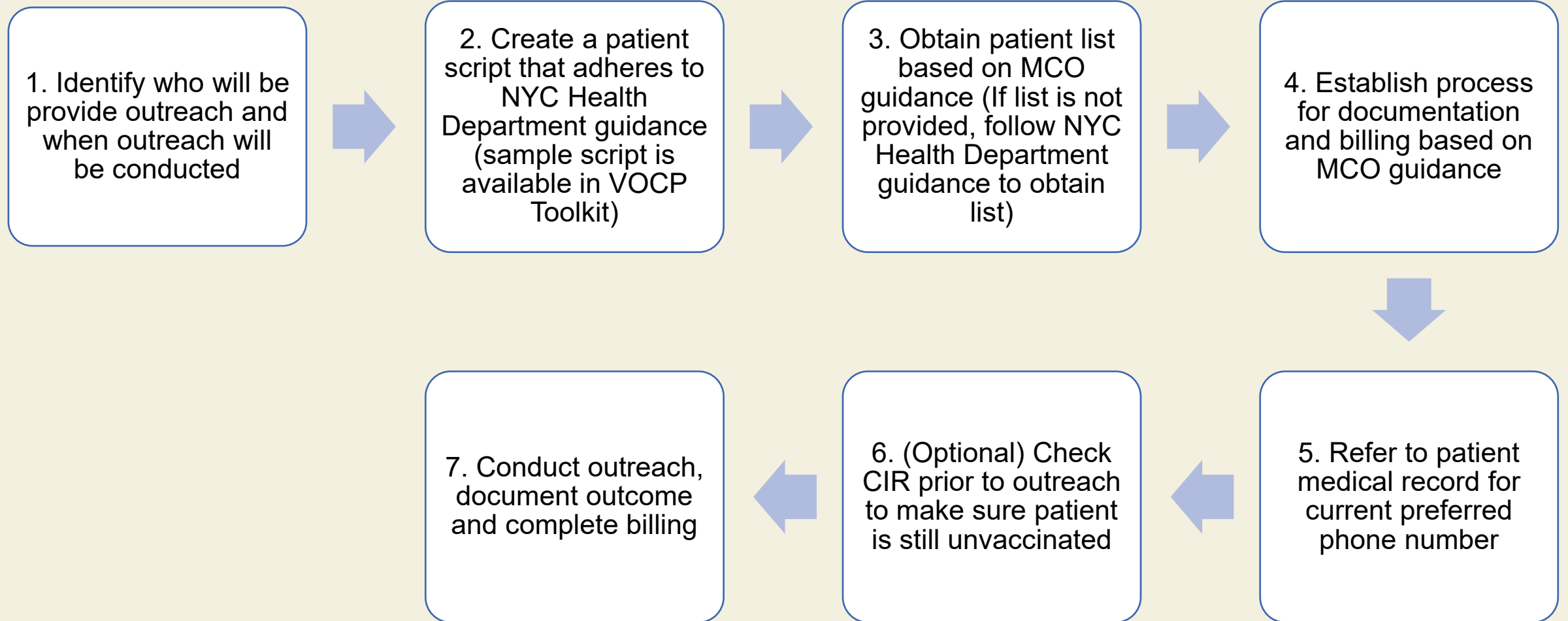
Information is updated on a regular basis at nycreach.org/covid-19/

Plans, codes, and how to obtain an Unvaccinated Patient List (2/2)

Plan	Type of billing	Billing Codes Clinician (\$50)	Billing Codes Non-Clinician (\$25)	Method used to distribute lists to providers	If provider is the PCP assigned to MCO enrollees and has not received a list yet:
AmidaCare	Claims- Based	CPT: 99429 Mod: U1 DX: Z71.89	CPT: 99429 Mod: U2 DX: Z71.89	List sent via encrypted email to specific provider sites at site-level	Nicolette Piscatelli, npiscatelli@amidacareny.org
Centene	TBD	CPT and DX codes will be shared with providers who receive a list	CPT and DX codes will be shared with providers who receive a list	TBD	TBD
UnitedHealthcare Community Plan	Claims-Based	CPT and DX codes will be shared with providers who receive a list	CPT and DX codes will be shared with providers who receive a list	List sent via encrypted email	Only providers with large unvaccinated panels will receive a list. Contact your Contract Manager

Information is updated on a regular basis at nycreach.org/covid-19/

Sample workflow for operationalization



Need help?

nycreach@health.nyc.gov

Questions and answers