

Three Phases of Implementing Medicaid-Public Health Prevention Activities in CDC's 6|18 Initiative

As part of the Centers for Disease Control and Prevention's (CDC) 6|18 Initiative, state Medicaid and public health agencies are collaborating to implement proven prevention interventions that aim to improve health outcomes and control costs. **This infographic shares three key phases of implementation.**



1 Medicaid Coverage



APPROACHES

- ★ Reimburse for physician and non-physician provider services to improve access to care
- ★ Eliminate cost-sharing or prior authorization requirements to remove barriers to care
- ★ Separate (unbundle) payments for related services to promote appropriate reimbursement

MECHANISMS

- ✓ Conduct assessment of services already provided by Medicaid MCOs
- ✓ Implement managed care plan coverage changes in pilot settings
- ✓ Revise MCO contract language
- ✓ Amend Medicaid State Plan or secure new Medicaid waiver
- ✓ Pass new legislation

2 Provider Adoption



- ★ Promote covered benefits to providers to increase provision of or referral to these services, with guidance on billing procedures to facilitate payment

- ✓ Recommend opportunities to align 6|18 Initiative quality measures with existing quality improvement/payment incentive programs
- ✓ Create fact sheets on billing codes, benefits, and quality measures
- ✓ Conduct online and in-person trainings that offer CMEs
- ✓ Share benefit changes via promotional materials and provider bulletins

3 Consumer Utilization



- ★ Target promotion of covered benefits to members to build awareness of available benefits and services

- ✓ Promote benefits and services at community events or through community organizations
- ✓ Promote in point-of-care settings (e.g., office posters, pharmacy bags) and public spaces (e.g., transit ads, billboards)
- ✓ Air local radio and TV ads
- ✓ Create population-specific online ads using Facebook or Google

