

## Encouraging Your Patients to Complete Preventive Health Screenings Quality Initiatives Campaigns

At Florida Blue and Truli for Health, we believe prevention is a key component to a healthier future. Your role is essential in encouraging your patients, our members, to make informed health care decisions and complete preventive screenings. In support of this, we are sharing with you information about communications we send to our members to remind them of these important preventive steps.

Quality initiative campaigns are based on Healthcare Effectiveness Data and Information Set (HEDIS<sup>®1</sup>) guidelines. As part of these campaigns, we reach out to eligible members to remind them to schedule their routine screenings. We also contact members without a screening history to emphasize the importance of seeing a primary care doctor for wellness and disease prevention.

Recent and upcoming 2024 quality initiatives campaigns are listed below. To see examples of our member communications, click on the links for our active campaigns.

Active Campaigns	Upcoming Campaigns
<ul style="list-style-type: none"> <li>• <a href="#">Breast Cancer Screening (BCS)</a></li> <li>• <a href="#">Cervical Cancer Screening (CCS)</a></li> <li>• <a href="#">Colorectal Cancer Screening (COL)</a></li> <li>• <a href="#">Eye Exam for Patients with Diabetes (EED)</a></li> </ul>	<ul style="list-style-type: none"> <li>• Human Papillomavirus (HPV)</li> <li>• Infant Flu Vaccinations</li> <li>• Primary Care Follow-Up After Hospitalization</li> </ul>

Please encourage your Florida Blue and Truli for Health patients to schedule an annual wellness visit and discuss with them appropriate preventive screenings.

For more information about these and other HEDIS quality measures, visit [FloridaBlue.com](https://www.floridablue.com). Select *For Providers* and navigate to *Programs*, then click *Quality: HEDIS & PQA Measures*. You can also review key indicators for select HEDIS measures in the [minimum documentation guide](#). If you have any questions, please email us at [qualitycaregapquestions@bcbsfl.com](mailto:qualitycaregapquestions@bcbsfl.com).

<sup>1</sup>HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).

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