



*We heal and inspire the human spirit.*

**To:** IEHP Direct PCPs

**From:** IEHP - Provider Relations

**Date:** September 19, 2023

**Subject: IEHP Text Campaign to Engage Members with their Primary Care Physicians**

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In the interest of timely care and connecting members with their Primary Care Physicians (PCPs), **IEHP has launched a text campaign to reach Medi-Cal members who have not had a visit with your practice in the last 12 months.** This campaign will be ongoing, with new members texted each month who have not been seen by their PCP in the preceding 12 months.

### **Background**

**Our goal is to encourage and support these members in scheduling a PCP appointment for preventive services that will possibly help to offset the need for chronic care services in the future.** This initiative is directly tied to the Department of Health Care Services' (DHCS) Population Health Management program that calls for IEHP to contact members who have not had a primary care visit in the preceding 12 months and connect them with their PCPs.

Our texts provide the option to members to access the name of their assigned PCP and PCP contact phone number as well as utilize our Members Services Representative assistance to schedule an appointment with their PCP.

### **Our Ask**

When your office is contacted to schedule an appointment as part of this effort, we appreciate your prompt and timely scheduling according to IEHP access standards, detailed in IEHP Medi-Cal Policy 9.A., Access Standards.

### **What's Next?**

We are working on updates to IEHP's secure provider portal to publish a roster of members that have been contacted as part of this text campaign. We will let you know when this new roster will be made available.

We appreciate your partnership to provide prompt access to care for our Members and community.

As a reminder, all IEHP communications can be found at: [www.iehp.org](http://www.iehp.org) > Providers > Plan Updates > Correspondence

If you have any questions, please do not hesitate to contact the IEHP Provider Call Center at (909) 890-2054, (866) 223-4347 or email [ProviderServices@iehp.org](mailto:ProviderServices@iehp.org)