

MetroPlus Primary Care COVID Vaccine Counseling Incentive Program

City and health plan surveys suggest that health plan members may be more likely to respond to vaccine advice from their primary care providers than other sources. As such, the goal of this program is to provide compensation to primary care providers, through Medicaid managed care organizations and Medicare Advantage plans, to encourage members who reside in NYC to get vaccinated.



MetroPlusHealth Incentive Program Period:
October 15, 2021 through December 31, 2021

Who is eligible?

MetroPlusHealth participating providers assigned as the primary care physician to Medicare, Child Health Plus and Medicaid (includes mainstream Medicaid as well as HARP and HIVSNP) members that, based on City-wide Immunization Registry (CIR) data and health plan claims are identified as unvaccinated.

What do you need to do?

- Use the *MetroPlusHealth Primary Care COVID Vaccine Counseling (CVC)* measure gap in care list to outreach members assigned to your practice.
- Conduct telephonic or telehealth counseling that lasts *at least 3 minutes* to encourage unvaccinated members to get vaccinated.

How do you get credit?

- Fully document the counseling encounter in the member's health record. See the *NYC DOHMH Program Notice* on the documentation that must be included in the chart for each encounter. **Medical records are subject to audit.**
- Complete the *MetroPlusHealth COVID Vaccine Encounter File* for all members **successfully counseled**.
Only the following codes are applicable:
 - Counseling conducted by Clinicians - Primary Diagnosis: Z71.89 with CPT: 96160
 - Counseling conducted by Non-clinicians - Primary Diagnosis: Z71.89 with CPT: 99429

How do you get paid?

- Submit all encounter files to the MetroPlus email box (QMOPHEDIS1@metroplus.org) no later than **January 7, 2022**. No exceptions will be made for late submissions.
- Primary Care Providers will be paid for **only one outreach per member** as follows:
 - \$50 for each member with a CVC gap successfully counseled by a clinician (MD/DO, NP, PA, RN, LPN).
 - \$25 for each member with a CVC gap successfully counseled by a non-clinician (office managers and other office support staff). Non-clinical callers must use a script that has been approved by the PCP.

Program Resources

- Link [to MetroPlusHealth COVID Vaccine Encounter File](#):
- Link to *NYC DOHMH Program Notice*: [covid-19-pay-for-vaccination-counseling-toolkit.pdf \(nyc.gov\)](#)
- For questions or to request your MetroPlusHealth Primary Care COVID Vaccine Counseling (CVC) measure gap in care list, email: QMOPHEDIS4@metroplus.org