



"People
helping people
help
themselves"

Joseph E. Kernan, Governor
State of Indiana

Office of Medicaid Policy and Planning
402 W. WASHINGTON STREET, ROOM W382
INDIANAPOLIS, IN 46204-2739

John Hamilton, Secretary

October 1, 2003

Re: Increased Well Child Visits, A Biennium Priority

Dear Hoosier Healthwise Provider:

The Indiana Family and Social Services Administration (FSSA) has developed our "Key Priorities" for the 2003-2005 biennium (for more information please visit www.in.gov/fssa). One of FSSA's key priorities is focused on Hoosier Healthwise children:

- Preventive care – More than half of Hoosier Healthwise children will receive 5 or more well-child visits by the age of 15 months.

To achieve this goal by the summer of 2005, the Office of Medicaid Policy and Planning (OMPP) and the Children's Health Insurance Program (CHIP) are developing and implementing an outreach plan that will target pregnant women and Hoosier Healthwise parents with newborns.

To have an impact on hundreds of Hoosier Healthwise families across Indiana, FSSA has developed several strategies to try and convince new parents to take their new born children into the doctor's office for well child visits. Among our strategies:

- Over-the-phone education when a member calls the Hoosier Healthwise Helpline
- Direct mailings to members
- Adding information on the Hoosier Healthwise www.healthcareforhoosiers.com website

Another important method of educating Hoosier Healthwise members on the importance of well-child visits is distributing a poster for display in doctor's offices and DFC waiting rooms and case manager offices. Copies of the posters will be distributed to your office soon, we ask that you place these posters in your waiting rooms and continue your practice of encouraging Hoosier Healthwise mothers with newborns to bring their babies in for well-child visits.

Thank you in advance for your assistance with this initiative. More information will be made available in coming months on the www.healthcareforhoosiers.com website.

John Barth
Managed Care Director

