



**Contra
Costa
County**

To: Board of Supervisors
From: Anna Roth, Health Services Director
Date: October 11, 2022

Subject: Purchase of Gift Cards for Child Immunization, Well-Child Visit and Cancer Screening Incentives

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Purchasing Agent or designee to purchase, on behalf of the Health Services Director, up to 1,500 Target gift cards each with a \$20 value totaling an amount of up to \$30,000 to incentivize several patient populations to obtain services including, parents having their children immunized and adults completing cancer screenings to support reducing health disparities and encouraging parents to bring their children in for well-child visits, as recommended by the Health Services Director.

FISCAL IMPACT:

This requested \$30,000 expenditure for incentives is a cost effective approach to support CCRMC's efforts to meet its Quality Incentive Pool (QIP) Medi-Cal funding targets for certain measures and secure continuation of \$100 million funding for Medi-Cal patient services. The incentive gift cards will be entirely funded by Hospital Enterprise Fund I revenues.

BACKGROUND:

It is important for children and adolescents to see their primary care provider for regular well child visits and to receive their full complement of immunizations as recommended by

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **10/11/2022** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: October 11, 2022

Monica Nino, County Administrator and Clerk of the Board of Supervisors

By: Laura Cassell, Deputy

Contact: Samir Shah, (925)
370-5525

cc:

pediatricians, the California Department of Public Health, and the Centers for Disease Control. For both measures, the Contra Costa Regional Medical Center (CCRMC) and Health Centers are experiencing care rates of less than 50%, but it is not uncommon for a child to need only one vaccination to complete the full complement of immunizations or one visit to remain current for a child's care.

CCRMC adult patients need regular self-care reminders for colon, breast, and cervical cancer screening. Yearly birthday letters are sent as reminders for these services, but it is particularly difficult to convince patients to schedule timely colon and cervical cancer screenings.

CCRMC is finding that patients still need encouragement to address these types of patient care and the use of gift cards would be an added incentive for patients and parents of children and adolescents to address these issues. The Quality Incentive Pool Program (QIP) eligibility criteria is that patients qualify for Medi-Cal, are contacted for one of the three service types, and complete the service type described.

CONSEQUENCE OF NEGATIVE ACTION:

If the purchase of gift cards for important preventative care services are not approved, CCRMC may not be able to meet its QIP Medi-Cal funding targets for certain measures, which could impact the health and well-being of vulnerable adults and children and result in the loss of \$100 million for 2022.

CHILDREN'S IMPACT STATEMENT:

This recommendation supports the following Board of Supervisor's community outcome: Communities that are Safe and Provide a High Quality of Life for Children and Families.

One of our goals for well-child visits is to reduce health disparities and improve health outcomes. High-quality well-child visits can improve children's health, caregivers' behaviors to promote their children's health, and prevent injury and harm.