



# Provider Outreach and Clinical Engagement Strategy for Wellcare

This document summarizes outreach tactics to educate the provider community about the National Imaging Associates Inc. (NIA) Radiology Benefit Management and Cardiac Solutions Program offered to Wellcare.

## Goals

NIA will pursue the following objectives:

- Provide clinical leadership to support Wellcare in discussions with the medical community on the Radiology Benefit Management and Cardiac Solutions Program.
- Create a customized provider outreach plan that supports the different provider relationships within Wellcare.
- Deliver the program policy and procedure information needed to help providers and office staff navigate the authorization process.
- Boost provider utilization of [RadMD.com](http://RadMD.com) for authorizations by demonstrating efficiency and availability of real-time approvals via clinically effective algorithms.

## Provider Education Strategy Grid

Tactic	Audience	Medium	Timing	Responsibility
<b>Provider Clinical Engagement</b> Outreach to key providers to provide education on guidelines and to cultivate communication, understanding and buy-in of the NIA programs and clinical rationale.	<ul style="list-style-type: none"> <li>▪ Particular emphasis on key sensitive groups in the Wellcare provider network.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Conference calls, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 30-60 days prior to go-live and ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>▪ NIA provider relations, clinical leadership and Wellcare to discuss key relationships and targeted engagement strategies.</li> <li>▪ Specific tactics TBD.</li> </ul>

Tactic	Audience	Medium	Timing	Responsibility
<b>Webinars</b> <ul style="list-style-type: none"> <li>▪ Includes overview and procedural elements of the NIA program including NIA provider website (RADMD.com) online demo</li> </ul>	<ul style="list-style-type: none"> <li>▪ All ordering and rendering providers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Teleconference line.</li> <li>▪ Web meeting (includes online demo and PowerPoint presentation).</li> </ul>	<ul style="list-style-type: none"> <li>▪ 30-60 days prior to go-live.</li> </ul>	<ul style="list-style-type: none"> <li>▪ NIA provider relations to conduct webinar training sessions.</li> </ul>
<b>Telephonic Meetings</b> <ul style="list-style-type: none"> <li>▪ Wellcare to identify a select few key providers for which telephonic training would be important and valuable (incorporate all of NIA products into these education sessions where applicable).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Select few sensitive providers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ In-person meetings (with supporting information packets).</li> </ul>	<ul style="list-style-type: none"> <li>▪ 30-60 days prior to go-live.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Wellcare to identify providers with need for focused, in-person training. NIA provider relations to team with Wellcare for in-person training.</li> <li>▪ Clinical representation available if needed.</li> </ul>
<b>Internal Wellcare Training – pre-provider announcement</b>	<ul style="list-style-type: none"> <li>▪ Provider relations.</li> <li>▪ Customer service.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Webinar internal training at Wellcare.</li> </ul>	<ul style="list-style-type: none"> <li>▪ 30-60 days prior to go-live.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Internal training held prior to announcing program to the provider community.</li> </ul>
<b>Internal Staff Training – pre go-live</b>	<ul style="list-style-type: none"> <li>▪ Provider relations.</li> <li>▪ Customer service.</li> <li>▪ Sales and marketing.</li> <li>▪ Claims.</li> <li>▪ UM.</li> <li>▪ Medical management.</li> <li>▪ Contracting.</li> <li>▪ Other.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Webinar training at Wellcare.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Prior to go-live.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Internal training held prior to implementation date.</li> </ul>
<b>Program Announcement Letter</b>	<ul style="list-style-type: none"> <li>▪ Providers.</li> <li>▪ Facilities.</li> <li>▪ Hospitals.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mailing / newsletter article.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mailing / newsletter article.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Wellcare to assist with distribution.</li> </ul>

Tactic	Audience	Medium	Timing	Responsibility
<b>Quick Reference Guide (QRG)</b> <ul style="list-style-type: none"> <li>Includes an overview of the program and “how-to” information on process needed to facilitate the prior authorization process.</li> </ul>	<ul style="list-style-type: none"> <li>Ordering and rendering providers (focused on office staff).</li> </ul>	<ul style="list-style-type: none"> <li>Mailing.</li> <li>Posted online.</li> </ul>	<ul style="list-style-type: none"> <li>Distributed prior to go-live.</li> </ul>	<ul style="list-style-type: none"> <li>NIA provider relations and communications to develop updated content and produce guide for Wellcare to review and approve.</li> </ul>
<b>FAQs</b> <ul style="list-style-type: none"> <li>Includes core messages and important information in easy-to-read FAQ format.</li> </ul>	<ul style="list-style-type: none"> <li>Ordering and rendering providers (focused on office staff).</li> </ul>	<ul style="list-style-type: none"> <li>Posted online.</li> </ul>	<ul style="list-style-type: none"> <li>Distributed prior to go-live.</li> </ul>	<ul style="list-style-type: none"> <li>NIA communications to produce.</li> <li>Wellcare to review and assist with distribution.</li> </ul>
<b>Clinical Information Checklist</b> <ul style="list-style-type: none"> <li>Includes list of information necessary for prior authorization of these services.</li> </ul>	<ul style="list-style-type: none"> <li>Ordering providers (focused on office staff).</li> </ul>	<ul style="list-style-type: none"> <li>Printed.</li> <li>Posted online.</li> </ul>	<ul style="list-style-type: none"> <li>Distributed prior to go-live.</li> <li>Ongoing.</li> <li>Available on RadMD.</li> </ul>	<ul style="list-style-type: none"> <li>NIA communications to produce.</li> <li>Wellcare to review and assist with distribution.</li> </ul>
<b>Provider Outreach Calls</b> <ul style="list-style-type: none"> <li>Proactive outreach calls to top 20 high volume / sensitive providers to review program and enhance satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>High-volume / sensitive RBM and cardiac providers (focused on office staff).</li> </ul>	<ul style="list-style-type: none"> <li>Telephonic.</li> </ul>	<ul style="list-style-type: none"> <li>Provider outreach will begin the week 30 days prior to go-live.</li> <li>Ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>NIA provider relations.</li> </ul>

Wellcare has reviewed the Outreach Education Tactical Grid and agrees with the outreach plan.

Wellcare Representative Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_