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Dr. Matthews, CMO on Breast Cancer & Primary Care
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A MESSAGE FROM DR. GEORGE E. MATTHEWS, CMO
OCTOBER IS NATIONAL BREAST CANCER AWARENESS MONTH
OCTOBER 4-8, NATIONAL PRIMARY CARE WEEK

As we transition into the fall and in particular the month of October, we can appreciate the beauty of the season. October also offers another important aspect, that of being designated National Breast Cancer Awareness Month.

Breast cancer is the second most common cancer among women in the United States (some kinds of skin cancer are the most common). Each year in the United States, approximately 264,000 women and 2400 men are diagnosed with breast cancer. Even more concerning, 16% of women and 20% of men who are diagnosed with breast cancer will die from the disease and African American women die from breast cancer at a higher rate than Caucasian women.

Breast cancer screening is critical to early diagnosis and treatment. The screening modalities which may be employed include breast self-awareness/self-examination in which women assess the appearance of the breast and can self-identify any discomfort/pain, lumps, or other observed changes. A clinical examination performed by a healthcare provider may be an appropriate next step. Most importantly, the utilization of a breast mammogram has been identified as a highly effective screening method to find breast cancer. Breast magnetic resonance imaging (MRI) may also be utilized to screen women at elevated risk for getting breast cancer.

Recognizing that screening is effective in assisting to detect breast cancer early, who should be screened and when? The United States Preventative Services Task Force recommends that women who are 50-74 years of age and are at an average risk for breast cancer get a mammogram every 2 years. Women who are 40-49 years of age should have a discussion with their health provider about when to start screening and how often to get a mammogram.

It is imperative that patients have the appropriate counsel from their primary care provider. October 4-8, 2022, is National Primary Care week and it is appropriate to acknowledge those primary care specialties (family medicine, internal medicine, obstetrics, gynecology, and pediatrics). In adult specialties, the primary care provider is often the first point of contact to assist in screening and disease prevention. We must celebrate the contributions of the primary care providers who demonstrate day in and day out excellence in care while confronting the multitude of challenges present in the practice of medicine. As we consider the wonderful attributes October has to offer, we should also highlight the importance of the primary care in promoting preventative care and specifically, breast cancer screening.

BREAST CANCER SCREENING – How Your Practice Can Help!

- Ensure all women aged 50-74 have a standing order for breast cancer screening on file
- Many radiologists offer evening and weekend hours and online scheduling. Email quality@monroeplan.com for a list of these providers.
- Make your patients aware of **Mobile Mammography Units**
 - Western New York: <https://windsongwny.com/radiology/mobile-screening-mammography/>
 - Finger Lakes and GLOW's region: <https://pink.rochesterregional.org/calendar/>



For patients who have barriers to engaging in care, consider a referral to our case management program. Contact quality@monroeplan.com for more information.

PATIENT ENGAGEMENT, SIMPLIFIED.

Monroe Plan Partnering with GOMO to Offer AI Powered Texts that Close Gaps in Care

Monroe Plan for Medical Care is excited to announce that we are partnering with GoMo Health® to offer a state-of-the-art patient texting program. Through this service, your practice can improve patient engagement with minimal to no additional work. Using artificial intelligence, patients receive customized, interactive texts that uncover and resolve barriers to engagement. We are excited to offer this value-add service that allows practices to focus on providing better, more cost-effective health care via remote care solutions that encourage self-care.

Patient texts can help drive more comprehensive, better patient care. Additional benefits include:

- Improve Member Engagement
- Close Gaps in Care
- Reduced Burden on Practice Staff
- Improve Quality Performance
- Increases VBP Revenue



The initial focus of the text messaging campaigns will be on Cancer Screening, Adolescent Preventative visits and Immunizations, and Prenatal and Post-partum Engagements but there are plans to expand from there!

To learn more, please email quality@monroeplan.com.



ACCESS AND AVAILABILITY STANDARDS

Monroe Plan Providers are required to follow the appointment availability standards established by the New York State Department of Health. These standards, which apply to all lines of business, are used to improve patient access to routine, urgent, preventive and specialty care. Compliance with 24-hour access standards, which measure after-hours access, is also required. Learn more by viewing the [Access-and-Availability-Standards_MPwebsite_TIPS_2022.pdf \(monroeplan.com\)](#).

CULTURAL COMPETENCE IN HEALTH CARE

Cultural and linguistic competency is the ability to provide respectful and responsive care to members with diverse values, beliefs, and behaviors, including tailoring health care delivery to meet members’ social, cultural, and linguistic needs. The National CLAS Standards, developed by the Health and Human Services Office of Minority Health, aim to improve health care quality and advance health equity by establishing a collective set of mandates and guidelines that inform, guide, and facilitate culturally and linguistically appropriate services. Clear communication across cultures is the foundation of culturally and linguistically competent care.



CULTURAL COMPETENCY TRAINING FOR PROVIDERS AND PRACTICE STAFF

A series of short Cultural Competency Training videos are available on Molina’s website. These trainings are listed under the Health Resources tab on the Culturally and Linguistically Appropriate Resources page. Topics covered include; How Culture Impacts Health Care, Health Disparities, Social Determinants of Health, Seniors and Persons with Disabilities, LGBTQ Population, Immigrant and Refugee Populations, Perspective-Taking and Molina’s Language Access Services. *(Training Sources: U.S. Department of Health & Human Services: Office of Minority Health. Health Research & Educational Trust, 2013. Industry Collaboration Effort, Better Communication, Better Care: Provider Tools to Care for Diverse Populations. Industry Collaboration Effort, Cultural and Linguistic Services, 2017.)*

! ***Remember: It is never permissible to ask a minor, family member or friend to interpret.***

Molina’s materials are always written simply in plain language and at required reading levels. For additional information on Molina’s language access services or cultural competency resources, contact Provider Services (877) 872-4716 or visit [Culturally and Linguistically Appropriate Resources / Disability Resources](#). Once you have completed the trainings, please send an attestation email to providerrelations@monroeplan.com.



Please remind your patients to obtain their Flu, Immunization, and COVID Vaccine Boosters!



PROVIDER DATA MANAGEMENT

**Monroe Plan for Medical Care IPA
October 2022 Newsletter**

Keeping Your Records Straight

ITEM	WHAT YOU NEED TO KNOW
<p>Provider Office Changes When the provider office or facility has moved, changed ownership, merged with another group etc.</p>	<p>When there are any major updates within your practice, please make sure you update us in a timely manner by sending the changes to pfmemails@monroeplan.com</p> <p>**Important changes include new practitioners, new service locations, TIN changes, NPI updates, remit address updates, termed practitioners, etc.</p>
<p>Provider Roster Updates</p>	<p>To ensure accurate and current practice data is captured, please send updated provider practice rosters to Monroe Plan at pfmemails@monroeplan.com</p>
<p>Medicaid ID (MMIS)</p>	<p>To see Medicaid patients, providers must enroll with NYS and have an MMIS number. To enroll, go to the eMedNY site, Provider Enrollment Page, and navigate to your provider type to print and review the instructions and enrollment form</p>

Monroe Plan’s Health Home Care Management Agency Surpasses 3000 Cases!

We are excited to share that Monroe Plan’s Health Home Care Management Agency (CMA) recently surpassed 3000 cases! Our CMA was initiated in 2013 and currently serves 28 counties and contracts with 8 Health Home hubs. Our continuous growth is a testament to Monroe Plan’s well-earned reputation for providing effective, high quality care management to qualified Medicaid recipients in the counties we serve.

Building on our 50 + year history of partnering with providers, community-based organizations, and the members themselves, our care managers are uniquely qualified to help Medicaid members navigate complex health care and community service networks to be sure they get the care and services they need. Every day, person by person, Monroe Plan’s team puts the *care* in care management.

Make a Referral Today!

Your complex patients enrolled in Medicaid or dually enrolled in Medicaid and Medicare may be eligible for care management services that help address their health care holistically.

To learn more or make a referral email triage@monroeplan.com or call [1.866.255.7969](tel:1.866.255.7969).