



Aetna Better Health® of California  
10260 Meanley Drive  
San Diego, CA 92131

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**English:** Attention: If you speak English, language assistance services, free of charge, are available to you. Call the number on the back of your ID card or **1-800-385-4104 (TTY: 711)**.

**Spanish:** Atención: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al número que aparece en el reverso de su tarjeta de identificación o al **1-800-385-4104 (TTY: 711)**.

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86.30.351.1-CA

FIRSTNAME LASTNAME  
1234 STREET ADDRESS  
CITY STATE ZIPCODE



# What's new



[AetnaBetterHealth.com/California](https://AetnaBetterHealth.com/California)

Aetna Better Health® of California

# We are bringing some exciting new changes to our members.

To access any of these benefits or if you have any questions, call Member Services at 1-855-772-9076 (TTY: 711)



## Evidence of Coverage/ member handbooks

Your Evidence of Coverage (member handbook) has your health care benefits, rights and responsibilities, and how you can get care and services. A digital, searchable version of the handbook is available online at [AetnaBetterHealth.com/California](https://www.aetna.com/betterhealth/california). You can also call Member Services and ask for a hard copy to be sent to you. All member information is available in other languages and formats.



## Your primary care provider (PCP)

You will find the name of your PCP on your member ID card. If you would like to choose a new PCP, select one from our provider search tool on our website [AetnaBetterHealth.com/California](https://www.aetna.com/betterhealth/california). Call Member Services to get a hard copy of our provider directory sent to you.

If you want to change your PCP you can do so:

- **Through the secure member portal**
- **Using our Aetna Better Health app**
- **Or by calling Member Services**



## Covered drugs/formulary lookup

To find out if a drug is covered and on our preferred drug list (PDL), also called a formulary, or to get a hard copy of the PDL, call Member Services. You can also find the PDL on our website at [AetnaBetterHealth.com/California/members/pharmacy](https://www.aetna.com/betterhealth/california/members/pharmacy).



## Need a ride to the pharmacy, food store, WIC office, or to apply for food stamps?

You can take up to 5 trips a month with 3 days advance notice. Just call Member Services to set up a ride.



## Get information from us in new ways

We are now offering members other ways to receive some health and plan information. You can get information by text messaging, email or voice call. To make your selection:

- **Visit [Aet.na/ca-preference](https://www.aetna.com/ca-preference)**
- **Text “JOIN” to 85886**
- **Scan the QR code with your phone**
- **Call Member Services**



## Maternity Matters program

We have a new program for pregnant members and new moms. Pregnant members and new mom members who complete healthy activities can get rewards for items like diapers, wipes, pack n' plays and baby formula. Call 1-855-772-9076 for more info or to get started with the Maternity Matters program. Healthy activities that qualify are:

- **\$50 – Completing notice of pregnancy**
- **\$25 – First prenatal visit**
- **\$10 – More prenatal visits (up to 12)**
- **\$25 – Postpartum visit**

**Here's to your better health!**



# Health & Wellness Member Outreach – Quick Reference Guide

The purpose of this Quick Reference Guide is to provide an overview of member outreach campaigns, health and wellness programs, and member incentives program.

## Electronic Outreach – Interactive Voice Response (IVR) and Text (SMS)

Campaign Name	Modality	Purpose	Target Population	Frequency	Status
Women's Health	IVR/SMS	Educate members on importance and need for preventive care.	Members with a gap in the following age and gender appropriate screenings: <ul style="list-style-type: none"> <li>Breast Cancer: Women 50–74 years of age</li> <li>Cervical Cancer: Women 21–64 years of age</li> <li>Chlamydia: Women 16–24 years of age</li> <li>Colon Cancer: Women 50-75 years of age</li> </ul>	Monthly	Ongoing
Care Management (CM) Satisfaction Survey	IVR	Execute CM member satisfaction survey for all CM members.	CM members that meet the following criteria:	Monthly/ Annually	Ongoing
Condition Management Satisfaction Survey	IVR	Execute condition management member satisfaction survey for members with diagnosis of diabetes.	Monthly Survey: <ul style="list-style-type: none"> <li>Open CM episode at six months post CM assignment</li> <li>Has not been pulled for survey within the last 3 months</li> <li>ICM Program Type is not null</li> </ul> Annual Survey: <ul style="list-style-type: none"> <li>Open episode and last annual survey is more than 364 days ago</li> </ul>		
Comprehensive Diabetes Care	IVR	Encourage members to follow up with their doctor for help scheduling recommended diabetic screening(s) such as HbA1c, eye exam, kidney, and foot exam.	Members 18-75 years of age with diabetes identified as being non-compliant with one or more of the following tests: HbA1c, microalbumin, diabetes eye exam	Quarterly	Ongoing
Emergency Room Utilization	IVR/SMS	Reduce Emergency Room (ER) utilization by providing members education about other options outside of the ER for their care when appropriate such as the 24-hour nurse line, their Primary Care Physician (PCP) and/or contracted Urgent Care Centers.	Members that have used the ER recently	Monthly – Post discharge	Ongoing
Behavioral Health Resources	IVR/SMS	Inform all members about BH resources.	All members	Semi-Annual	Ongoing
Controlling High Blood Pressure	IVR	Educate members on how to manage high blood pressure, and encourage members to make appointment with PCP to measure BP	Members 18–85 years of age who had a diagnosis of hypertension (HTN) and whose BP was not adequately controlled (<140/90 mm Hg) during the measurement year.	Quarterly	Ongoing

<b>Emergency Room Redirection</b>	IVR/SMS	Reduce Emergency Room (ER) utilization by providing members education about other options outside of the ER for their care when appropriate such as the 24-hour nurse line, their Primary Care Physician (PCP) and/or contracted Urgent Care Centers.	Members that have used the ER recently	Post discharge	Ongoing
<b>Flu Reminder</b>	IVR/SMS	Encourage members to get flu shot.	All members	Annually (October)	Ongoing
<b>New Member Survey</b>	IVR/SMS	Survey designed to gain a better understanding of new member's experience and understanding of the new member marketing and benefit materials.	New members enrolled in January and July	Semi-Annual	Ongoing
<b>New Member Welcome</b>	IVR	Welcome new members to the health plan and remind them of importance of scheduling an initial health assessment with their PCP.	New members	Upon enrollment	Ongoing
<b>Postpartum Care</b>	IVR	Remind mothers to schedule a postpartum visit between 7 and 84 days after delivery	Women who delivered a live birth	Postpartum	Ongoing
<b>Redetermination</b>	IVR/SMS	Remind members to renew Medi-Cal coverage	Members due for Medi-Cal renewal	Annually	Ongoing
<b>Well Child</b>	IVR/SMS	Educate members on importance and need for preventive care and well child check-up.	Members with open care gaps for recommended immunizations and well-child visits up to age 21.	Quarterly	Ongoing

## By Mail

Campaign Name	Purpose	Target Population	Frequency	Status
<b>New Member Welcome Packet</b>	The New Member Welcome Packet outlines coverages under Aetna Better Health of California and provides information about the benefits and services under the plan. Members are welcome to call Member Services team at 1-855-772-9076 (TTY: 711) if they have any questions regarding their benefits and services.	New Members	Upon enrollment	Ongoing
<b>Provider Newsletters</b>	Keeping our providers informed and up to date on Aetna Better Health's policies, dates for webinars, provider portal information, news releases from DHCS and much more. Each edition of our provider newsletter is uploaded to the ABHCA website. <a href="#">Link: ABHCA Provider Newsletters</a>	Provider Network	Quarterly	Ongoing
<b>Member Newsletters</b>	Provides members with up to date on important health benefit information, health education, and upcoming events. Each edition of our member newsletter is uploaded to the ABH-Ca website. <a href="#">Link: ABHCA Member Newsletters</a>	All Members	Quarterly	Ongoing

<b>Chronic Conditions Newsletter</b>	These are newsletters that address the following topics: depression, diabetes, heart health, and lung health. These newsletters support members based on their personal health risks and provider healthy tips for condition management. <b>Link:</b> <a href="#">ABHCA Chronic Conditions Newsletters</a>	Members with the following chronic conditions: <ul style="list-style-type: none"> <li>• Depression</li> <li>• Diabetes</li> <li>• Heart Health: congestive heart failure (CHF), coronary artery disease (CAD), hypertension (HTN)</li> <li>• Lung Health: asthma, chronic obstructive pulmonary disease (COPD)</li> </ul>	Semiannual	Ongoing
<b>EPSDT Mailer</b>	Provides reminder to members, or parents/guardians of members, who are below 21 years of age for periodic health screenings such as vision, dental, lead, hearing, and other medically necessity treatment <b>Link:</b> <a href="#">ABHCA Healthy Kids</a>	Members up to age 21	Annually (birthday month)	Ongoing
<b>Well Woman Mailer</b>	Provides reminder to members who are due for cervical screening, mammogram, or a combo of both.	Members with a gap in the following age- and gender-appropriate screenings: <ul style="list-style-type: none"> <li>• Breast Cancer: Women 50–74 years of age</li> <li>• Cervical Cancer: Women 21–64 years of age</li> <li>• Chlamydia: Women 16–24 years of age</li> </ul>	Annually (birthday month)	Pause
<b>Flu Mailer</b>	Serves to remind members to receive annual flu vaccination.	All age appropriate members (CDC recommends all individuals 6 months and older).	Annually (October)	Ongoing
<b>Diabetes Booklet</b>	Mailing out diabetes booklet to members with diagnoses of diabetes to provide education condition and self-management.	Members 18-75 years of age with diabetes diagnosis.	Annual (September)	Ongoing

## Other

Campaign Name	Purpose	Target Population	Frequency	Status
<b>Member Services (MS) Hold Line Message - Flu Reminder</b>	Encourage members to get flu shot	All members	Annually (September)	Ongoing
<b>Rx Health Tag – Flu</b>	Tag attached to medication that encourages members to get flu shot.	Members who fill a prescription at CVS pharmacy	Annually (September)	Ongoing

Health and Wellness Programs (<https://www.aetnabetterhealth.com/california/health-wellness-programs.html>)

Program Name	Purpose	Target Population	How to Enroll	Incentives
<b>Diabetes Program</b>	Provides education, resources, support, and care coordination to assist with techniques to prevent onset of type 2 diabetes for high risk members and management of those with a diagnosis of diabetes.	Members 18 and over with a body mass index (BMI) of $\geq 25$ kg/m <sup>2</sup> ( $\geq 23$ kg/m <sup>2</sup> , if Asian American), hyperglycemia, prediabetes, or diagnosis of diabetes.	Care Management	NA
<b>Chronic Condition Management</b>	Provides education, resources, and facilitation of gaps in care closure for members diagnosed with specific chronic conditions. Intended to support in managing member chronic conditions, including development of individualized care plan with an emphasis on coordinating services and interdisciplinary care for member.	Members with the following chronic conditions: <ul style="list-style-type: none"> <li>• Depression</li> <li>• Diabetes</li> <li>• Heart Health: congestive heart failure (CHF), coronary artery disease (CAD), hypertension (HTN)</li> <li>• Lung Health: asthma, chronic obstructive pulmonary disease (COPD)</li> <li>• Other CM qualifying conditions</li> </ul>	Care Management	NA
<b>Adults and Pediatric Palliative Care</b>	Members identified with serious illness/conditions are provided with emotional and spiritual support, palliative care team, coordination of care, symptom management, advanced care planning and assistance in health decisions.	Palliative Care Criteria/Requirements (see APL 18-020)  Eligibility Criteria <ol style="list-style-type: none"> <li>1. General Eligibility: Must meet five criteria</li> <li>2. Disease Specific: Must meet one of four disease specific requirements</li> <li>3. Pediatric PC Eligibility: Members under 21 years of age who do not meet above criteria, may become eligible under the broader EPSDT benefit</li> </ol>	Care Management	NA
<b>Neonatal Abstinence Syndrome (NAS)</b>	To offer care management for moms and infants during pregnancy and after birth who are identified at risk or who have a baby with NAS. NAS is a form of drug withdrawal in newborn babies. It can happen when a mom uses certain medicines or drugs during pregnancy.	Mothers at risk of having a baby with NAS or mothers who have a baby with NAS. The NAS program assists these mothers and babies up to one year after birth.	Care Management	NA
<b>Maternity Matters</b>	Provide pregnancy education, resources, support and care management for new parents and baby.	Currently pregnant and new moms.	Care Management	Please see Member Incentive/Rewards Program Grid
<b>Health Homes Program (HHP)</b>	Provide social support, health promotion and care coordination for members with multiple chronic conditions. Collaborate with community-based care management entities (CB-CMEs) to assist with coordination of care services such as the physical health, behavioral health and community-based long-term services and supports (LTSS).	Eligible criteria include but not limited to: <ol style="list-style-type: none"> <li>1. Three or more chronic conditions</li> <li>2. A required high level of acuity/complexity</li> <li>3. hospital stays in last year</li> <li>4. ER visit three or more times in last year</li> <li>5. Currently without stable shelter</li> </ol>	Care Management	NA

<b>Opioid Management</b>	Provide member support, education, and resources on appropriate usage of opioids and benzodiazepines. The goal is to taper off or wane the use of medications in a safe and medically appropriate way.	Members who use opioids for pain management and their prescribing providers to explore evidence-based alternatives when appropriate.	Care Management	NA
<b>Healthy Adults</b>	Promotes USPSTF grade A and B recommended health screenings as well as ABH-CA health wellness programs for improved health outcomes in all adult members.	All adult members over 18 years of age for whom preventive screenings are recommended such as breast cancer screening, cervical cancer screening, colorectal cancer screening, and chlamydia screening.	NA (All age appropriate members receive program benefits)	Please see Member Incentive/Rewards Program Grid <b>Please Note:</b> pending State approval
<b>Healthy Kids</b>	Focuses on preventive health and follows the Early and Periodic Screening, Diagnostic and Treatment (EPSDT) recommendations from the Centers for Medicare & Medicaid Services.  Preventive services, screening and counseling can help improve health and find issues earlier, when they're easier to treat.	All pediatric members for whom preventive and wellness screenings are recommended.		Please see Member Incentive/Rewards Program Grid <b>Please Note:</b> pending State approval
<b>Flu Program</b>	Serves as an intervention program to remind members to receive annual flu vaccination.	All age appropriate members. CDC recommends all individuals 6 months and older.		NA

### Members Incentive/Reward Programs Grid

Member Incentive Programs	Target Population	How to Enroll	Aetna Better Care Rewards – preloaded credit card for each of the following activities
Maternity Matters	Currently pregnant or new moms	<p>For questions regarding these reward program(s), please call Member Services at 1-855-772-9076 (TTY: 711) or via email at <a href="mailto:MemberServices_CA@Aetna.com">MemberServices_CA@Aetna.com</a></p> <p>Maternity Matters: Member must call member services to complete Notice of Pregnancy (NOP) form and after each visit with date of visit and provider contact information to qualify</p>	<ul style="list-style-type: none"> <li>• \$50 – Completion of Notice of Pregnancy (NOP)</li> <li>• \$25 – First prenatal visit</li> <li>• \$10 – Subsequent prenatal visits (up to 12)</li> <li>• \$25 – Postpartum visit</li> </ul>
Healthy Kids*	All pediatric members for whom preventive and wellness screenings are recommended.		<ul style="list-style-type: none"> <li>• \$50 – Childhood Immunizations (CIS-10)</li> <li>• \$25 – Adolescent Immunizations (IMA-2)</li> <li>• \$25 - Lead Screening in Children (LSC)</li> <li>• \$25 - Child and Adolescent Well-Visit(s) (WCV, W30)</li> </ul>
Healthy Adults*	All adult members over 18 years of age for whom preventive screenings are recommended.		<ul style="list-style-type: none"> <li>• \$25 – Breast Cancer Screening</li> <li>• \$25 – Cervical Cancer Screening</li> <li>• \$25 – Chlamydia Screening</li> </ul>
COVID Vaccination*	All ABH-CA members who have not been fully vaccinated.		<ul style="list-style-type: none"> <li>• \$50 – COVID Vaccine</li> </ul>

\*Please Note: pending State approval