

ABH Kids

Provider Benefits & CHIP Expansion 2022

Presenter: Alicia LaFrance
Lead Director, Network Management



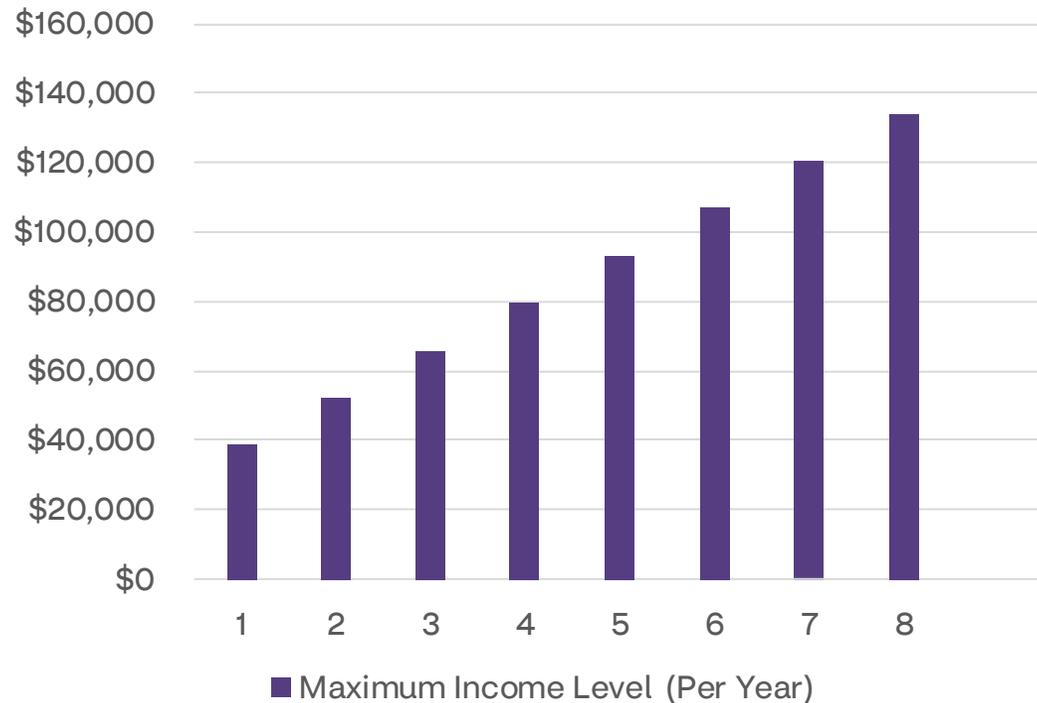
Aetna Better Health Kids is Growing!

January 2022
Service Area Expansion

23 Pennsylvania Counties
to 41 Counties

Household Income CHIP Requirements

Maximum Income Level (Per Year)



Annual Household Income Limits (before taxes)

Household Size*	Maximum Income Level (Per Year)
1	\$38,640
2	\$52,260
3	\$65,880
4	\$79,500
5	\$93,120
6	\$106,740
7	\$120,360
8	\$133,980

Expanding Our Partnership



Focus

- ✓ Members First
- ✓ Open dialog between Provider and ABH Kids
- ✓ Reflective Listening



Communicate

- ✓ Quarterly Provider Newsletters
- ✓ Notifications & Up-dates via fax & email blasts
- ✓ Customer Service



Educate

- ✓ Virtual, Group or Individual Learning
- ✓ Office of CHIP Updates



Partner

- ✓ Provider Events
- ✓ Community Based Organization Engagement



Quality

- ✓ Well Care Incentives
- ✓ Social Determinants of Health Partnerships

Provider Benefits

Aetna Better Health Kids

Monthly Provider Webinars

- Relevant healthcare topics
- Provider requested information

Prompt, Frequent Claims Payment

- Claim payments – Issued twice weekly

Personalized Treatment & Resources

- Dedicated representative
- Issue resolution

Monthly Satisfaction Surveys

- Provider feedback critical
- Consistent, quality service



Event Partnerships

Aetna Better Health Kids

National Health Centers Week

- Sponsorship support
- Educational literature: Vaccination hesitancy

Community Organizations

- Partnerships with nonprofit community events
- Health screenings meet HEDIS requirements

Member Outreach

- Direct mail
- Text messages supplemented with a phone call
- Announce *'Now accepting Aetna Better Health Kids CHIP'*

Co-Branded Marketing Opportunities

- Advertising
- Social Media
- Promotional items



Provider Office Connections

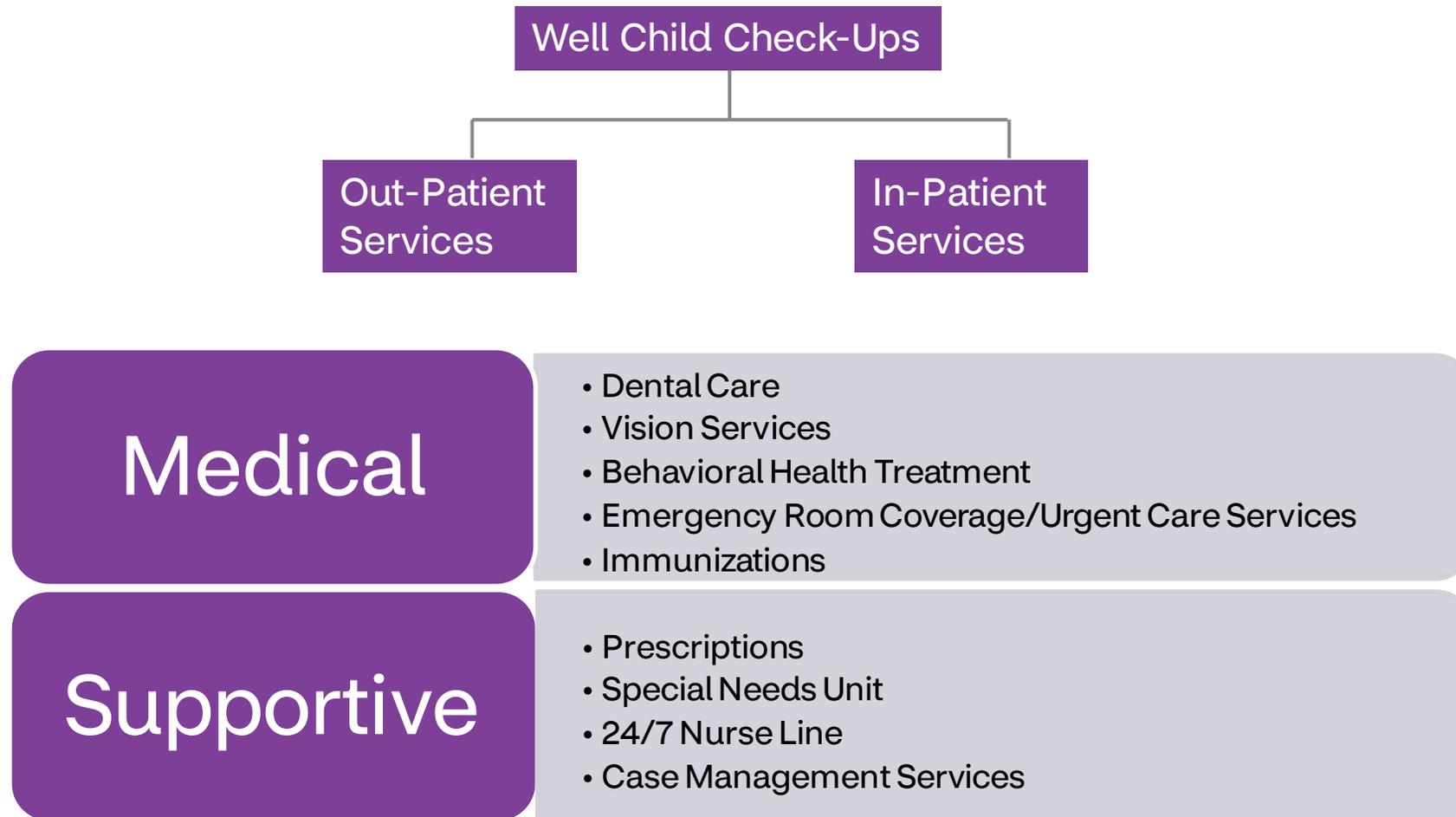
Aetna Partnerships Promote Providers

Co-Branding Opportunities

- Office window decals announcing “We accept Aetna Better Health Kids”
- Sponsorship Support
- Aetna Better Health® Kids representative in office regularly to answer questions
- Up-to-date vaccination information and health education literature for display in exam and waiting rooms
- Take-home coloring and activity books available in offices, available to all patients



Comprehensive Services Make Aetna the Right Choice for CHIP!



New Exclusive Benefits

Supporting Our Families

- CVS Health Parent Company
- Over-the-Counter Benefit:
 - \$30 per Month, per Child
 - Select Medications and Products at *no-cost*
 - ✓ Cough and Cold Medicine
 - ✓ Oral and Dental Care
 - ✓ Ear and Eye Care
 - ✓ Pain Relievers and First Aid
 - ✓ Allergy Medicine
 - ✓ Feminine Hygiene Products
- No-Cost Home Delivery
- Convenience of premium payments at local retailers.



Introducing the NEW
Aetna Better Health® Kids

**No Cost Over-the-Counter
(OTC) Benefit**

Aetnabetterhealthpenn.com/otc

[Click Here](#)

A young woman with dark hair and glasses, wearing a blue sweater, is looking down with a somber expression. She is in a crowded, blurred background, possibly a public space. The text "Health through Hope" and "Behavioral Health" is overlaid on the left side of the image.

Health through Hope

Behavioral Health

Behavioral Health

Kids Struggle Too

- ✓ **Access to BH care is a covered benefit.**
- ✓ **No authorization needed.**

1-800-822-2447
Behavioral Health

1-855-346-9828
Urgent Mental Health Needs

911
Mental Health Emergencies

AetnaBetterhealth.com/pennsylvania/find-provider

[Click Here](#)



Join the Celebration!

Help up Support Our CHIP Members

***Thank you for sharing these member benefits
with your Aetna Better Health Kids patients!***

Not a participating provider?

Not credentialed to service CHIP members?

Enter your name, practice & phone number in the chat box.

We'll answer your questions...

And welcome you to our team!

<https://www.aetnabetterhealth.com/pennsylvania/providers/join-our-network>

Click Here



Thank you!



Aetna Better Health® Kids

A CHIP Health Plan