

Diabetes outreach

We support your Humana-covered diabetic patients by offering diabetes management education, providing guidance on the care they should receive and assisting with completing the necessary screenings to monitor their health.

The goal of all of our programs is to support the care your patients are receiving and encourage adherence to their prescribed treatments.

What type of outreach is there for diabetic members?

In addition to any traditional clinical care management programs, Humana reaches out to members who are noncompliant in any of the following diabetes-related areas:

- Glycemic Status Assessment for Patients With Diabetes (GSD) (formerly HBD)
- Eye Exam for Patients With Diabetes (EED)
- Kidney Evaluation for Patients With Diabetes (KED)
- Medication Adherence for Diabetes Medications (MAD)
- Statin Use in Persons with Diabetes (SUPD)

How is the outreach managed?

Based on current quality data, we identify members who are noncompliant for one of the diabetic measures indicated to be included in a targeted outreach. Depending on the measure, your patients could receive a letter, phone call, text or email offering assistance with scheduling an exam in a provider's office or, in some instances, in the patient's home.

When will these outreaches occur?

Early in the year, campaigns emphasize Annual Wellness Visits with primary care physicians. We want your patients to see you for their full care needs, and we design our campaigns to allow time for that to occur. As patients are identified as having open care opportunities, they will be included in any current active campaign. We will increase our outreach strategies as the year progresses to encourage our diabetic members to seek care.

What are some examples of the outreach?

- GSD and KED test kits
- Check-in phone calls after a health event or inpatient hospital stay
- Reminders to refill medications
- Outbound calls to schedule in-office or in-home diabetic retinopathy exams

Thank you for your support and the care you deliver to our members and to all patients in our communities.

Humana®

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Diabetes outreach campaigns



Education and reminders

Throughout the year, we will send multi-channel outreaches to educate current or soon-to-be noncompliant members about managing their diabetes, and to remind them of their screenings and medications that are due. We also remind members of the Go365® rewards available for completing their screenings and exams.



Scheduling and alternative service locations

We offer to assist members with scheduling past-due screenings, such as diabetic eye exams, with the provider of their choice. For our diabetic members with medical, logistical or other challenges in obtaining traditional in-office screenings and exams, we may offer alternative ways to obtain these screenings. As with any exam or screening outside of the provider's office, we encourage the member to follow up with their provider, and we track to verify that follow-up care occurs.



Other programs

To offer continued support to your diabetic patients or to guide newly diagnosed patients, we encourage you to recommend they visit Humana's Neighborhood Centers, with both in-person and virtual locations. Our centers provide health and wellness classes, as well as a social and support community.

[Humana.com/humana-neighborhood-centers](https://www.humana.com/humana-neighborhood-centers)