

2025 Medicaid Partnership for Quality (P4Q) Program Announcement

AT WELLCARE OF KENTUCKY, WE UNDERSTAND THAT THE PROVIDER-MEMBER RELATIONSHIP IS A KEY COMPONENT IN ENSURING SUPERIOR HEALTHCARE AND THE SATISFACTION OF OUR MEMBERS.

We are excited to introduce the 2025 P4Q Program, designed to strengthen our partnership and recognize your dedication to quality care. This incentive aims to reward your efforts in providing high level, quality care and submitting compliant documentation for HEDIS Measures, including CPT, CPT II, and NDC codes.

As part of the program, WellCare is offering reimbursement \$0.01 for select CPT II codes. This incentive ensures that you can bill for specific services and outcomes without the risk of denial due to non-payable codes. By utilizing CPT II codes for certain preventative care services and test results, you can streamline data sharing with WellCare, making the process quicker and more efficient.



How It Works:

Our Medicaid 2025 P4Q program makes it simple for you to earn incentives while helping your patients lead healthier lives. Through this initiative, providers can earn a predetermined, flat incentive payment for each successfully closed HEDIS measure gap. By proactively scheduling appointments, closing care gaps, reviewing medications, and creating personalized care plans, you can ensure patients receive timely, appropriate services. Review the table below to see which measures qualify and start planning your approach to deliver outstanding, value-driven care.



We value your collaboration and commitment to quality care delivery. Together, through incentives like the 2025 P4Q Program, we can continue to improve healthcare outcomes for our members.

(continued)

Medicaid 2025 Measure and Incentive Summary

Below are the Healthcare Effectiveness and Data Information Set (HEDIS) measures included in the 2025 Medicaid P4Q program, along with their respective national benchmark targets established by the National Committee for Quality Assurance (NCQA). Financial incentives are paid by WellCare based on the targets met for each measure.

2025 Kentucky Medicaid P4Q Measures		
Measure Category	HEDIS Measure	Incentive Amount
Children and Adolescent Well-Child Care	Adolescent Immunizations (IMA – Combo 2)	\$25
	Childhood Immunization (CIS – Combo 10)	\$25
	Child & Adolescent Well-Care Visits (WCV)	\$25
	Child Nutrition Assessment (WCC – Nutrition)	\$15
Women's Care	Chlamydia Screening in Women (CHL)	\$25
	Cervical Cancer Screening (CCS)	\$25
	Postpartum Care (PPC)	\$30
Cancer Screening	Breast Cancer Screening (BCS-E)	\$25
	Colorectal Cancer Screening (COL-E)	\$25
Diabetes and Hypertension Monitoring and Control	Diabetic Eye Exam (EED)	\$25
	HbA1c or Glucose Management Indicator (GMI) Controlled <8 (HBD/GSD)	\$25
	Kidney Health Evaluation (KED)	\$25
	Controlling Blood Pressure <140/90 (CBP)	\$25
Healthy Lifestyle Changes	Tobacco Cessation Counseling	\$20
Behavioral Health Care	Antidepressant Medication Management Continuation Phase (AMM)	\$20
	Metabolic Monitoring for Children and Adolescents on Antipsychotics (APM-E)	\$30

[*GSD-Glycemic Status Assessment for Patients with Diabetes-Updated HEDIS measure for 2024 replacing HBD]

HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).



If you have questions about our P4Q Program, please contact your Provider Relations Representative, Quality Practice Advisor, or call Provider Services at **1-877-389-9457** (TTY: **711**). The hours are Monday – Friday, from 7 a.m. to 7 p.m. You can find more information in the Other Resources box after logging in at **provider.wellcare.com**.



Thank you for collaborating with us to deliver quality healthcare to our members.