

NASHP ABCD Screening Academy Messaging Summary

This document summarizes screening messages identified and implemented by ABCD Screening Academy states for five different audiences: physicians, Medicaid agency leaders, public health agency leaders, parents, and state legislators.

<p>Messages for Pediatric & Family Physicians</p>	<p>Provider/office benefits.</p> <ul style="list-style-type: none"> ○ By supporting statewide standardized screenings, will limit unnecessary visits by proactively identifying and addressing potential problems earlier. ○ When you use a standardized tool you may bill 96110 and Medicaid will pay. Our project is working on getting commercial insurers to pay also. ○ It is paid for. Easy to do. ○ Not asking you to do anything you're not doing now—faster, easier, more satisfying. Improve quality and efficiency. ○ Improved efficiency in work flow processes. ○ Increases professional, parent, and staff satisfaction. ○ Actually saves time during the visit while addressing parent concerns. ○ We hope through this collaborative effort we can achieve a reduction in utilization that will optimize your practice resources. ○ Frames the visit. <p>Best practice.</p> <ul style="list-style-type: none"> ○ Standard of care/best practice—should be done as of July 2006. Don't be left behind. ○ AAP recommendation <p>Help available.</p> <ul style="list-style-type: none"> ○ We'll help you figure out what to do when you have a positive screening. ○ Support and TA available to assist in change. ○ Community partners' availability. ○ Will work to overcome policy and delivery system barriers. <p>Improved child and family outcomes.</p> <ul style="list-style-type: none"> ○ Early identification of developmental concerns may lead to better outcomes for children and adult patents (and decreases adverse childhood events) ○ By supporting statewide standardized screenings, will improve parental satisfaction and increase the number of well child-EPSDT visits. ○ By supporting statewide standardized screenings, improve children's health and increase learning opportunities for parents. <p>Importance of screening.</p> <ul style="list-style-type: none"> ○ Children with developmental delays are eluding early detection [9 mos span from parental ID to EI referral]. Standardized screening tools lead to earlier detection. ○ Developmental surveillance is continuous and screens are periodic, but neither alone is sufficient. ○ Even children with subtle problems who might not qualify for IT but would benefit from other interventions may be identified if you use a standardized tool. ○ Catch every kid. ○ We are part of a larger project that will provide data to standardize an instrument to Hispanic population. ○ Early diagnosis leads to treatment; intervention leads to readiness for school.
<p>Messages for Decision Makers in Medicaid</p>	<p>Best practice.</p> <ul style="list-style-type: none"> ○ EPSDT – best practice ○ Standard of care. ○ AAP Policy. <p>Financial savings.</p> <ul style="list-style-type: none"> ○ Early intervention and treatment can prevent costlier treatments later on. ○ By supporting statewide standardized screenings, capture developmental issues earlier, thereby limiting the cost to Medicaid over time. ○ Component of preventive care and preventive care reduces hospital admissions/cost. ○ Early standardized screening will demonstrate cost effectiveness through collaboration with other agencies, earlier intervention, increased communication. ○ Decrease E.R. visits.

	<p>Reimbursement.</p> <ul style="list-style-type: none"> ○ Paying enhanced payments for standardized screenings have long term cost savings benefits. (Early intervention leads to lower long-term costs). ○ The best way to assure that PCPs who serve children perform developmental screening using standardized tools is to provide appropriate reimbursement. <p>Responsibility.</p> <ul style="list-style-type: none"> ○ Medicaid is responsible to ensure that its most vulnerable population receives the services needed to achieve optimal health outcomes. ○ At least 1 in 3 children in Medicaid are at risk for developmental, behavioral or social delays. ○ Medicaid is committed to providing leadership on developmental screening; state's children deserve to be healthy and ready to learn at school entry. ○ Medicaid and other publicly funded child health insurance programs are critically important in identifying problems early and ensuring treatment. ○ Compliance with EPSDT. ○ Compliance with regulations that promote preventive services. ○ Early standardized screening ties this back to agency charge of providing healthy future. <p>Improved child and family outcomes.</p> <ul style="list-style-type: none"> ○ Education of families on the benefits of preventive health. ○ By supporting statewide standardized screenings, improve parental satisfaction and increase the number of well child-EPSDT visits; empower parents to become an active part of the medical home initiative. ○ Raise screening rates through partnerships. ○ Better coordination with public health agencies leads to better children's health. ○ Improve quality of well child care ○ By supporting statewide standardized screenings, improve children's health and enhance parental involvement in the management of their child's health. ○ Early identification and intervention will improve young children's school readiness. <p>Data.</p> <ul style="list-style-type: none"> ○ ABCD will provide accurate, timely data—state-specific—will help get funds to sustain. ○ Data collection important for advocacy and need to tie with other services. <p>Not new.</p> <ul style="list-style-type: none"> ○ No new staff, money is there. ○ This is not new; it's a quality improvement activity that can be measured so that we can identify costs and return on investment.
<p>Messages for Decision Makers in Public Health Agencies</p>	<p>Department and/or system benefits.</p> <ul style="list-style-type: none"> ○ Improve health status indicators. ○ Accurate state specific data; ability to identify earlier. Local docs can identify issues. ○ Public health can develop surveillance of population health and trends and outreach to the public about practices best for child. ○ Data to help identify treatment needs—planning for developmental pre-school services (3-5). ○ Increased visibility/accountability of local health departments (LHDs) and their role in providing outreach in the community and assuring access to services (speak their language). ○ Standardized screening in primary care practice complements other community screening efforts. ○ Able to achieve the medical home practice. ○ Enhanced communication and collaboration with LHD/MCH over this project in referrals, care coordination or (hopefully very few) direct service delivery, will enhance their funding. ○ Combining resources of Title V and Medicaid will avoid duplication of services and ensure that Title V can support appropriate population. ○ Helps achieve their goals. ○ Maximize resources. <p>Department/system action or change.</p> <ul style="list-style-type: none"> ○ Improved screening will result in increased referrals for assessment and services, so capacity must be increased. ○ Need for collaborations, community partnerships. ○ New evidence shows that there are better more efficient tools to use in PH departments and by care managers.

	<ul style="list-style-type: none"> ○ More providers are needed –OT, PT, speech, PHNs, ILP. Importance of communication. ○ Better coordination across state agencies leads to better children’s health. ○ Medicaid: Include in the MCO report card a measure of developmental screening, referral to early intervention, and receipt of developmental services by children with a positive screen. ○ Identify champions. <p>Best practice.</p> <ul style="list-style-type: none"> ○ Standard of care. ○ AAP. ○ Healthy People 2020. ○ Promote best practices. <p>Improved child and family outcomes.</p> <ul style="list-style-type: none"> ○ Early identification is critical to the development and well-being of young children and their families. ○ Standardized developmental screening could significantly increase detection of children resulting in early treatment and improved outcomes for children and families. ○ Supports and strengthens parents’ efforts to raise healthy children. ○ Improve/enhance child’s readiness for school through early detection of developmental issues. ○ By supporting statewide standardized screenings, improve parental satisfaction and increase the number of well child-EPSDT visits. ○ By supporting statewide standardized screenings, encourage and support a well family. ○ Family partnerships key to successful health outcomes. Desire of family to be involved. ○ By supporting statewide standardized screenings, empower parents to become an active part of the medical homes initiative. ○ Improve health outcomes: ready to learn, improve high school graduates, increase work force, decrease teen pregnancies, decrease prison. ○ Reduces hospitalization, improves delivery of care. <p>Responsibility.</p> <ul style="list-style-type: none"> ○ DPH is responsible to ensure early intervention services are available and accessible to every child. ○ Supports public health mission of early identification, intervention and health promotion. ○ The future of a child’s success is dependent upon the foundation of health care received. ○ Critical piece of preventive care.
<p>Messages for Parents</p>	<p>Improved outcomes for child and family.</p> <ul style="list-style-type: none"> ○ By supporting statewide standardized screenings, increase their child’s overall health and readiness to enter and succeed in school. ○ Early intervention: early diagnosis and treatment leads to school readiness. ○ Early ID and treatment (while brain is developing, (0-3 years) will better prepare child for school and school performance—higher graduation rate. ○ “Earlier is better.” Help child be more successful (school readiness message). ○ The earlier delays are identified, the sooner the treatment can begin, and the more your child is ready for school. ○ Help child learn and be ready for school. <p>Unique perspective of parent.</p> <ul style="list-style-type: none"> ○ You are your child’s best advocate. ○ Parents have the power and the knowledge to help providers catch concerns early. ○ Parents know the most and want the best for their child. The standardized screening acknowledges parent as the most knowledgeable. ○ Recognition of their support to health care decisions/discussion and importance of their input to their child. ○ Parents are children’s first teacher and experts at understanding child’s development and key to early identification of developmental concerns. <p>Right/entitlement.</p> <ul style="list-style-type: none"> ○ Your child deserves to receive early screening, referral, and intervention services. ○ Every child deserves the best possible health and education this state can provide. ○ By supporting statewide standardized screenings, increase their involvement in the well being of their children. ○ By supporting statewide standardized screenings, increase the support they provide to their family.

	<ul style="list-style-type: none"> ○ Parents want to be involved in their children’s medical care, they want to be educated and they want to know that all children deserve the same level of medical care. ○ Better informed about your child’s growth and development (empowered!) ○ Actively participate in child well visits. You can make your doctor listen to you. ○ Standard of care. ○ Empower parents with their rights. <p>Increased parent understanding/involvement.</p> <ul style="list-style-type: none"> ○ The developmental screening tool(s) will help you better understand your child’s developmental needs and identify early any concerns. ○ The standardized screening helps you understand your child and the child’s doctor. ○ Completing a developmental tool gives you the opportunity to get feedback from your doctor on how to help your child develop. ○ Parents want to be part of the medical team, and using a parent completed screen enables a parent to be part of the medical team. ○ Standard developmental screening approach and tool(s) supports a partnership between you and your child’s physician to ensure healthy development and school. ○ Increase access to care in an adequate time. ○ We value your opinion. ○ By supporting statewide standardized screenings, become empowered to jointly make decisions with providers that impact their children’s health. ○ You are an important partner in this process. It can be a learning experience for you and child. <p>General information. What to do.</p> <ul style="list-style-type: none"> ○ Normal screening periods—what to expect. ○ Need for regular developmental screening within a medical home. ○ These are things you can do with your child (e.g. go home and play and try ASQ activities). ○ If you have concerns about your child’s developmental progress, ask your child’s PCP. ○ Early therapy can help kids catch up so if your child has a developmental delay make sure you take him/her for the assessment and therapies. ○ Child will be screened for accurate diagnosis ○ “Ask your doctor.”
<p>Messages for State Legislators</p>	<p>Improved outcomes for child and family.</p> <ul style="list-style-type: none"> ○ School readiness ○ Early intervention helps children and families—future and success. <p>Other (cost, emotional appeal, investment).</p> <ul style="list-style-type: none"> ○ Saves future costs. ○ “Good thing” to have healthy children. ○ Standardized screening is a workforce development strategy (help children succeed in school, graduate)