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## Medical Assistance Advisory Council

*September 11, 2025*





# Shoes for Shots Program Summary

- Shoes for Shots is an incentive program aimed at increasing HPV (human papillomavirus) vaccination rates and educating members and their care givers on the importance of completing the HPV series of shots.
- Iowa Total Care has focused on members who are 9–13-years-old who have received their first HPV shot but not their second.
- Iowa Total Care collaborates with county public health departments, medical clinics and FQHCs to host events and ensure success.
- Identified members receive a pair of shoes for participating at a scheduled HPV event or by receiving the vaccination at their primary care provider (PCP).

## Shoes for Shots in 2025

- Partnered with the following for hosting events.
  - Black Hawk County Public Health
  - Linn County Public Health
  - University of Iowa Clinics
- Identified and outreached to 515 members living in Black Hawk, Linn, Johnson, Hamilton, Tama, and Appanoose counties to offer the Shoes for Shots program.
- Shoes are given to members after they complete 2<sup>nd</sup> HPV vaccination at the event or mailed to members who complete with their PCP.



## Cass Health Navigation Series, Cass County Iowa

In collaboration with Cass Health in Atlantic Iowa, ITC was invited to speak about their Value- Add Benefits and Services in July of 2025.

Approximately 45 hospital staff and community partners attended with questions about member incentives, case management and outreach, and transportation services.

Highlights included the Doula Project, Diabetes at-home test kits, Member Connections, Foster Care and Focus Kits and Start Smart for Baby.



Kay and Chris,  
Thank you for presenting at  
the Cass Health Navigator Series on  
Value Add Benefits. There were lots of  
great discussions following the presentation  
and we look for great outcomes  
after the discussion.

Warm Regards,  
- Megan Roberts  
Public Health Director

# School-Based Mental Health Services

Iowa Total Care is partnering with Hazel Health and Classroom Clinic to provide access to school-based telehealth in multiple school districts across Iowa, particularly those in rural and underserved areas with the greatest need of services.

**Scope of Services:**

- Provide students with no-cost access to licensed Iowa providers
- Improve access to care by addressing barriers such as transportation and parent work schedules
- Support existing school health staff with additional evaluation and treatment resources
- Ensure continuity of care by sharing information with the student’s primary care provider (PCP) or assisting families in identifying a PCP

**How It Works:**

- Telehealth tablets placed in schools for direct student access
- Services available during the school day in coordination with school staff
- On-demand providers address urgent physical health needs and mental health concerns
- Follow-up care and recommendations communicated to families and PCPs

	<ul style="list-style-type: none"><li>• <b>Clinic Services for Students:</b><ul style="list-style-type: none"><li>• Intake assessments</li><li>• Individual and virtual therapy sessions (evidence-based, personalized approach)</li><li>• Targeted mental-health support</li><li>• Care coordination</li><li>• Short-term care &amp; transition support</li><li>• Coordination to local community resources</li><li>• Crisis support and safety planning</li></ul></li><li>• <b>Consultation Services for Schools:</b><ul style="list-style-type: none"><li>• Program implementation support</li><li>• Community engagement</li><li>• Collaboration with school staff, counselors and nurses</li><li>• Family engagement &amp; follow-up coordination</li></ul></li></ul>
	<ul style="list-style-type: none"><li>• <b>Clinic Services for Students:</b><ul style="list-style-type: none"><li>• Psychiatric evaluations</li><li>• Establishment of a diagnosis</li><li>• Medication management</li><li>• Individual therapy</li></ul></li><li>• <b>Consultation Services for Schools:</b><ul style="list-style-type: none"><li>• Mental health service coordination</li><li>• Team care conferences</li><li>• Challenging behavior strategies</li><li>• Teacher consults regarding at-risk students</li></ul></li></ul>

# HRS At Green To Go Events

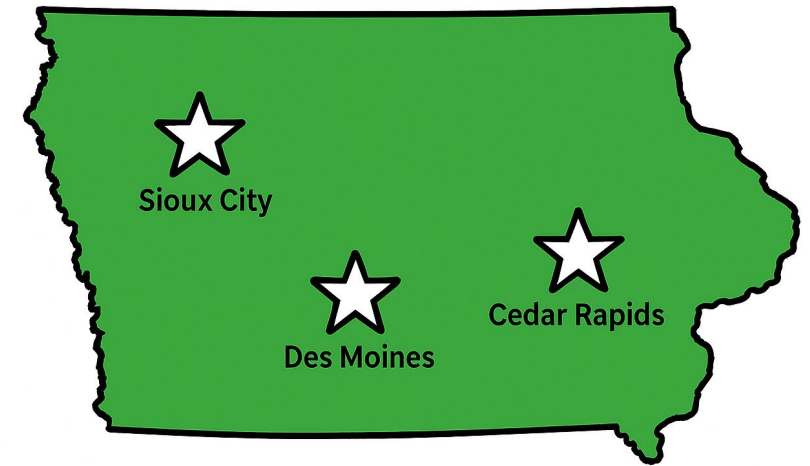
Iowa Total Care brought paper copies of the Health Risk Screening (HRS) to members during Green to Go events.

Green to Go events are fun and welcoming community health fairs. Attendees can enjoy fresh, free produce and explore a variety of helpful resources about health and local services.

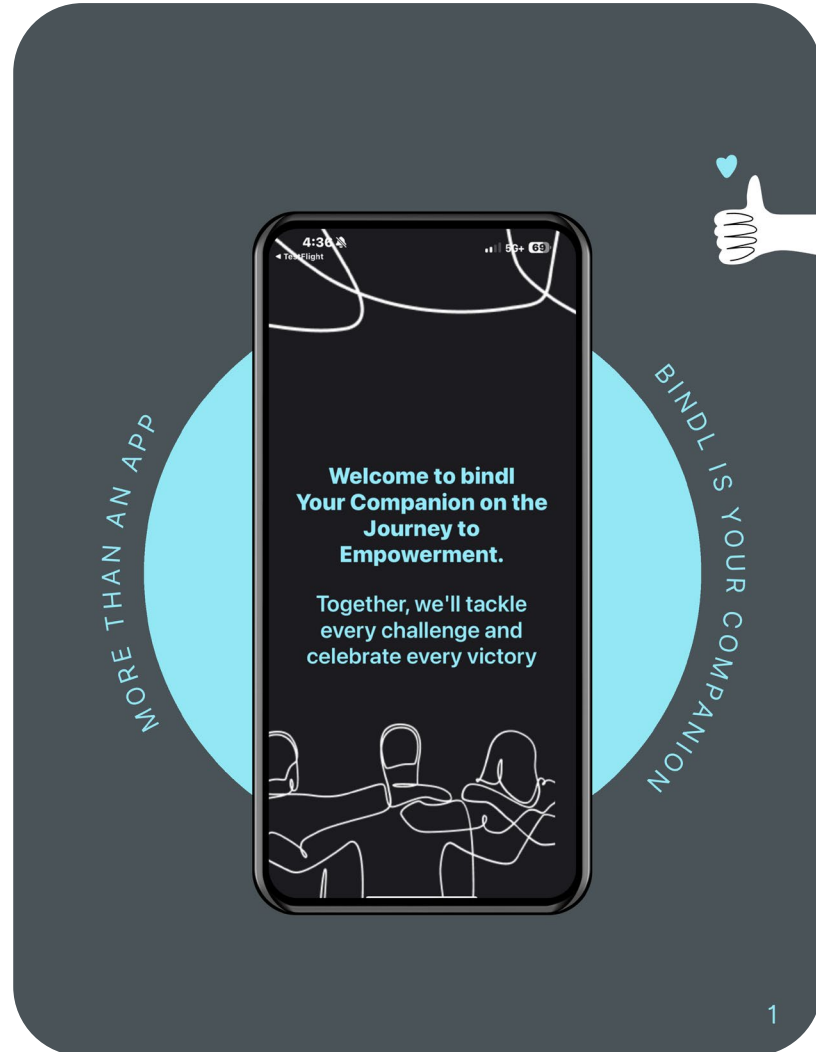
Green to Go events were hosted across three communities: Cedar Rapids, Sioux City, and Des Moines.

ITC handed out nearly 600 copies of the HRS to members including:

- 217 adult paper HRS copies
- 376 infant and child paper HRS copies



# Bindl App (SDOH App)



## Key Features:

- **Stability Tracker:** Allows individuals to track their progress toward stability, visualizing their journey and motivating them to reach self-sufficiency milestones.
- **Resource Map:** Provides individuals with a map of nearby resources, services, and opportunities to help them navigate homelessness more effectively.
- **Goal Setting and Tracking:** Empowers users to set personal goals and track their progress, fostering agency and reinforcing their role in shaping their future.
- **Community Connections:** Facilitates connections between individuals and community support systems, building a sense of belonging and mutual support.
- **Profiles Account:** Allows individuals to create profiles, track their personal data, and share their progress with caseworkers and support teams.
- **Back-End Platform for Caseworkers:** The app doubles as a management platform for caseworkers, providing them with tools. It allows caseworkers to track client progress, deploy tailored interventions, and ensure alignment with the empowerment strategy.