



iowa
total care™

MAC Meeting

September 10, 2026



Diabetic Care Concierge Program

Targeted outreach that helps members take the next step in their diabetes care

Living with diabetes can involve appointments, medications, screenings and everyday barriers. Iowa Total Care’s Patient Care Advocate offers one-on-one support to help members understand next steps and connect with available services.

CONNECT

Talk with a dedicated advocate who listens and follows up

NAVIGATE

Get help with appointments, refills, benefits and rewards

REMOVE BARRIERS

Connect to rides, community resources and care support



One connection. Multiple ways to move care forward.

MEMBER IMPACT REPORTED IN 2026

215

members connected

1 Advocate

personalized support

6–12 mo.

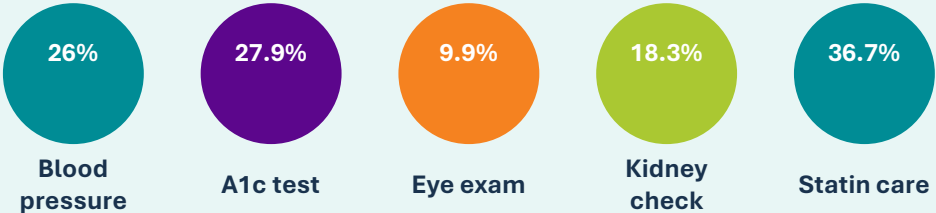
support while engaged

\$165

potential rewards earned for health behaviors

[Earn Rewards for taking care of your health through our My Health Pays program](#)

Members completed important diabetes care after outreach



The program also supports flu vaccination, medication adherence, health coaching and referrals for more complex needs.

Shoes for Shots

2026 campaign: turning an HPV vaccine reminder into a practical reward for Iowa families

Iowa Total Care identifies children ages 9–12 who started the HPV series and supports completion of dose 2 through outreach, education, events and PCP appointments. Every member who completes dose 2 receives a pair of shoes — about 319 pairs since 2024, including 81 in 2026 through August.

AGES 9–12

Started the HPV series and need dose 2

UP TO \$50

Pair of shoes after verified completion

81

Second doses confirmed for the 2026 campaign **to date**



A healthy step toward completing preventive care

MISSION MOMENT

At a Shoes for Shots event, a 10-year-old nonverbal member in a wheelchair came with his family.

While he could not express himself with words, it was evident that he fully understood what was being shared with him. After completing his second HPV vaccination, he was presented with a new pair of Crocs as part of the Shoes for Shots incentive program.

The moment he realized the shoes were for him, his face lit up with excitement. He responded with joyful squeals and enthusiastic arm waves, clearly expressing his happiness.

Experiences like this demonstrate the value of the Shoes for Shots program beyond increasing vaccination rates.

2025 PROGRAM RESULTS

139

pairs of shoes given to members

733 members outreached • 142 completed dose 2 (19%)



Your Voice, Our Action

Member feedback helps shape a better experience for Iowa families

We listen across multiple touchpoints, identify themes, take action with operational partners and share progress through our quality oversight process.

HOW WE HEAR FROM MEMBERS

● **Advisory committees**
Members and caregivers

● **Member surveys**
CAHPS and post-care

● **Service interactions**
Calls and outreach

● **Concerns & complaints**
Barriers and patterns

66

SAB members per meeting

2,923+

members in CAHPS sample

11,645

member calls per month

SAB: Mar & Jun 2026 • Calls: Jan–Jul 2026

FROM FEEDBACK TO IMPROVEMENT

1 **Listen**
Gather member input

2 **Learn**
Identify themes

3 **Act**
Implement improvements

4 **Measure**
Monitor results

5 **Report back**
Share progress

OUR COMMITMENT: Make it easier to understand benefits, access services and get the right support.



Check-ups for kids: what EPSDT is and what we do

EPSDT stands for Early and Periodic Screening, Diagnostic, and Treatment. Iowa EPSDT Care for Kids is the state’s program to provide Medicaid benefits for children and adolescents, and it promotes their physical, mental, social, and behavioral health from birth through age 20. Children enrolled in Iowa Medicaid are automatically enrolled, and covered EPSDT services have no member cost.

Early — Quality healthcare begins early, starting at birth.

Periodic — Well-child visits occur at age-appropriate intervals.

Screening — Developmental, physical, mental, dental, hearing and vision screenings identify concerns.

Diagnosis — Screening and evaluation results guide diagnosis of the concern.

Treatment — Children receive treatment for conditions identified.

HOW WE HELP FAMILIES USE IT — AND WHAT IT ADDED UP TO IN 2025

5,766

guides mailed

A guide in the mail

Parents get a folded guide at two months showing the shots and check-ups their child needs. 4,196 children went to a visit afterward.

5,876

flyers sent

A reminder at age nine

Families of children turning nine receive a flyer explaining the check-ups and screenings due at that age.

96,040

households reached

Phone calls and texts

Recorded calls and a text about children’s check-ups remind parents when their child is due for a visit.

73%

of those families took their child in — same as 2024

70.3%

of members earned a healthy-visit reward, up from 69.4%

NEXT YEAR — Activate Care for children and teens

Instead of sending every family the same reminder, we group children by age and by how long it has been since their last visit, then match the outreach to the family: recorded calls to all households early in the year, texts to children who have not seen a doctor in 12 months, a text when a child turns 21 months for the well-child visit and lead screening, and a September mailer to anyone still due.



Community Gardens

The Iowa State University Extension and Outreach community garden partnership helps increase access to fresh foods while providing hands-on nutrition education and opportunities for community connection.

Community Garden Support

- Fresh produce for communities

Nutrition Education

- Healthy Eating and food preparation resources

Community Engagement

- Volunteer opportunities

181

COMMUNITY GARDENS SUPPORTED

Iowa Total Care food security investments, 2021–2025



2026 Provider Summits

An annual opportunity to bring our provider partners together — sharing what has changed, walking through tools and resources, and connecting providers with the right points of contact.

TWO VIRTUAL ZOOM SESSIONS

September 10 at 9 – 11 a.m. and 1 – 3 p.m.

REGISTRATION AS OF SEPTEMBER 2

485 registered attendees

- 289 registered for Session 1 (AM)
- 199 registered for Session 2 (PM)

PRESENTATION TOPICS

- Community Relations
- B3 Services
- Waiver Services
- Fraud, Waste and Abuse
- Access and Availability
- Forms, Resources and Directory
- Quality
- Satisfaction Survey Results
- Transportation
- Vision vendors and plans
- Training Opportunities
- Wellcare and Ambetter updates

Iowa Total Care teams will be available for questions and support.