



Stakeholder Advisory Board

September 3, 2025

Why we're in business

OUR PURPOSE

Transforming the health of the
communities we serve, one person at a time.

What we do

OUR MISSION

Better health outcomes at lower costs

What we represent

OUR PILLARS



Focus on the
Individual



Whole
Health



Active Local
Involvement

What drives our activity

OUR BELIEFS

We believe healthier individuals create more vibrant families and communities.

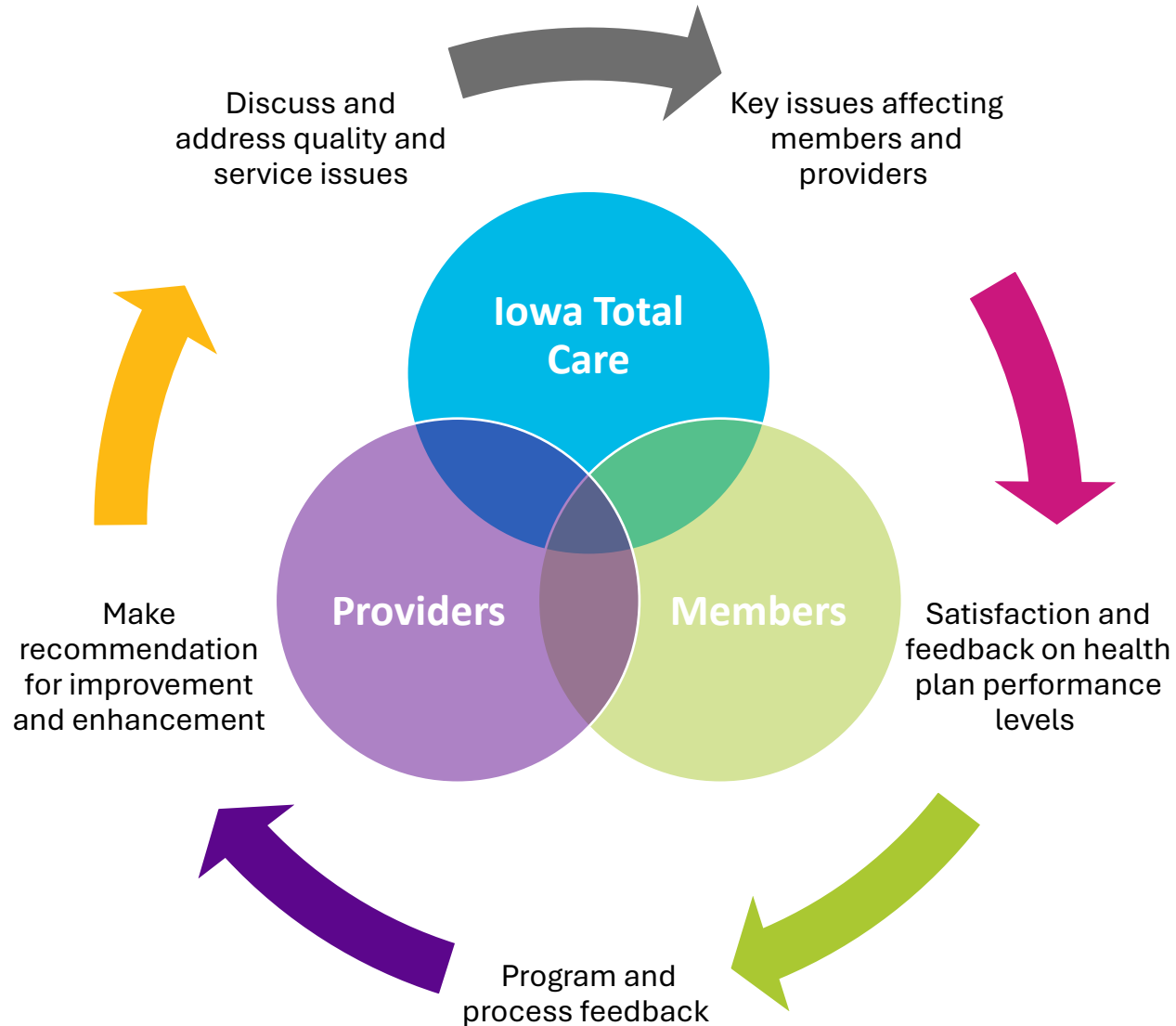
We believe treating people with kindness, respect and dignity empowers healthy decisions.

We believe we have a responsibility to remove barriers and make it simple to get well, stay well and be well.

We believe in treating the whole person, not just the physical body.

We believe local partnerships enable meaningful, accessible healthcare.

SAB Purpose



Housekeeping Items

Welcome to the
Iowa Total Care
Stakeholder
Advisory Board

- Our technology now allows us to capture your name and attendance when you log into the meeting.
- To reduce background noise, please mute yourself.
- Please save your questions until the end of the presentation.
- The slides will be available on our website.
- Have you moved or changed phone numbers?
Be sure to update by calling:

- Iowa Total Care: 1-833-404-1061 (TTY: 711), and
- Iowa Department of Health and Human Services: 1-855-889-7985.

As a reminder, the upcoming slides include information we hope will be valuable to our stakeholders. Our stakeholders are members, providers (doctors, nurse practitioners, physician assistants), and members of our communities.

Agenda

- Welcome
- Iowa Medicaid Town Halls
- Iowa Total Care Communications and Community Relations
- Member Primary Care Provider (PCP) Assignment
- Sports Physical vs. Annual Well Visit
- Fluvention
- Behavioral Health Awareness and Initiatives
- My Health Pays® Rewards
- Health Equity and Social Determinants of Health (SDOH)
- Member Portal
- Nutrition Program for Women, Infants, and Children (WIC)
- Open Discussion
- Closing and Future Meetings

Iowa Medicaid Town Halls



Iowa Medicaid holds monthly virtual town hall meetings with providers and members to:

- Gather feedback on the current state of the program.
- Ways to improve the program.
- Share information on current and future program projects and improvements.

Schedule:

- First Thursday of the month (members only).
- Third Thursday of the month (providers only).

Upcoming Meetings*:

- Thursday, September 4 at 4 – 5:30 p.m., Member Town Hall.
- Thursday, September 18 at 4 – 5:30 p.m., Provider Town Hall.

How do I sign up?

- [Iowa Medicaid Town Halls - Members](#)
- [Iowa Medicaid Town Halls - Providers](#)
- Need help? Contact Iowa Medicaid Member Services at **1-800-338-8366**.

These are virtual meetings, but there is a call-in option for those unable to stream live video.

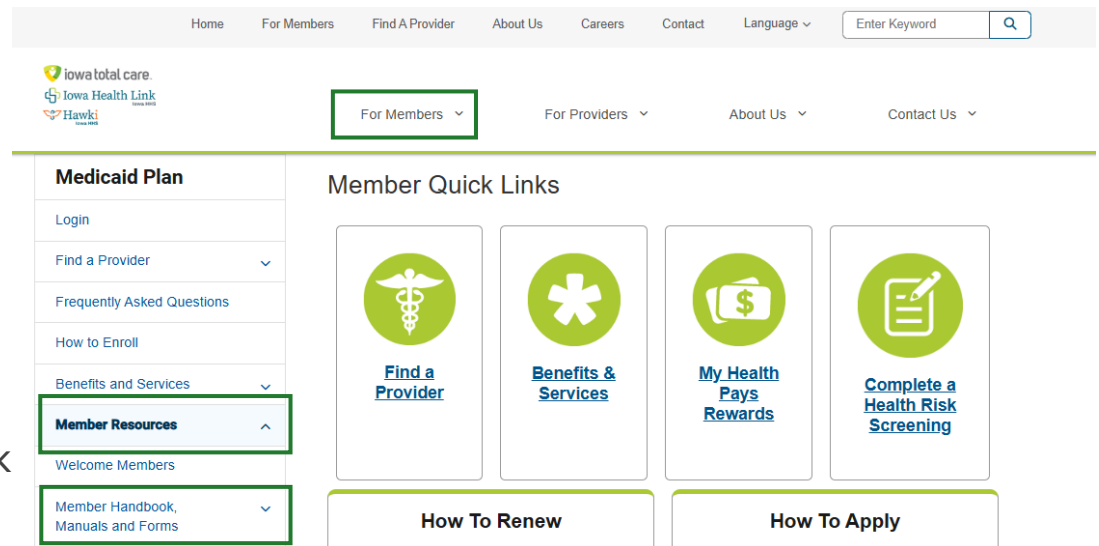
*Future regularly scheduled meetings will be posted on the website and is updated by Iowa Medicaid.

Iowa Total Care Communications and Community Relations

Member Handbook

How to Access the Member Handbook (PDF)

1. Go to iowaTotalCare.com.
2. Click on “For Members” (top menu).
3. Select “Medicaid Plan.”
4. Scroll to “Member Resources.”
5. Click on “Member Handbook Manuals, and Forms.”
6. Download “Member Handbook (PDF).”



To learn more, visit the [member handbook webpage](https://iowatotalcare.com/member-handbook).
(iowatotalcare.com/member-handbook)

Community Partners



Reach Out and Read: Promotes early literacy and school readiness by integrating children's books into pediatric care. Visit reachoutandread.org.



4H Clover Kids: A youth development program for children in grades K-3 that encourages learning through hands-on activities. Explore iowa4hfoundation.org.



Double Up Food Bucks Program: Helps low-income families buy more fresh fruits and vegetables by doubling the value of SNAP benefits. Learn more at iowahealthieststate.com.



National Alliance on Mental Illness: Provides education, support, and advocacy for individuals and families affected by mental illness. Discover resources at namiiaowa.org.



ISU Extension and Outreach: Delivers research-based education and resources to improve the quality of life in Iowa communities. Find programs at extension.iastate.edu.

Produce Giveaways

Access to fresh fruits and vegetables is vital for improving health outcomes in underserved communities. Nutritious produce helps prevent chronic diseases like diabetes and heart disease, supports child development, and boosts overall well-being.

As of August 2025, we served over 3,339 attendees and were able to give out **19,010 pieces of fresh, free produce.**



Member Primary Care Physician (PCP) Assignment

Choosing a Primary Care Provider

Iowa Total Care members must choose a primary care provider (PCP). If you do not choose one, we will assign you one. Your PCP will be your main doctor. They can help coordinate all of your health needs. Your Iowa Total Care member ID card has your PCP's name and telephone number on it.

You can choose any PCP in our network. You can change your PCP any time.

Your PCP can be a:

- Pediatrician
- Family general practitioner
- Internist
- Obstetrician/gynecologist
- Specialist who performs PCP functions
- Nurse practitioner

If you would like to know more about a PCP, you can call Member Services. They can tell you what language the provider speaks, if they are in the network, or where they are located.

To find a PCP, visit findaprovider.iowatotalcare.com.

Changing Your Primary Care Provider

You can change your primary care provider at any time.

There are three ways to change your PCP:

1. Complete the **Request to PCP Change Form** document. The bottom of the form tells you where to send it after you have filled it out.
 - Visit the [member handbook webpage](http://iowatotalcare.com/member-handbook) to get a copy of the PCP change form. (iowatotalcare.com/member-handbook)
2. Complete the form in our [Secure Member Portal](http://member.iowatotalcare.com) (member.iowatotalcare.com).
3. Call Member Services at 1-833-404-1061 (TTY: 711) for assistance.

After you tell us who your new PCP is, we will send you a new Iowa Total Care member ID card. This will have your new PCP's name and telephone number on it.

Member Reattribution Efforts with Providers

Iowa Total Care has a process that is approved by the state to match members to providers.

A member is assigned to a PCP based on member choice. If they do not select, the provider they have seen the most, based on current claims data, is selected.

If no claims are available, a series of criteria is used, including geographical area.

On the provider portal, there are two areas where you can look at a member's current and past PCP assignments:

1. On the **Overview Page**:
 - Click on a member's name.
 - Click on "View PCP History."
2. Under **Care & Risk Gaps**:
 - The "Centene Clinical Action" page opens.
 - Search for a patient in the search bar.
 - Under "Member Details", click on "Enrollments."

Providers can help ensure members are assigned to them correctly. When a member is being checked in for an appointment, check the Iowa Total Care card to see the PCP listed.

- If it is incorrect, the member can fill out a **PCP Change Form** and staff can fax it in, or
- The member can call Iowa Total Care Member Services to request a change in assignment.

Physical Health

Sports Physical vs. Annual Well Visit

Sports Physical

Geared toward a **child's ability to safely play a sport.**

What happens at a sports physical?

- Aims to assess an athlete's overall health and fitness.
- Identifies any potential health issues.
- Provides guidance on injury prevention and management.

Annual Well Visits

General wellness check that **focuses on your child's overall health.**

What happens at an annual well visit?

- Review medical history and current health status.
- Assess and identify risks of chronic conditions such as heart disease, diabetes, and cancer.
- Develop a prevention plan.
- Order important tests, including:
 - Mammograms.
 - Diabetes checks.

You can turn a sports physical into a well visit for your child.
This is a great way to update immunizations!

Getting Your Annual Flu Shot



Adults	Children
<ul style="list-style-type: none">• The Centers for Disease Control and Prevention (CDC) recommends getting a vaccine once per year.• You can get your shot at the following locations:<ul style="list-style-type: none">○ Primary care provider's office.○ Pharmacy.○ Public health clinic.	<ul style="list-style-type: none">• Children between six months old and nine years old that have not previously had a flu shot need two doses, four weeks apart.• After the first year with a flu shot, an annual flu shot is recommended.• Children can get their vaccines at the following locations:<ul style="list-style-type: none">○ Primary care provider's office.○ Public health clinic.

- Acetaminophen is generally considered safe to use after your shot if you have a sore arm, a mild fever, or a headache.
- Education will be provided and available to members via phone and email referencing the benefits of the flu shot, with a goal to decrease flu-related illnesses.

To learn more, visit the [flu vaccination and prevention webpage](http://iowatotalcare.com/flu).
(iowatotalcare.com/flu)

Behavioral Health

Neurodevelopmental Wraparound Programs

Iowa Total Care's Neurodevelopmental Diagnosis Wraparound Programs focus on care coordination support for categories of members diagnosed with attention deficit hyperactivity disorder (ADHD), autism spectrum disorder (ASD), psychosis and schizophrenia.

ADHD/ASD

- Parents and guardians of members with ADHD and ASD will work with our care coordination team to connect with services and providers who specialize in ADHD and autism treatment.
- Families will all receive regular support to address concerns related to these diagnosis and services.
- Coordination can also include working with the Iowa Total Care school liaison and schools to secure educational plans for a child's specific need.

Schizophrenia

- Members with schizophrenia have a higher risk of diabetes, and members with hypertension are at higher risk for anxiety and depression. This program will offer self-management support, health education and technology support to reduce barriers accessing education and treatment.
- This program will help members engage and manage their co-occurring schizophrenia and physical health chronic conditions such as heart disease or diabetes.

Neurodevelopmental Wraparound Programs

Additional Wraparound Programs:

First-episode psychosis

- Members experiencing an initial episode of psychosis can engage with a first-episode psychosis (FEP) program to support them in receiving the right treatment from the start.
- Members will be offered care coordination support to connect with services and providers who specialize in FEP.
- Coordination can also include support in other areas of mental health and wellbeing and is catered to the needs of each individual member.

Ready for My Recovery Program

- Ready for My Recovery is a program for Iowa Total Care members who want help with recovery from substance misuse. By joining, you can also earn My Health Pays® rewards for maintaining your recovery. When you are in the Ready for My Recovery program, you can earn My Health Pays® rewards for:
 - Going to behavioral health treatment visits.
 - Going to pharmacotherapy.
 - Receiving treatment for substance use disorder.

To learn more, visit the [mental health and suicide awareness webpage](https://iowatotalcare.com/members/medicaid/suicide-awareness-education.html).
(iowatotalcare.com/members/medicaid/suicide-awareness-education.html)

My Health Pays[®] Rewards

My Health Pays® Annual Flu Shot Reward

Annual flu shot reward

- \$10 reward
- For members ages 18 and up
- Can earn once per flu season – September through April



To find a doctor or pharmacy near you to get your flu shot, visit the [flu vaccination and prevention webpage](https://www.iowatotalcare.com/flu).
([iowatotalcare.com/flu](https://www.iowatotalcare.com/flu))

My Health Pays® Well Care Visit Rewards

\$20 Annual Adult Well Care Visit

- Ages 21 and up.
- Once per year.

\$20 Infant Well Care Visit

- Must complete all six visits with primary care provider (PCP) to earn one reward.
- 2, 4, 6, 9, 12 and 15-month infant well care visits.

\$20 Early Child Well Care Visit

- Ages 15 - 30 months.
- Must complete two visits with PCP during this age range to earn one reward.

\$20 Annual Child Well Care Visit

- Ages 3 – 20 years old.
- Once per year.

My Health Pays® Common Questions

What do I do if I didn't get a My Health Pays® card or lost my card?

- Please call Iowa Total Care Member Services at 1-833-404-1061 (TTY: 711) for help.
- For missing rewards, please call Member Services and let them know the date the reward was completed and what provider was seen for this visit.

How can I find out the balance on my My Health Pays® card?

- Log into your [secure member portal account](https://member.iowatotalcare.com). (member.iowatotalcare.com)
- Call the number listed on the back of the card: 1-866-809-1091.
- Call Member Services.

When do My Health Pays Rewards® expire?

- Funds expire 90 days after termination of coverage or 365 days after reward was earned, whichever comes first.

My Health Pays at Hy-Vee:

- Members can use rewards cards to shop for everyday items at local Hy-Vee stores, including:
 - Hy-Vee grocery stores.
 - Hy-Vee HealthMarket Rx.
 - Hy-Vee Fast & Fresh.
 - Dollar Fresh Markets.
- Need to fill up the gas tank? Use My Health Pays® at Hy-Vee Fast & Fresh gas stations.

Health Equity and Social Determinants of Health (SDOH)

Annual Culturally and Linguistically Appropriate Services (CLAS) Evaluation Updates

Membership Trends and Data Collection

- Stable membership year over year.
- Increased member self reported data.

Success

- Enhanced Health Risk Screenings.
- Cross department collaboration.
- Staff education and trainings.
- Doula expansion.
- Green to Go events.
- Community engagement.
- Development and delivery of Behavioral Health Toolkit.
- Completion of provider health equity toolkit
- Expansion of My Health Pay Rewards with Hy- Vee.
- Distribution of over 182 iowatotalcare.findhelp.com materials.

Opportunities

- Identify additional opportunities to enhance member self reported demographic information.
- Continue to diversify member committees.
- Development of culturally appropriate education and materials.
- Monitor and analyze demographic shifts within Iowa Total Care member population to proactively adjust programs and outreach strategies.

What's next?

- Advancement of health equity.
- Strengthen enhancements processes and tolls used to collect comprehensive data.
- Increase support to meet the needs of lowans.

Member Portal Updates

Member Portal Updates

Who is impacted? All Iowa Total Care members.

What are the updates? Self report your race, ethnicity, language, sexual orientation, and gender identity.

Where can I make these updates? member.iowatotalcare.com

How to complete:

1. Log in to your account.
2. Scroll down to "Health Demographic Profile."
3. Click on "View or Update your demographic profile."
4. Update your information.

When can I start? Now!

Iowa Total Care wants this information to:

1. Improve the quality of your care and services.
2. Better understand your health care needs.
3. Know your language preference when seeing healthcare providers.
4. Provide healthcare information to meet your care needs.
5. Offer programs to help you be your healthiest while reducing health disparities.

The screenshot shows the 'Health Demographic Profile' section of a web form. At the top, there is a link 'View or update your demographic profile'. Below this, there are two tabs: 'Race, Ethnicity and Languages' (which is selected) and 'Sexual Orientation and Gender Identity'. The form contains several sections for data entry:

- What is your ethnicity?** A dropdown menu with 'Hispanic or Latino' selected.
- Hispanic or Latino. Select all that apply from these 8 options.** A row of buttons: 'Central American', 'Cuban', 'Dominican', 'Latin American', 'Mexican' (which is highlighted in green), and 'Puerto Rican'. Below this row are two more buttons: 'South American' and 'Spanish'.
- What is your race? Select all that apply from among these 8 options.** A list of checkboxes: 'American Indian or Alaska Native', 'Asian', 'Black or African American', 'Native Hawaiian or Other Pacific Islander', 'White', 'Unknown', 'Other Race', and 'Choose Not to Disclose'. The 'Unknown' checkbox is currently checked.
- What language are you most comfortable speaking?** A dropdown menu with 'Spanish' selected.
- What language are you most comfortable reading?** A dropdown menu with 'Spanish' selected.

NOTICE: Race, ethnicity, language, and sexual orientation are protected by your health plan. This means the information you provide is private and secure. Your answers to these questions are voluntary. You will not be denied care based on your answers.

WIC Benefits

WIC Mission

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides federal grants to states for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, non-breastfeeding postpartum women, infants and children up to age 5 who are found to be at nutritional risk.

The WIC program aims to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

WIC History

- The first Iowa WIC clinic was in Davenport in 1973.
- Broadlawns WIC was established in 1980.
- CSA Region 8 was established in October 2022.

Current WIC Impact

- Currently serving four counties: Dallas, Madison, Polk & Warren.
- June 2025 Caseload: 14,019
- Served 22% state caseload.
- In October 2025, will be starting their fourth year of a six-year contract with the state.



WIC Clinic Sites

Polk County:

- River Plaza
- BMC East University
- South WIC
- Altoona
- Ankeny
- Oakridge
- West Des Moines
- Grimes
- Pleasant Hill
- Urbandale
 - Family Birthing Center:
 - UP East Family OB clinic & Mercy PHC
 - Blank Children's Hospital NICU
 - Deer Ridge Apartments
 - House of Mercy
 - Capital Park Daycare
 - Catholic Charities
 - Families Forward/Bidwell
 - DMARC

Dallas County: Adel, Perry, Redfield, Clive

Madison County: Winterset, St. Charles

Warren County: Indianola, Norwalk, Carlisle, New Virginia, Lacona



Current Infrastructure Projects

WIC Mobile Unit
Expansion of South WIC clinic
Satellite office in Dallas County



Thank you

Karen Goff

Broadlawns WIC

Program Director

Email: kgoff@broadlawns.org

Phone: 515-282-6704



Open Discussion

Agenda

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Questions?

Meeting Details

- Upcoming Meeting Dates:

December 3, 2025 <ul style="list-style-type: none">• Agenda to be determined	March <ul style="list-style-type: none">• Agenda to be determined
June <ul style="list-style-type: none">• Agenda to be determined	Sept <ul style="list-style-type: none">• Agenda to be determined

- Meeting time: 6 – 7:30 p.m.
- Post Meeting Survey

Resources

Resources

Member Services and 24/7 Nurse Advice Line: 1-833-404-1061 (TTY: 711)

Transportation – Access2Care: 1-877-271-4819

Provider Services: 1-833-404-1061

Suicide and Crisis Lifeline: 988

[Member Benefits Overview](https://iowatotalcare.com/members/medicaid/benefits-services/benefits-overview.html) (iowatotalcare.com/members/medicaid/benefits-services/benefits-overview.html)

[Iowa Medicaid](https://hhs.iowa.gov/programs/welcome-iowa-medicaid) (hhs.iowa.gov/programs/welcome-iowa-medicaid)

Grievance & Appeals:

- **[For Members](https://iowatotalcare.com/members/medicaid/resources/complaints-appeals.html)** (iowatotalcare.com/members/medicaid/resources/complaints-appeals.html)
- **[For Providers](https://iowatotalcare.com/providers/resources/grievance-process.html)** (iowatotalcare.com/providers/resources/grievance-process.html)

Dental:

- **[Iowa Total Care Dental Webpage](https://iowatotalcare.com/members/medicaid/health-wellness/dental-care.html)** (iowatotalcare.com/members/medicaid/health-wellness/dental-care.html)
- **[Iowa HHS Dental Wellness Plan](https://hhs.iowa.gov/programs/welcome-iowa-medicaid/iowa-medicaid-programs/dental-wellness-plan)** (hhs.iowa.gov/programs/welcome-iowa-medicaid/iowa-medicaid-programs/dental-wellness-plan)
 - **[Delta Dental of Iowa](https://deltadentalia.com)** (deltadentalia.com)
Phone: 1-888-472-2793
 - **[MCNA Dental](https://mcnaia.net/members)** (mcnaia.net/members)
Phone: 1-855-247-6262