



FCMG

“Watch. Learn. Lead”

Video Campaign

Outlining a comprehensive strategy to drive improvements in care delivery, documentation, and data submission through engaging and informative video content.

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Campaign Objectives

- **Educate providers and staff on documentation & coding & coding**
Improve provider knowledge and skills in accurate documentation and coding practices to ensure proper data proper data capture and submission.
- **Promote gap closure and HEDIS/MCAS targets**
Focus on identifying and addressing care gaps to improve quality metrics and performance in HEDIS and MCAS reporting.
- **Drive EHR best practices and data submission standards standards**
Promote the adoption and effective use of EHR systems to systems to streamline data collection, improve data quality, quality, and meet reporting requirements.
- **Increase provider participation in incentives**
Motivate and support providers to actively participate in quality-based incentive programs to drive improved care delivery and outcomes.
- **Support high-quality, data-driven care culture**
Foster an organizational culture that values data-informed decision-making, continuous quality improvement, and a commitment to delivering exceptional patient care.
- **Improve patient outreach & engagement strategies strategies**
Develop effective communication and outreach tactics to tactics to better connect with patients, encourage preventive

Goals & Key Results (OKRs: Objectives and Key Results)

- **≥90% CPT II coding accuracy by end of Q4**
Aim to achieve at least 90% accuracy in CPT II coding by the end of the fourth quarter.
- **25% increase in closed care gaps**
Aim to increase the number of closed care gaps by 25%.
- **75%+ PCPs complete training within 90 days**
Goal of having 75% or more primary care providers (PCPs) complete the required training within 90 days.
- **100% EHR practices trained on QI features**
Ensure that 100% of electronic health record (EHR) practices are trained on the available quality improvement (QI) features.
- **50% reduction in documentation errors**
Strive to reduce documentation errors by 50% across the organization.

Video Content Plan

- **"Every Code Counts"**

Coding & documentation best practices

- **"Match, Reach, Close"**

EHR & Cozeva for outreach

- **"From Charts to Impact"**

Data to incentives

- **"Incentives that Matter"**

Engaging members & providers

- **"Your Role in the Quality Journey"**

FCMG's mission

Distribution Strategy

- **Provider Portal**

Tracked training content

- **Email Campaigns**

Monthly highlights

- **YouTube (private)**

Archived access

- **Social Media**

Patient/member reels

- **LinkedIn**

Showcase FCMG's QI leadership

Key Performance Indicators (KPIs)

- **Engagement**

views, watch time

- **Training**

provider completion rate

- **Clinical**

reduced documentation errors

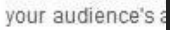
- **Operational**

fewer unmatched patients

- **Financial**

increased incentive completions

s attention.



The FCMG video educational campaign outlines a comprehensive strategy to drive improvements in care delivery, documentation, and data submission through engaging and informative video content. By focusing on key objectives, measurable goals, and a multi-channel distribution plan, the campaign aims to educate providers, enhance data-driven practices, and foster a culture of high-quality, patient-centric care at FCMG.

Call To Action: “One code, One visit, One patient at a time”

Quality Data Starts with You. Help us close care gaps:

- 1. Access Educational Videos via Family Choice Connect Provider Portal**
- 2. Access Care Gaps files from Altura QI Dept or Cozeva**
- 3. Member outreach for visit and services**
- 4. Document care and services using CPT II Codes**
- 5. Submit claims /encounter timely**

For more information

1.Visit “Care & Coding Corner” on our website

<https://familychoice.com/care-and-coding-corner>

2.Or go to “Provider” at

<https://connect.familychoiceportal.com>