Adolescents are scary. Their bodies are going through all kinds of alien-like experiences that create indescribable smells. They pose enormous challenges when it comes to communication both verbal and non-verbal. They want everything but can't keep up with anything. They also think ramen noodles are a food group!

The Challenge

- How can we reach out and draw in our adolescents who need a well exam in a short period of time?
- Create a space specifically for teens
- Create a small team that would put the plan together and see it through to completion
- Capture the support staff and providers so they see the value and buy-in to the challenge ($$$)

- Some studies suggest that 13-17 year olds visit the doctor less than any other age group
- Adolescents who are on routine meds or play sports are more likely to have an annual well exam
- Adolescents hold the number one spot for gaps in care
Our Goal
200 Adolescent (13-19) Well Visits in July
Close some gaps in care
Improve HEDIS scores

Tell me again how lucky I am to work here...
I keep forgetting

Our bait??
- $10 Gift Cards
- Chick-Fil-A
- iTunes
- Movie Theatre
- All teens who had a well exam in July were entered into a drawing for one of our door prizes!
  - $200 VISA gift card
  - Bluetooth Speaker
  - Smart TV
  - PS4

New! Teen Waiting Room

The Dream Team
- Our Patient Service Reps reached out to a long list of teens who were due for a well exam!
- The Nurses rocked it out with mental health screens, vaccines, and all the extra chaos!
- Providers jumped on board with full support making each visit count!

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**What did we learn?**

- Teens require a little bit of bait
- Patients who were anemic
- Patients who tested positive with Gonorrhea & Chlamydia
- Order more vaccines next year
- April is a better month for us to do this
- The REWARD is worth the WORK!
- We will DEFINITELY do this AGAIN!

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**Truth in Stats...**

- TCC has 2,479 active adolescent patients
- 2017 - 629 adolescents for WCC
- 2016 - 1059 adolescents for WCC
- The top months for adolescent well visits before July 2017 were June 2017 & August 2016 with 129 each month.
Could this work for your practice?
- Set a goal (take what is reasonable and add a little more!)
- Identify your key players that can catch the vision, cast a plan, and keep staff motivated!
- What kind of bait works for you? Think outside of the box!
- Keep it challenging and recognize a job well done!

Our Goal for April 2018
300

“A goal should scare you a little, and excite you a lot.”

Joe Vitale