

# Provider Bulletin

## HEDIS® News You Can Use

### Well-Child Visits in the First 30 months of Life (W30)



#### Importance of Well-Child Visits

Well-Child Visits in the first 30 months of life are vital for monitoring growth, detecting issues early, providing timely care, ensuring vaccinations, and offering guidance on nutrition and activity.

This bulletin offers information on any measure changes, best practice suggestions, links to codes and free resources.



#### Measure requirements and coding information

The percentage of persons who had the following number of well-child visits with a PCP during the last 15 months.

**NOTE:** Two rates are reported:

**RATE 1**-Children who turned 15 months old during the measurement period.

**Well Child visits in the first 15 months:**  
**Six or more** *well-child visits*

**RATE 2**-Children who turned 30 months old during the measurement period.

**Well-child visits for ages 15-30 months:**  
**Two or more** well-child visits.

**Telehealth visits are not included.**

For more detailed measure information and up-to-date codes to use, go to [MC Gap Closure Reference Guide](#)



#### Common reasons for Gaps in Care

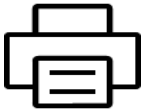
1. Lack of established care with a provider.
2. Parental unawareness of prevention office visits.
3. Missed conversion of sick visits.

For members assigned but choosing not to establish care, go to [MC PCP Change Request Form](#)



## Engagement strategies for well-child visits

- **Automated Reminders:** Leverage apps, text reminders, and virtual check-ins to keep members engaged and on track.
- **Educate & Empower:** Explain the purpose of well visits (growth, development, immunizations, early detection).
- **Use plain language and culturally appropriate materials** (see Resources below)



## Great resources

- [American Academy of Pediatrics: Bright Futures Tip Sheets](#)
- The AAP Parenting Website: [Parenting Resource](#)
- Mercy Care Provider Outreach Manuals: [Mercy Care Provider Manuals](#)

**Thank you for the care you provide  
to our members**



## Best Practices Tips to improve results

- **Engage the Whole Care Team:**  
Train all Staff to reinforce the importance of well visits and help parents schedule before leaving.
- **Scheduling:**  
Use electronic medical record (EMR) alerts to track upcoming and missed visits. Offer extended evening or weekend hours.
- **Visit Conversion:**  
Convert sick visits or daycare physicals into well-child visits when clinically appropriate.
- **Reminders & Follow-Up:**  
Send reminders via calls, texts, or portals.  
Reschedule no-shows promptly.