



DATE: October 21, 2024
TO: Commonwealth of Kentucky Medicaid Pharmacy Network
FROM: MedImpact Healthcare Systems
Subject: **HPV Vaccine Point of Sale Messaging Campaign**

Status: On September 1, 2024 the Kentucky Department for Medicaid Services (DMS) in conjunction with MedImpact began a targeted point of sale messaging campaign related to Human Papillomavirus (HPV) vaccines. This campaign was initiated in hopes of improving HPV vaccination rates for Medicaid beneficiaries 9 to 14 years of age. Members included in this campaign have been identified as being HPV vaccine naïve and in need of receiving their first vaccine in the dosing schedule. For identified members, pharmacies will see the following point of sale message on claims in their system: HPV VACCINE RECOMMENDED. This targeted campaign will run from September 1st through December 31st of this year.

Pharmacies are encouraged to utilize the updated Kentucky HPV vaccine protocol (see attached) that went into effect on August 26, 2024. In addition, pharmacies are also reminded of available resources for medical billing of vaccine counseling on the KPhA website. These resources can be found at: <https://www.kphanet.org/medbilling>.

KY MCO Contact Information

Program Questions	KYMCOPBM@MedImpact.com
Pharmacy Help Desk	(800) 210-7628 [24 hours per day/ 7 days per week]
Prior Authorizations	Phone (844) 336-2676 [8:00AM - 7:00PM EST/ 7 days per week]; Fax (858) 357-2612
Pharmacy Portal	https://kyportal.medimpact.com/
BIN: 023880 / PCN: KYPROD1 / GROUP: KYM01	

KY FFS Contact Information

Program Questions	KYMFFS@MedImpact.com
Pharmacy Help Desk	(877) 403-6034 [24 hours per day/ 7 days per week]
Prior Authorizations	Phone (877) 403-6034 [8:00AM - 7:00PM EST/ 7 days per week] Fax (858) 357-2612



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