

Annual evaluation Healthy Behaviors July 2019 to June 2020

This communication applies to the Medicaid programs for Simply Healthcare Plans, Inc. (Simply) and Clear Health Alliance (CHA).

The purpose of the Healthy Behaviors Rewards program is to provide members with programs that encourage and reward healthy behaviors designed to improve the enrollee's overall health. (s.409.973 (3), F.S.)

At a minimum, Simply and CHA are required to establish three medically approved programs:

- Smoking cessation (SMO)
- Weight management (WM)
- Alcohol or substance abuse treatment (ADA)

In addition to the contractual requirements, Simply and CHA established two medically approved programs:

- Asthma management (ASTHMA)
- Well-child visits (2 to 20 years) (WCV2)

Simply and CHA also adopted the Corporate Maternal Child Services program:

- Maternity and Well Baby (MCS)

Member referrals to the Healthy Behaviors programs come from multiple sources:

- Customer care
- Disease Management (DM)/Case Management (CM)
- Member self-referral
- PCP
- Mass mailings sent to targeted members

Initiatives and goals for 2019 to 2020:

- Network provider education and introduction to Healthy Behaviors Medicaid member incentive programs (PCPs, OBs, pediatricians and nutritionists)
- Provider websites:
 - Healthy Behaviors provider overview
 - *Referral Form*
 - Treating tobacco use and dependence
- Educate and inform members of Healthy Behaviors programs available:
 - Texting campaigns specific to each program implemented to enhance member engagement
 - Coordinating with Clinic Days outreach programs

* Customer Motivators is an independent company providing incentive/reward services on behalf of Simply Healthcare Plans, Inc. and Clear Health Alliance. HealthCrowd is an independent company providing communications services on behalf of Simply Healthcare Plans, Inc. and Clear Health Alliance.

<https://provider.simplyhealthcareplans.com>

<https://provider.clearhealthalliance.com>

Simply Healthcare Plans, Inc. is a Managed Care Plan with a Florida Medicaid contract. Simply Healthcare Plans, Inc. dba Clear Health Alliance is a Managed Care Plan with a Florida Medicaid contract.

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- Working with Case Management and Disease Management to support member participation
- Member websites (Simply and CHA):
 - New member fliers posted on member websites
- Keeping members informed of the status of their enrollment, participation and rewards in a timely manner
- Gift card vendor distribution of rewards
- Healthy Behaviors operating process:
 - Database for entering all enrolled members, tracking participation and rewards, and for sending eligibility files to gift card vendor
- Impact HEDIS® score
- Enhancement of incentives:
 - With the focus on encouraging our members to engage in healthy behaviors along with guidance from the State, we were able to expand the basic program as reflected in this table.

Healthy Behaviors Rewards programs – gift cards available by program – \$20 for single step, \$50 for multiple steps			
2 Programs — ADA	Program codes	Description	Gift cards
Alcohol and drug abuse treatment	ADA 1	Complete screening assessment signed by case manager	\$20
Alcohol and drug abuse treatment	ADA 2	Present evidence of 180 day sobriety chip from AA/NA program to case manager	\$50
5 Programs – ASTHMA*			
Asthma management	ASTHMA 1	Enroll with your case manager	\$20
Asthma management	ASTHMA 2	See your doctor for an asthma visit	\$20
Asthma management	ASTHMA 3	Make your asthma action plan	\$20
Asthma management	ASTHMA 4	Fill your asthma control medication for six months	\$50
Asthma management	ASTHMA 5	Get your flu vaccine	\$20
3 Programs — SMO			
Smoking cessation	SMO 1	Visit PCP, choose quit using tobacco program, submit attendance certificate	\$50
Smoking cessation	SMO 2	One month tobacco free, submit personal attestation, submit PCP attestation	\$20
Smoking cessation	SMO 3	Tobacco free three months, submit personal attestation, submit PCP attestation	\$20
3 Programs maternal child services			
MCS prenatal visit	MCS 1	Member attends first prenatal visit within first trimester or within 42 days of coming on the plan	\$20
MCS frequency of prenatal visits		Member attends at least six prenatal visits during the pregnancy	\$20
MCS postpartum visit	MCS 2	Member attends a postpartum follow-up visit between 7 to 84 days after delivery	\$20
MCS newborn two-week visit	MCS 3	Member attends baby’s newborn visit within the first two weeks of life	\$20
MCS frequency of newborn visits		Member attends at least six newborn visits during the first 15 months of life	\$20
2 Programs — WCV2			
Well-child visits (2 to 20 years)	WCV2-1	See your doctor for one well-child visit	\$20
Well-child visits (2 to 20 years)	WCV2-2	See your doctor for all shots recommended for your child’s age	\$50
2 Programs – WM			
Weight management	WM 1	Meet with a nutritionist, two times, choose a support group	\$50
Weight management	WM 2	Follow plan of care for three months, gain/lose 4 lbs/keep food log, visit your doctor	\$50

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Results 2020:

Outcomes Data – July 2019 to June 2020

(*Programs implemented June 1, 2020)

Fiscal year	Q1 July to September		Q2 October to December		Q3 January to March		Q4 April to June		Annual total	
	Enrolled	Complete	Enrolled	Complete	Enrolled	Complete	Enrolled	Complete	Enrolled	Complete
*ADA 1							0	0	0	0
*ADA 2							0	0	0	0
*ASTHMA 1							1	1	1	1
*ASTHMA 2							1	1	1	1
*ASTHMA 3							1	1	1	1
*ASTHMA 4							1	1	1	1
*ASTHMA 5							1	1	1	1
*SMO 1							4	0	4	0
*SMO 2							4	0	4	0
*SMO 3							4	0	4	0
MCS 1	20	44	21	29	30	11	29	5	100	89
MCS 2	30	30	45	45	27	27	9	14	111	116
MCS 3	11	12	7	8	2	1	5	0	25	21
*WCV2-1							16	12	16	12
*WCV2-2							16	0	16	0
*WM 1							4	0	4	0
*WM 2							4	0	4	0
TOTALS	61	86	73	82	59	39	100	36	293	243

Barriers

2019 to 2020:

- Pending approvals of the Healthy Behaviors ADA, Asthma, Smoking Cessation, Well-Child Visits and Weight Management programs were the main barriers for the year July 2019 to June 2020.

Improvement opportunities met

Last year, we identified three operational process interventions:

Intervention/action	Evaluation of effectiveness and additional/future actions, if needed	
Document storage	Availability of documentation	All documentation is saved to MACCESS and backed up in folders on our shared drive
ACCESS database for enrollment and rewards tracking	Enhance data tracking	The ACCESS database is fully functional and managing all data for tracking and reporting
Pending alternative solution/vendor for rewards fulfillment	Provide members with easier access to rewards	We provide reward eligibility files to our identified vendor Customer Motivators* (CM) via their file transfer protocol (FTP) site. CM sends the reward certificates to members within 7 to 10 business days.

Ongoing initiatives

Intervention/action	Evaluation of effectiveness and additional/future actions, if needed
Identify those members eligible for each of the Healthy Behaviors programs, and encourage success in completing milestones to better health.	Identified members receive targeted communications for those Healthy Behaviors programs specifically beneficial to the member.
	Our vendor HealthCrowd* provides texting campaigns specific to each Healthy Behaviors program. Each member enrolled in one of the programs has the opportunity to take advantage of this enhancement that offers educational and motivational information.

Summary

June 1, 2020, marked full implementation of all of the Healthy Behaviors programs. The enrollment and completion data reported above is very encouraging and marks just one month of this annual evaluation. We are already seeing growing numbers in the following months. This next quarter, we expect more than 1,170 members enrolled across all of the programs earning more than 500 rewards, totaling nearly \$20,000 and counting.