



Healthy Behaviors Evaluation 2021-2022

MCO Name: South Florida Community Care Network Dba Community Care Plan

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Overview: Community Care Plan began the Member Rewards program in March 2017. Members were notified of the program during onboarding calls, member flyers, CCP website, direct outreach calls, case managers, member services, and texting campaigns. As of March 2019, an added step was implemented that members had to call or email (ccpreward@ccpcares.org) to receive the award. This encouraged engagement and afforded the health plan an opportunity to engage the member in added services such as care coordination, preventive health reminders, and enrollment into other healthy behavior programs such as obesity, smoking cessation, and/or substance use disorder. In May 2021, CCP also added an incentive program for COVID-19 vaccine compliance, and as of June 2022 CCP added an incentive for Follow Up Visit After Behavioral Health Admission. The Follow Up Visit After Behavioral Health Admission reward does not have the call or email component.

CCP has incentive rewards in place for:

- Pregnancy: Complete timely prenatal and postpartum visit
- Well Child Visits: Seven completed visits in the first 15 months of life and annual well visit ages 2 – 19
- Well Adult Visits: annual well visit ages 20+
- Diabetes: Annually complete hemoglobin A1c, urine for microalbumin, and dilated eye exam
- Substance Use Disorder

- Tobacco Cessation
- Obesity Management
- COVID Vaccination
- Follow Up Visit After Behavioral Health Admission

The reward amount differs based on the complexity of the healthy behavior. For the Healthy Behavior Programs that are not being utilized, CCP is looking into ways to increase participation.

Behavior	Incentive Amount	Goal	Enrolled in Program / Participation	Evaluation
Pregnancy	\$50.00	Complete timely prenatal and postpartum visit	4/4=100%	With a HEDIS CY 2021 Pregnancy population of over 500, the participation rate for the pregnancy incentive is extremely low. Pregnancy participation doubled from stayed constant from SFY 2020-2021 to SFY 2021-2022. CCP is evaluating our messaging strategies to our Pregnant members to increase the participation going forward.
Behavior	Incentive Amount	Goal	Participation	Evaluation
Well Child Visits	\$50.00	Seven completed visits in the first 15 months of life	3/3=100%	With a HEDIS CY 2021 W30, 0-15 months population of over 1600, the participation rate for the pregnancy incentive is extremely low. Although it low, CCP did not have any participation in SFY 2020-2021. CCP is evaluating our messaging strategies to educate the parent/guardian of these members about the rewards program.
Behavior	Incentive Amount	Goal	Participation	Evaluation
Diabetes	\$30.00	Annually complete diabetes screenings: Hemoglobin A1c Urine Microalbumin Dilated Retinal Exam	None	N/A

Behavior	Incentive Amount	Goal	Participation	Evaluation
Well Child Visits	\$10.00	Annual well visit ages 2 – 11	6/6=100%	Of the 6 members who completed the healthy behavior, 2 had ER visits in SFY 2020-2021. With a low participation rate, CCP is unable to correlate these results to the general population. The participation rate decreased from 2020-2021 SFY to SFY 2021-2022. CCP is evaluating our messaging strategies to increase the participation going forward.
Behavior	Incentive Amount	Goal	Participation	Evaluation
Well Child Visits	\$20.00	Annual well visit ages 12 – 19	9/9=100%	With a HEDIS CY 2021 Well Child Visit population of over 9900, the participation rate for the well visit incentive is extremely low. Although the rate is low, the participation rate increased from 2020-2021 SFY to SFY 2021-2022. CCP is evaluating our messaging strategies to increase the participation going forward.
Behavior	Incentive Amount	Goal	Participation	Evaluation
Well Adult Visits	\$20.00	Annual well visit ages 20 +	14/14=100%	With a HEDIS CY 2021 Adult Access to Primary Care population of over 7000, the participation rate for the Well Adult Visit incentive is extremely low. The participation rate doubled from 2020-2021 SFY to SFY 2021-2022. CCP is evaluating our messaging strategies to increase the participation going forward.
Behavior	Incentive Amount	Goal	Participation	Evaluation
Substance Use Disorder	\$40.00	Completion of the Substance Use Disorder Program	None	NA
Behavior	Incentive Amount	Goal	Participation	Evaluation
Tobacco Cessation	\$50.00	Complete a tobacco cessation program and submit proof of completion from the AHEC Tobacco Cessation Counselor or Instructor	1/1=100%	With only 1 participating member, tobacco cessation participation is low, but has participation compared to the 2020-2021 SFY. CCP is evaluating how to better educate both the members and the AHEC counselors/instructors about the Healthy Behavior rewards for completing the program.

Behavior	Incentive Amount	Goal	Participation	Evaluation
Obesity Management	\$50.00	Complete six (6) month program including 2 PCP visits and 3 visits with a Registered Dietician in combination with Case Management	None	NA
Behavior	Incentive Amount	Goal	Participation	Evaluation
COVID Vaccination	\$20.00	Completion of COVID vaccination full dosage	203/203=100%	The COVID vaccine reward program started in late May 2021 and is CCP's Healthy Behavior with the most participation. CCP is the only health plan to utilize text messages to promote the COVID-19 vaccine. CCP was also the first to offer an incentive for the COVID-19 vaccine. This messaging led to increased participation in the COVID Vaccination Healthy Behaviors Program.
Follow Up Visit After Behavioral Health Admission	\$25.00	Completion of a visit to a behavioral health provider within 7 days of discharge	None	NA