



## Healthy Behaviors Evaluation 2023-2024

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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, fill out the online form at [ccpcares.org/healthyreward](http://ccpcares.org/healthyreward), or email ([ccpreward@ccpcares.org](mailto: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 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. In October 2022, CCP added the Healthy Behavior for Health Risk Assessment and Health Risk Assessment with MyChart Enrollment and December 2022 a web form

## Healthy Behaviors Evaluation 2023-2024

option to report a Healthy Behavior was added to the CCP website. In June 2023 CCP added an incentive for Postpartum Care between seven days (7) and seven (7) weeks after their baby is born.

CCP has incentive rewards in place for:

- Pregnancy: Complete timely prenatal and postpartum visit and postpartum visit only
- 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
- Follow Up Visit After Behavioral Health Admission
- Health Risk Assessment
- Health Risk Assessment with MyChart Enrollment

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
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## Healthy Behaviors Evaluation 2023-2024

Pregnancy	\$50.00	Complete timely prenatal and postpartum visit	11/11=100%	With a HEDIS CY 2023 Pregnancy population of about 700, the participation rate for the pregnancy incentive is extremely low. Pregnancy participation almost tripled from SFY 2022-2023 to SFY 2023-2024. CCP is evaluating our messaging strategies to our Pregnant members to increase the participation going forward.
Pregnancy	\$20.00	Complete timely postpartum visit.	9/9=100%	With a HEDIS CY 2023 Pregnancy population of about 700, the participation rate for the postpartum incentive is extremely low. Since this is the first year of the Healthy Behavior, CCP will continue to evaluate messaging strategies to increase participation.
Behavior	Incentive	Goal	Participation	Evaluation
Well Child Visits	\$50.00	Seven completed visits in the first 15 months of life	1/1=100%	With a HEDIS CY 2023 W30, 0-15 months population of over 1600, the participation rate for the pregnancy incentive is extremely low. Although it low, it was a very similar participation rate to SFY 2022-2023. 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:	None	N/A

## Healthy Behaviors Evaluation 2023-2024

		Hemoglobin A1c Urine Microalbumin Dilated Retinal Exam		
Behavior	Incentive Amount	Goal	Participation	Evaluation
Well Child Visits	\$10.00	Annual well visit ages 2 – 11	17/17=100%	With a HEDIS CY 2023 W30 and WCV population of over 14,000, the participation rate for the pregnancy incentive is extremely low. Although it low, increased from SFY 2022-2023. 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	12/12=100%	With a HEDIS CY 2023 WCV population of over 9,000, the participation rate for the incentive is extremely low. Although it low, there was a slight increased from SFY 2022-2023. 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 +	7/7=100%	With a HEDIS CY 2023 Adult Access to Primary Care population of over 7700, the participation rate for the Well

## Healthy Behaviors Evaluation 2023-2024

				Adult Visit incentive is extremely low. The participation rate stayed the same from SFY 2022-2023. 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	None	NA

## Healthy Behaviors Evaluation 2023-2024

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
Follow Up Visit After Behavioral Health Admission	\$25.00	Completion of a visit to a behavioral health provider within 7 days of discharge	66/66=100%	The Follow Up Visit After Behavioral Health Admission reward was beneficial to CCP meeting the HEDIS CY 2023 target rate. Since this is the second year of the Healthy Behavior, CCP will continue to monitor to see if additional messaging and partnerships are needed to increase participation.
Behavior	Incentive Amount	Goal	Participation	Evaluation

## Healthy Behaviors Evaluation 2023-2024

Health Risk Assessment	\$15.00	Completion of HRA within 45 days of enrollment or upon CCP request.	1499/1499=100%	The participation rate for Health Risk Assessment is high compared to the other Healthy Behavior programs. The number of participants increased by over 160. CCP will continue to evaluate messaging strategies and try to incorporate some of the strategies used for the Health Risk Assessments for the other Healthy Behavior Programs.
Health Risk Assessment with MyChart Enrollment	\$20.00	Completion of HRA within 45 days of enrollment or upon CCP request with enrollment in MyChart.	5/5= 100%	The participation rate for Health Risk Assessment with MyChart Enrollment is extremely low compared to the general Health Risk Assessment completion and less than 2022-2023. Since this is the second year of the Healthy Behavior, CCP will continue to evaluate messaging strategies to increase participation.