

October 2019

## Annual evaluation: Healthy Behaviors (2019)

The purpose of the Healthy Behaviors Rewards Program is to provide members with programs that encourage and reward healthy behaviors designed to improve the member's overall health.

At a minimum, Simply Healthcare Plans, Inc. and Clear Health Alliance (Simply) is required to establish three medically approved programs:

1. Smoking cessation (SMO)
2. Weight management (WM)
3. Alcohol or substance use treatment (ADA)

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

1. Asthma management (ASTHMA)
2. Well-child visits (two to 20 years) (WCV)

Simply also adopted the Corporate Maternal Child Services programs:

- Maternity and well-baby (MCS)

Member referrals to the Healthy Behaviors Rewards Program come from multiple sources:

- Member Services
- Disease Management team/Case Management team
- Member self-referral
- PCP
- Mass mailings sent to targeted members

### Initiatives and goals for 2019

Network provider education and introduction to Healthy Behaviors Medicaid member incentive programs (PCP, 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:
  - Develop new member fliers and include in new member welcome packets
  - Implement texting campaigns for enhancement of member engagement
- Member websites:
  - First steps include program descriptions and enrollment forms

<https://provider.simplyhealthcareplans.com/florida-provider>

<https://provider.clearhealthalliance.com/florida-provider>

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

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- Second steps include instructions and incentive forms
- Gift card vendors to handle distribution of rewards
- Automate Healthy Behaviors operating process
- Impact HEDIS® score

**Outcomes data — Q1 and Q2 2019**

2019	Q1		Q2		Totals	
Program	Enrolled	Complete	Enrolled	Complete	Enrolled	Complete
MCS Maternity	47	0	63	2	110	2
MCS Well Baby	12	0	13	22	25	22
SMO	Implementation pending final AHCA approval of programs					
WM						
ADA						
ASTHMA						
WCV						
<b>Totals</b>	59	0	76	24	135	24

**Maternal Child Services Q1 and Q2:**

- 8338 prenatal packets and 5073 postpartum packets were sent out to pregnant members and new mothers:
  - Maternity:
    - 110 maternity members enrolled in Healthy Behaviors programs
      - Of members who enrolled in the programs, two completed all programs, or 1.8%
  - Well-baby:
    - 25 newborns were enrolled in Healthy Behaviors programs
      - Of members enrolled in the programs, 22 completed all programs, or 88%

Besides the MCS program, the other Healthy Behaviors Rewards programs were submitted during readiness per the Statewide Medicaid Managed Care Managed Medical Assistance contract. Simply received initial Agency for Health Care Administration (AHCA) approval late in March 2019. The state requested some changes to the programs. These revisions are submitted and final approval is pending.

Providers and members will receive education and information on the pending programs once approval is received. We will use provider fax blasts, member mailings, member referrals via multiple sources, and provider and member websites.

Simply will submit text messaging programs to the state for approval that are specifically designed as an enhancement to each program.

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Upon implementation of the programs, Simply will conduct annual evaluations that assess the impact of the programs on members' health outcomes. One method for doing so will be to compare compliance with relevant HEDIS measures among members who did and did not participate in a Healthy Behaviors program.

**Barriers (2019):**

- Pending approvals of five Healthy Behaviors programs
- Identification and contracting of rewards vendor

**Actions**

Improvement opportunity	Intervention/action	Evaluation of effectiveness and additional/future actions, if needed
Automate operating process	Document storage	Availability of documentation
Automate operating process	Access database for enrollment & rewards tracking	Enhance data tracking
Automate operating process	Pending alternative solution/vendor for rewards fulfillment	Provide members with easier access to rewards