



January 2020

Healthy Behaviors Rewards Program information

In accordance with the *Florida Statute 409.973(3)*, as of October 1, 2014, all Medicaid managed care (MMC) plans must establish and maintain programs to encourage healthy behaviors. At a minimum, the MMC plans are expected to implement medically approved programs for smoking cessation, weight loss, and alcohol or substance use recovery. Simply Healthcare Plans, Inc. and Clear Health Alliance have developed three additional programs for asthma, maternity and well-child visits. The program goals and provider roles are shown in the table below.

Program type	Program goals	Provider roles
Smoking cessation	<ul style="list-style-type: none"> • Three-pronged approach: behavioral counseling, medication and social support • Reward success 	<ul style="list-style-type: none"> • Identify and refer members to the program • Attest/sign members' smoking cessation forms as proof of goals achieved
Alcohol and substance use treatment	<ul style="list-style-type: none"> • Identify existing alcohol and substance use • Integrate medical/mental health care • Reward success 	<ul style="list-style-type: none"> • Screen all plan members during routine health evaluations • Refer members to the program
Weight management	<ul style="list-style-type: none"> • Assist plan members with weight management • Offer medically directed program • Reward success 	<ul style="list-style-type: none"> • Identify and refer to the program • Develop a plan of care with the member • Attest/sign members' weight management forms as proof of goals achieved
Asthma management	<ul style="list-style-type: none"> • Enhance plan's clinical program • Asthma action plan for self-management • Promote medication adherence • Annual flu vaccination 	<ul style="list-style-type: none"> • Identify and refer to the program • Asthma visit to PCP or pulmonologist • Pharmacy data for medication compliance • Submit visit and vaccination claims
Maternal child	<ul style="list-style-type: none"> • Enhance OB case management program • Identify pregnant members early 	<ul style="list-style-type: none"> • Identify and refer pregnant members to the program • Prenatal and postpartum visits • Well-child visits (0-15 months) • Submit visit claims so members will receive valuable gift card rewards

<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.

SFLPEC-1798-19 January 2020

Program type	Program goals	Provider roles
Maternal child	<ul style="list-style-type: none"> • Promote a healthy pregnancy and delivery • Encourage well child-visits (0-15 months) • Reward compliance 	
Well-child visits (2-20 years)	<ul style="list-style-type: none"> • Encourage children’s well-child exams per Bright Futures guidelines • Encourage compliance with recommended immunizations and lead screening 	<ul style="list-style-type: none"> • Complete well-child health checkups, immunizations and lead screening • Submit visit claims so members will receive valuable gift card rewards