

Healthy Rewards™ Healthy Behaviors Program information

This communication applies to the Medicaid programs for Simply Healthcare Plans, Inc. (Simply) and Clear Health Alliance (CHA) as well as the Florida Healthy Kids (FHK) program for Simply.

In accordance with the *Florida Statute 409.973(3)*, since October 1, 2014, all Medicaid managed care (MMC) plans must establish and maintain programs to encourage healthy behaviors. At a minimum, the MMCs are expected to implement medically approved programs for smoking cessation, weight loss, and alcohol or substance use recovery. Simply and CHA have developed four additional programs for asthma, maternity, well-child visits, and HIV care. The program goals and provider roles are shown in the table below. Additional details about each individual program in its entirety are available at <https://simplyhealthcareplans.com>.

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 healthcare. • 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 members 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. • Promote asthma visit with doctor. • Promote medication adherence. • Annual flu vaccination 	<ul style="list-style-type: none"> • Identify and refer members 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 (newborn to 23 months) <i>not applicable to FHK program.</i> • Submit visit claims so members will receive valuable gift card rewards.

<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.

Simply Healthcare Plans, Inc. is a Managed Care Plan with a Florida Healthy Kids contract.

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Well-child visits (2 to 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.
HIV care	<ul style="list-style-type: none"> • Engage and retain members in HIV care. • Promote treatment adherence. • Monitor levels of viral load at least twice annually to reduce their viral load to undetectable levels. 	<ul style="list-style-type: none"> • Identify and refer members living with HIV/AIDS to the program. • HIV care related visits. • HIV viral load monitoring.

Program incentives

Smoking cessation		
Code	Description	Gift card
SMO 1	Visit PCP, choose quit tobacco program, submit attendance certificate.	\$50
SMO 2	One month tobacco free, submit personal attestation, submit PCP attestation.	\$20
SMO 3	Tobacco free three months, submit personal attestation, submit PCP attestation.	\$20

Alcohol and substance use treatment		
Code	Description	Gift card
ADA 1	Telehealth or in-person visit with BH Provider	\$20
ADA 2	Telehealth or in-person visit with BH Provider	\$20
ADA 3	Telehealth or in-person visit with BH Provider	\$20
ADA 4	Telehealth or in-person visit with BH Provider	\$20
ADA 5	Telehealth or in-person visit with BH Provider	\$20
ADA 6	Telehealth or in-person visit with BH Provider	\$20

Weight management		
Code	Description	Gift card
WM 1	Meet with provider, two times, choose a support group.	\$50
WM 2	Follow Plan of Care for three months, gain/lose four pounds per care plan/keep food log, visit provider.	\$50

Asthma management		
Code	Description	Gift card
Asthma 1	See the doctor for an asthma visit.	\$20
Asthma 2	Fill your asthma control medication for six months.	\$50
Asthma 3	Get flu vaccine.	\$20

Maternal child		
Code	Description	Gift card
MCS 1 Maternity Visit	Member attends first prenatal visit within first trimester, or within 42 days of joining the plan.	\$20
	Member attends at least six prenatal visits during the pregnancy.	\$20
MCS 2 Postpartum Visit	Member attends a postpartum follow up visit between seven and 84 days after delivery.	\$20
MCS 3 (not applicable to FHK)	Birth to 15 months Take child to doctor for at least six newborn visits.	\$20
	15 months to 23 months Take child to their doctor for 1st well child visit.	\$20
	15 months to 23 months Take child to their doctor for second well child visit.	\$20

Well-child visit		
Code	Description	Gift card
WCV2-1	See doctor for one well-child visit.	\$20
WCV2-2	See doctor for all shots recommended for child's age.	\$50
WCV2-3	Get flu shot.	\$20
WCV2-4	Take child for the full HPV vaccination series.	\$50

HIV care		
Code	Description	Gift card
HIV1	Outpatient medical visit with a physician, physician assistant or advanced registered nurse practitioner.	\$20

HIV2	Outpatient medical visit with a physician, physician assistant or advanced registered nurse practitioner.	\$20
HIV3	Blood test that measures the amount of HIV in a sample of blood.	\$20

Members must enroll in programs and complete milestones to become eligible for gift cards.

Please refer members to enroll through one of the following options:

- Visit their member website, log in, and access the **Benefits Reward Hub**:
 - Simply members: [simplyhealthcareplans.com/florida-medicaid/home.html](https://www.simplyhealthcareplans.com/florida-medicaid/home.html)
 - CHA members: [clearhealthalliance.com/florida/home.html](https://www.clearhealthalliance.com/florida/home.html)
 - FHK members: [simplyhealthcareplans.com/florida-medicaid/benefits/fhk-benefits.html](https://www.simplyhealthcareplans.com/florida-medicaid/benefits/fhk-benefits.html)
- Call to enroll at **888-990-8681 (TTY711)** Monday through Friday from 9 a.m. to 8 p.m. ET