



## Healthy Behaviors Evaluation 2020-2021

MCO Name: [South Florida Community Care Network Db a 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@ccpcare.org](mailto:ccpreward@ccpcare.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. As of May 2021, CCP also added an incentive program for COVID-19 vaccine compliance.

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

The reward amount differs based on the complexity of the healthy behavior.

Behavior	Incentive Amount	Goal	Enrolled in Program / Participation	Evaluation
Pregnancy	\$50.00	Complete timely prenatal and postpartum visit	Rewards 4/4=100%	With a HEDIS CY 2020 Pregnancy population of over 800, the participation rate for the pregnancy incentive is extremely low. Pregnancy participation doubled from SFY 2019-2020 to SFY 2020-2021. Although participation is increasing, CCP must look at our messaging strategies 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	None	N/A
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

<b>Well Child Visits</b>	<b>\$10.00</b>	Annual well visit ages 2 – 11	7/7=100%	Of the 7 members who completed the healthy behavior, only 1 had an ER visit 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 2019-2020 SFY to SFY 2020-2021 which could be related to the COVID-19 pandemic. CCP must look at our messaging strategies to increase the participation going forward.
<b>Behavior</b>	<b>Incentive Amount</b>	<b>Goal</b>	<b>Participation</b>	<b>Evaluation</b>
<b>Well Child Visits</b>	<b>\$20.00</b>	Annual well visit ages 12 – 19	8/8=100%	Of the 7 members who completed the healthy behavior, only 1 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 2019-2020 SFY to SFY 2020-2021 which could be related to the COVID-19 pandemic. CCP must look at our messaging strategies to increase the participation going forward.
<b>Behavior</b>	<b>Incentive Amount</b>	<b>Goal</b>	<b>Participation</b>	<b>Evaluation</b>
<b>Well Adult Visits</b>	<b>\$20.00</b>	Annual well visit ages 20 +	7/7=100%	With a HEDIS CY 2020 Adult Access to Primary Care population of over 5000, the participation rate for the Well Adult Visit incentive is extremely low. CCP has to look at our messaging strategies to increase the participation going forward. The 2019-2020 SFY will be compared to SFY 2020-2021 to see if COVID-19 has affected participation rates.
<b>Behavior</b>	<b>Incentive Amount</b>	<b>Goal</b>	<b>Participation</b>	<b>Evaluation</b>
<b>Substance Use Disorder</b>	\$40.00	Completion of the Substance Use Disorder Program with Carisk/CCP	2/2 = 100%	With a HEDIS CY 2020 IET population of almost 300, the participation rate for the Substance Use Disorder incentive is extremely low. CCP has started managing Behavioral Health in house starting Q1 2021. The 2020-2021 SFY will be compared to SFY 2021-2022 to see if this implementation has affected participation rates.
<b>Behavior</b>	<b>Incentive Amount</b>	<b>Goal</b>	<b>Participation</b>	<b>Evaluation</b>
<b>Tobacco Cessation</b>	\$50.00	Complete a tobacco cessation program and submit proof of completion from the AHEC Tobacco Cessation Counselor or Instructor	None	NA

Behavior	Incentive Amount	Goal	Participation	Evaluation
<b>Obesity Management</b>	\$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
<b>COVID Vaccination</b>	\$20.00	Completion of COVID vaccination full dosage	44/44=100%	With over 8,000 members who are fully vaccinated, the participation rate for the COVID Vaccination incentive is extremely low. CCP must look at our messaging strategies to increase the participation going forward. The COVID vaccine reward program started in late May 2021. The 2020-2021 SFY will be compared to SFY 201-2022 to see if messaging increases participation rates.