



Children’s Medical Services Health Plan Title XIX 2024 Healthy Behaviors Program Annual Evaluation

Children’s Medical Services (CMS) Health Plan’s Healthy Behaviors Program, also known as the My Health Pays Program, aims to inspire members to take actions that improve their health. The program addresses members' health needs across a spectrum, from general wellness to managing chronic conditions. It is built on the principle of “meeting members where they are,” helping them take the first step toward healthier behaviors and supporting them in maintaining those behaviors for better health outcomes.

The program includes initiatives such as a tobacco cessation program, a weight management program, and a substance use recovery program. Additionally, it promotes healthy behaviors through preventative care, pregnancy care, and chronic disease management. Members can participate in multiple programs if they meet the eligibility criteria for each. The program is administered based on a calendar year.

Through the program, members can earn financial rewards by completing healthy behaviors. Members receive a Visa prepaid card when they earn their first reward. Each time they complete a qualifying activity, reward dollars are added to their existing card. Rewards can be used to help pay for utilities, transportation, telecommunications, childcare services, education, rent, and to shop at Walmart for everyday items. Rewards are non-redeemable for cash and cannot be utilized for purchases of alcohol, tobacco, firearms, gambling activities, or drugs (except for over-the-counter medications).

Programs Eligible for Incentives

The following programs were available during the evaluation period, July 1, 2023, through June 30, 2024, for CMS Health Plan members.

Health Coaching Programs: CMS Health Plan has established a tobacco cessation program, weight management program, and substance use program. Enrollment and completion of these programs are documented in TruCare, Centene’s clinical management system, using a specific structured note type for the applicable program. Members must complete the required number of coaching sessions to earn rewards.

| Focus Area | Activity | Reward Amount |
|-----------------------------------|--|-------------------------------------|
| Tobacco Cessation Health Coaching | Ages 10 years and older. Must consent to participate and pledge to stop tobacco use. Complete four sessions by phone with a health coach within six months. | Up to \$20 (\$5 after each session) |
| Weight Management Health Coaching | Ages 10 years and older. Must consent to participate and pledge to lose weight within 30 days. Complete six sessions by phone with a health coach within six months. | \$20 |
| Substance Use Health Coaching | Ages 12 years and older. Enrollment in Care Management is required. Must consent to participate. Complete three coaching sessions with a Care Manager within three months. | \$10 |

Office-based Services and Other Activities: Rewards for office-based services are allocated based on claims received and paid by the health plan for those services. The notification of pregnancy (NOP) and health risk assessment (HRA) rewards are based on assessment completions in TruCare.

Preventative Care Programs:

| Focus Area | Activity | Reward Amount |
|---|--|---------------|
| Annual Well Child Visit, 0-30 months | Complete one wellness visit per calendar year with a primary care provider. | \$10 |
| Annual Well Child Visit, 3-21 years | Complete one wellness visit per calendar year with a primary care provider. | \$20 |
| Childhood Immunization Status (Combo 3) | For children, by their 2 nd birthday. Complete series of immunizations: <ul style="list-style-type: none"> • 4 doses diphtheria, tetanus, and pertussis (DTaP) • 3 doses inactivated poliovirus (IPV) • 1 dose measles, mumps, and rubella (MMR) • 3 doses haemophilus influenza type B (HiB) • 3 doses hepatitis B • 1 dose varicella-zoster virus (chicken pox or VZV) • 4 doses pneumococcal conjugate vaccinations (PCV) | \$20 |
| Immunizations for Adolescents (Combo 2) | Ages 10-13 years, to complete by their 13 th birthday. Complete series of immunizations: <ul style="list-style-type: none"> • 1 dose meningococcal vaccine • 1 dose tetanus, diphtheria, pertussis (Tdap) • 2-3 doses human papillomavirus (HPV) | \$20 |
| HPV Vaccine Series | Ages 13-26 years. Complete 2-3 doses human papillomavirus (HPV) vaccine. | \$20 |
| Lead Screening in Children | For children, by their 2 nd birthday. Complete an annual blood test for lead poisoning screening. | \$20 |
| HRA for New Members | For new members within 60 days of enrollment. Complete a health risk assessment (HRA). | \$20 |

Pregnancy Programs:

| Focus Area | Activity | Reward Amount |
|---------------------------|--|---------------|
| Notification of Pregnancy | Complete and sign a Notification of Pregnancy form during the first trimester. | \$20 |
| Prenatal Visits | Complete three prenatal visits. | \$50 |
| Postpartum Visit | Complete one postpartum follow up visit between 7-84 days after delivery. | \$20 |

| Focus Area | Activity | Reward Amount |
|-------------------------|---|---------------|
| TDAP for Pregnant Women | One dose of tetanus, diphtheria, pertussis (Tdap) vaccine during pregnancy. | \$20 |

Chronic Conditions & Mental Health Programs:

| Focus Area | Activity | Reward Amount |
|--|--|---------------|
| Diabetes Comprehensive | Diagnosed with diabetes, ages 18-75 years. Complete a dilated eye exam and a HbA1c test once per calendar year. | \$25 |
| Post Behavioral Health Admission Follow Up Visit | Ages 6 years and older. Complete an outpatient follow up appointment with a behavioral health provider within 7 days after discharge from an inpatient facility. | \$20 |

Outcomes

The following table shows program completion rates during the evaluation period, July 1, 2023, through June 30, 2024:

| Program | Enrolled | Completed | Completion Rate |
|---|----------|-----------|-----------------|
| Tobacco Cessation Health Coaching | 0 | 0 | N/A |
| Weight Management Health Coaching | 127 | 35 | 28% |
| Substance Use Coaching | 0 | 0 | N/A |
| Annual Well Child Visit, 0-30 months | 1,329 | 1,329 | 100% |
| Annual Well Child Visit, 3-21 years | 23,494 | 23,494 | 100% |
| Childhood Immunization Status | 0 | 0 | 100% |
| Immunizations for Adolescents | 357 | 357 | 100% |
| HPV Vaccine Series | 77 | 77 | 100% |
| Lead Screening in Children | 882 | 882 | 100% |
| HRA for New Members | 6,641 | 6,641 | 100% |
| Notification of Pregnancy Form (1 st) | 94 | 94 | 100% |
| Prenatal Visits | 43 | 43 | 100% |
| Postpartum Visit | 25 | 25 | 100% |
| TDAP for Pregnant Women | 6 | 6 | 100% |
| Diabetes Comprehensive | 914 | 914 | 100% |
| Post Behavioral Health Admission Follow Up Visit | 461 | 461 | 100% |

For CMS Health Plan’s health coaching programs, members are asked three survey questions after their last coaching session to assess their satisfaction with the programs.

- Denominator is the number of members who responded to the survey.
- Numerator is the number of members in the denominator who answered the referenced question with a “yes” or “somewhat” response.

| | Tobacco Cessation | Weight Management | Substance Use |
|---|------------------------------|------------------------------|--------------------------|
| # of surveys completed | N/A | 22 | N/A |
| Were you able to put the strategies we discussed into practice? | N/A | 100% | N/A |
| Have you found the strategies helpful? | N/A | 100% | N/A |
| Did you achieve your goals? | N/A | 100% | N/A |

Outcomes Summary

Members appear to be more likely to participate in incentives tied to office-based services for preventative care, pregnancy care, and chronic disease management, as compared to the health coaching programs.

Health coaching programs:

The success of our coaching programs depends on members maintaining consistent engagement. Among participants who remained engaged and completed the weight management program, 63% responded to the survey upon finishing. We understand that this feedback is gathered immediately after their final session, indicating that the outcomes reported are short-term. Our coaching programs are designed to equip members with the knowledge and confidence to continue transforming their goals into actions that foster lasting change.

Our medically complex pediatric population ranges in age from 0 to 21 years, with the majority being under 15 years old. Tobacco and substance use are generally not applicable to much of our population. Our pediatric assessment includes screening for tobacco and substance use among members, as well as assessing current exposure and risk factors in the home. Both the member and their parent or guardian may be reluctant to admit to tobacco or substance use, presenting a barrier to engaging them in health coaching. When use is identified, our Care Managers work to educate and motivate members and their parents or guardians to participate in health coaching.

Office-based Services and Other Activities:

Immunizations for Adolescents, Childhood Immunizations, and HPV Vaccine Series: These incentives became effective on July 1, 2023. To qualify for the rewards, members must complete a full series of vaccinations. We expect participation to increase as we continue offering these incentives and as more members complete the necessary vaccinations in each series.

Children with complex medical needs often require a coordinated, multidisciplinary approach, involving frequent visits and specialized care from various providers. There may be reluctance from both the member and their parent or guardian to seek preventative services, such as well child visits, immunizations, and screenings. Our Care Managers and Patient Care Advocates educate and motivate members and their parents or guardians to participate. Our Provider Engagement Administrators and Quality Practice Advisors inform

providers about our healthy behaviors program and collaborate with them to engage members in completing the activities.

Improvement/Ongoing Initiatives

- Revision of Healthy Behaviors Program: We refined existing programs and added new programs effective July 1, 2023.
- Enhanced Monitoring & Reporting: We have implemented a weekly monitoring review process to support continuous improvement in our programs and reporting.
- Member Communications & Education: We will keep improving member communication for each program. Clear communication about CMS Health Plan's Healthy Behaviors program ensures that members understand the potential rewards, qualification criteria, and program limitations.
 - Details of the My Health Pays program are included in the member handbooks and on the CMS Health Plan website.
 - Information about the program may also be shared during member events, such as consumer advisory board meetings, and during a member's participation in case management.
 - Rewards are also featured in member newsletters, emails, and text messages. We will soon expand our text messaging to address members with care gaps that align with available rewards.
- Provider Communications & Education: We will continue to enhance provider engagement in our Healthy Behaviors program to better support members.