



Sunshine Health 2024 Healthy Behaviors Program Annual Evaluation

Sunshine Health’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 Sunshine Health’s Managed Medical Assistance (MMA), Child Welfare, and Serious Mental Illness (SMI) members.

Health Coaching Programs: Sunshine Health 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
Mammogram Screening	Female members, ages 50-74 years. Complete a mammogram 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. Incentive for second trimester is not applicable to Child Welfare.	\$20 (1 st trimester) \$10 (2 nd trimester)
Prenatal Visits	Complete three prenatal visits.	\$50



Focus Area	Activity	Reward Amount
Postpartum Visit	Complete one postpartum follow up visit between 7-84 days after delivery.	\$20
TDAP for Pregnant Women	One dose of tetanus, diphtheria, pertussis (Tdap) vaccine during pregnancy.	\$20
Substance Use Treatment for Pregnant Members	Complete five Medication Assisted Treatment (MAT) visits before delivery. Incentive is not applicable to Child Welfare.	\$50

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	114	24	21%
Weight Management Health Coaching	240	52	22%
Substance Use Health Coaching	29	12	41%
Annual Well Child Visit, 0-30 months	173,486	173,486	100%
Annual Well Child Visit, 3-21 years	421,515	421,515	100%
Childhood Immunization Status	7	7	100%
Immunizations for Adolescents	144	144	100%
HPV Vaccine Series	759	759	100%
Lead Screening in Children	36,820	36,820	100%
Mammogram Screening	11,954	11,954	100%
HRA for New Members	22,482	22,482	100%
Notification of Pregnancy Form (1 st)	8,622	8,622	100%
Notification of Pregnancy Form (2 nd)	10,690	10,690	100%
Prenatal Visits	5,894	5,894	100%
Postpartum Visit	6,557	6,557	100%



Program	Enrolled	Completed	Completion Rate
TDAP for Pregnant Women	609	609	100%
Substance Use Treatment for Pregnant Members	0	0	N/A
Diabetes Comprehensive	35,212	35,212	100%
Post Behavioral Health Admission Follow Up Visit	3,755	3,755	100%

For Sunshine Health’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
Number of surveys completed.	14	27	7
Were you able to put the strategies we discussed into practice?	100%	100%	100%
Have you found the strategies helpful?	93%	100%	100%
Did you achieve your goals?	100%	96%	86%

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 programs, just over half 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.

Office-based Services and Other Activities:

Immunizations for Adolescents & Childhood Immunizations: 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 both series.

Substance Use Treatment for Pregnant Members: Engaging pregnant members in Medication-Assisted Treatment (MAT) requires a comprehensive and sensitive approach to safeguard maternal and fetal health. Sunshine Health refers its pregnant members with substance use disorders to MAT providers, including those offering telehealth options. We are also implementing multiple initiatives to further promote treatment, which include increased reimbursement for qualified providers delivering MAT services and partnerships with



practices that integrate MAT with prenatal care, behavioral health, and social services. With the expansion of treatment options, we are confident that more members will receive the comprehensive support they need for a healthier future for themselves and their babies.

Improvement/Ongoing Initiatives

- Revision of Healthy Behaviors Program: Sunshine Health refined existing programs and added new programs effective July 1, 2023. Additional changes are planned for Q1 2025.
- 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 Sunshine Health’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 member handbooks and on the Sunshine Health 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.
 - As of August 2023, Sunshine Health sends text messages to new MMA members containing a link to a video that provides an overview of the plan, including details about the rewards program. This will be expanded to include all new Sunshine Health members in 2025.
- Provider Communications & Education: We will continue to enhance provider engagement in our Healthy Behaviors program to better support members. This includes updating the content in the provider manual and on our website.
- Centene’s HALO (Health Assistance, Linkage, and Outreach)™ Program: We will continue to encourage participation in Sunshine Health’s substance use health coaching program for members proactively identified with a substance use disorder.
- Disease Management Prioritization: We will continue to proactively identify members for disease management programs and encourage participation in tobacco cessation and weight management health coaching programs.