

**Molina Healthcare of Florida
Healthy Behaviors Programs
Annual Evaluation**

Reporting Year

July 1st, 2024, to June 30th, 2025

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Introduction

In recent years, there has been increasing interest in the utilization of incentives to promote healthy behaviors. The realization that behavior plays a major part in members' healthcare decisions and cost has driven many managed care organizations (MCOs) to incorporate incentives programs as part of their interventions to drive successful health outcomes and encourage positive behavior changes.

Molina Healthcare of Florida (MFL) Healthy Behaviors Program rewards members for taking small steps that help them live a healthy life. By seeing their provider and completing certain health checkups, enrollees can start earning rewards. Through the implementation of these rewards, the plan attempts to modify behaviors in members who would otherwise not visit their doctor for a preventive visit, quit smoking or stop substance abuse.

This program evaluation provides a comprehensive overview of Healthy Behaviors results from July 1st, 2024, to June 30th, 2025. The content of this evaluation includes:

- Healthy Behaviors Program Goals
- Healthy Behaviors Program Summary
- Annual results for Healthy Behaviors Program
- Health benefits outcomes/effectiveness of Healthy Behaviors Program

Program Goals

The Healthy Behaviors Program's goal is to promote and ensure positive changes in members' lifestyles. MFL supports this program to increase the rate of enrollees who go to their prenatal/postpartum appointment, go to a preventive visit with their PCP, quit smoking, stop substance abuse, and focus on weight loss goals. Research conducted demonstrates that patient engagement in their own health is key to achieving desired outcomes.

Although MFL understands that there are challenges in successfully engaging members in a rewards program, other goals the plan intends to achieve are: overcome barriers proactively, further enrollee participation in their own health and improve utilization of the healthcare system. Positive outcomes can be achieved by implementing effective strategies such as a program that offers attractive rewards, member education and collaboration with providers and partners.

MFL maintains program descriptions for each Healthy Behaviors program. The individual goals of each Program are designed to improve health outcomes for all participants as follows:

1. Pregnancy Rewards:

- Early identification of all pregnant members
- Improve rates of prenatal/postpartum care visits
- Reduce complications with pregnancies.
- Maintain the health and well-being of the member and baby.
- Monitor program effectiveness through the evaluation of outcomes.

2. Preventative Health

- Identify all members in need of preventive services as early as possible.
- Improve the rates of preventive visits for children and adults.
- Avoid health complications.
- Maintain the health and well-being of the members.
- Monitor program effectiveness through the evaluation of outcomes.

3. Smoking Cessation

- Focus on improving smoking addiction, habit, and psychological dependency.
- Identify stress management and coping techniques.
- Identify pharmacologic cessation aids.
- Preparing for Quit Day
- Involve practitioners, members, families, in the planning, provision, and evaluation of care.
- Improve the quality of information collection and statistical analysis to assess the effectiveness of the program and project future needs.

4. Substance Abuse

- Educate member on services available under Medicaid Benefits
- Engage members in treatment substance abuse treatment services.
- Assigned Care Coordinator/Case Manager as an added resource for members.
- Multidisciplinary collaboration for design of care plan.
- Provide integration of Medical/Substance Abuse/Mental Health care in coordination with the Health Plan.

5. Weight Loss

- Education on the health benefits of weight loss.
- Promote healthy eating habits.
- Teach behavior modification techniques.
- Member communication with provider prior to starting exercise regime.
- Encourage regular exercise.
- Promote increased physical activity that is realistic and achievable.
- Actively involve practitioners, members, families, and other care providers in the planning, provision, and evaluation of care.

Healthy Behaviors Program Summary

➤ **The core elements of the Healthy Behaviors Program are:**

- Establishing a positive reward to motivate members to access preventative care and engage in healthy behaviors.
- Educating members on the program, its importance and alignment with overall goals.
- Monitor the program to determine its effectiveness in driving results.

The program structure includes three distinct components necessary to implement and ensure success: the reward benefit itself, member eligibility and monitoring of results.

1. Rewards

Rewards consist of a \$20 CVS gift card for Prenatal/Postpartum and Preventative Health Programs, \$25 CVS gift card for Smoking Cessation, Substance Abuse and Weight Loss.

The gift card limits purchases to health-related items:

- Cold remedies
- Diet/Nutrition
- Eye Care
- First Aid
- Oral Hygiene
- Pain Relievers
- Skin Care
- Stomach remedies
- Sun care
- Vitamins
- Baby Care

2. Eligibility Letter

Members receive an eligibility letter that advises them of the milestone they must meet to receive the reward. This letter is available in both English and Spanish and provides clear instructions of the service that must be

completed to be rewarded. The plan also has the Member Service information on the letter for any questions that might arise. The assigned care coordinator or case manager will also explain program eligibility, programming milestones, and offer support and coaching.

3. Monitoring Incentives

Tracking progress and monitoring results is key in determining the effectiveness of the Healthy Behaviors Program. Preventive and Prenatal/Postpartum visits are tracked using CPT codes in Medicaid claims data. Assigned care coordinators or Case Managers work with members to monitor progress towards program milestones for Smoking Cessation, Substance Abuse and Weight Loss programs. Members meeting program milestones including completion of smoke free programs, participation in support groups for substance abuse and completion of weight loss and nutritional counseling programs are eligible for rewards. Additional program details are included below:

MOL Program Value and Milestones	
\$50	Completion of initial 12 weeks = \$25.00 Maintenance of non-smoking for six months (self-reported) = \$25.00
\$50	Members need to engage in AA/NA group that gives tokens or sobriety coins which represent the amount of time that person has remained sober. Then members will show the tokens or the coins for each of the milestone completion timeframe. 12 weeks milestone completion = \$25.00 24 weeks milestone completion = \$25.00

\$50

Members must engage in a Weight Loss/Nutritional Counseling Program where they receive counseling on the health benefits of weight loss, are taught healthy eating habits and behavior modification techniques as well as are encouraged to exercise regularly.

Initial 12 weeks completion = \$25.00

Weight Loss of 1/2 to 2 pounds per week for the initial 12 weeks = \$25.00

\$40 (Name: Pregnancy Rewards)

Prenatal - a prenatal appointment within the first trimester, on the enrollment start date or within 42 days of enrollment = \$20.00

Postpartum - postpartum visit within 7 to 84 days post-delivery = \$20.00

Members who participate in Molina's preventive health programs will receive a reward for completion of preventive care visit.

1. Annual Results for Healthy Behaviors Programs: July 1st, 2024 – June 30th, 2025:

Incentive Program	Engaged	Completed	Program Completion Rate
Pregnancy Rewards	1,781	1,781	100%
Preventative Health	0	0	n/a*
Smoking Cessation	8	0	12%
Substance Abuse	3	0	0%
Weight Loss	6	0	0%

Out of 1,781 members that were identified for eligibility in the Pregnancy Rewards Program, 1,781 satisfactorily met the milestone and received the gift card for a completion rate of 100%. The Pregnancy Rewards program had the highest participation and completion of all the programs. Additionally, the Pregnancy Rewards Program had significant growth as compared to the prior reporting year with 1,781 members completing the program in comparison to 1,528mmbers in 2024.

The Preventive Health program was focused on outreach to identified members to provide education and engage members in their preventive care. The rewards portion of this program was paused during this reporting period.

The Smoking Cessation and Weight Loss program had decreased participation in 2025 as compared to the prior year with a completion rate of 0% for both programs.

Although members participated in the Smoking Cessation, Weight Loss and Substance Use programs, there was a 0.00% rate of completion for these Programs as members did not demonstrate successful completion of program milestones.

MFL is focused on improving future engagement in the Healthy Behaviors Programs in 2025. Member identification improvement strategies for Smoking Cessation, Weight Loss and Substance Use will target the following:

- Members actively engaged in tobacco cessation treatment and adhering to prescribed or over-the counter cessation drugs
- Members identified with obesity as supported by BMI evidence

- Members identified with Substance Use diagnosis who are actively engaged in treatment

2. Health Benefits Outcomes /effectiveness of the Healthy Behavior Programs:

Currently, there is limited evidence on the effectiveness of incentive programs showing overall impact on members' health and health care costs. There are multiple operational challenges in successfully implementing these rewards programs, including the need for data infrastructure to track behaviors and distribute the incentives. According to the literature review performed for the development of this report, beneficiaries are more likely to participate in preventative and pregnancy care incentives, than in the smoking cessation, weight loss and substance abuse incentives programs. Based on the annual results for the Healthy Behaviors Program, this statement is accurate. MFL will continue offering the Healthy Behaviors Program to engage more members in the future. Members will continue to be provided with ongoing outreach, education, and support to engage in these programs through various methods of communication including telephonic, written, and digital communication.