



My WellCare Member Rewards Program

CY 2024

New for CY2024- Healthmine (Member Rewards)



Go-live date- 3/1/2024

Program notification for all members; emails & mailers

New members will complete registration, profile set up, and see recommended Health Actions displayed on portal

Returning members log in, update profile, and see recommended Health Actions displayed on portal

Program to focus on member engagement; along with new health actions and healthy living opportunities

Post Launch- 4/1/2024

Will display tailored Health Actions, IVRs, Texts, Steps and IHA's



All Medicare H contracts, including MMPs and DSNPs participating in the program

****MMPs and DSNPs currently with Regulatory, will launch once approvals are received****



Members will have the ability to self attest to all health activities. Removal of Claim attestation

We will continue to submit and track claim file submission for reporting and utilization purposes



Using a point system vs dollars value

Maximum amount member can earn is up to 2500 max point limit. Members will be able to cash out as quick as 500 points

Points Structure:

500 pts- \$10.00

1000 pts- \$25.00

1750pts- \$50.00

2500pts-\$75.00

Member maximum cap is \$75.

Change from \$150 last year



Introducing new Health Actions, Network Engagement and Member Wellness Programs

Additional activities may roll out later in Q3 2024, if funding allows, such as; brain challenges, surveys, learn and earns, etc.

New for CY2024 My Wellness Rewards Program

New Health Actions- Primarily focused on healthy behaviors to close out a Quality Gap

- Kidney Health Evaluation for Patients with Diabetes (KED) – complete a blood test and urine analysis
- Care For Older Adults- Medication Review - meet with your PCP or Pharmacist to review all medication currently taking
- Care For Older Adults- Pain Management – rate your pain on average; 0-10
- Heart Health Statin Therapy - decrease your risk of heart and vascular disease by taking a statin medication
- Controlling Blood Pressure- provide blood pressure readings



Member Wellness Program – Members can perform on their own to improve their health outcomes

- >Monthly Portal Visits- keep the member engaged and on track with dashboard activities
- >Capturing member and PCP data
- >Monthly Physical Activity Steps- will need to connect to a fitness tracker
- >Learn and Earns- will surface mid year based on funding/budget
- >Pulse Surveys- surface mid year based on funding/budget
- >Monthly Challenges, brain teasers, and much more to come later in the year



In Home Assessment (HRA and Risk Adjustment)

- Members will receive a one time \$10 incentive for HRA completion (400pts) within the first 90 days, plus one or two additional actions

4/1 Roll out

- Members will receive a one time \$25 incentive for a PCP claim on file
- Members will receive a one time \$100 incentive for IHA Completion- **currently there is a vendor risk is partnered with. May transition to Healthmine later in the program**

Clinical Health Actions

Actions	Points	Description
Annual Wellness Visit	300 points, 1x Year	Preventative visit, every member will be recommended for this health action
Breast Cancer Screening	400 points, 1x Year	A mammogram is a test to help find breast cancer. This test helps detect cancer at an early stage. Finding breast cancer early increases survival rates and improves quality of life. Many women with breast cancer have no symptoms. This is why regular breast cancer screening is so important.
Colorectal Screening Colonoscopy or Sigmoidoscopy	Up to 400 points	Colorectal cancer screening is an important part of staying healthy. Screening tests can help find cancer early. Treatment is more effective when detected early.
Controlling Blood Pressure 1st Reading 2nd Reading	50 Points Per Reading 100 Points Total, 2x Year	Hypertension is a condition where the pressure in your arteries is higher than it should be. It is also called high blood pressure. Having high blood pressure can lead to other health issues Encouraging members to complete 1 test, will reward up to 2 tests
Diabetic Hemoglobin A1c	20 Points	The HbA1c (hemoglobin A1c) is a simple blood test measuring your average blood sugar levels over the past three months. The results of this blood test will help you manage your diabetes. High blood sugar levels can harm your heart, blood vessels, kidneys, feet, and eyes. It's important to know your HbA1c. A lower HbA1c result will decrease the risk of complications from diabetes
Diabetic Retinal Eye	200 points, 1x Year	Diabetes can cause damage to your eyes. One method of screening is a retinal eye exam. An eye exam with your eye doctor is necessary to protect and preserve your eyesight and eye health. If you have diabetes, you should get your eyes checked every year. This will help protect and preserve your vision.
Annual Flu Vaccine	50 points, 1x Year	Getting a flu vaccine not only protects you but also protects your family and people in your community. Research shows when many people in an area are vaccinated; fewer people get sick because fewer germs are around to spread from person to person
Osteoporosis Management in Women	250 points	A bone density test is a test that assesses the strength and density of your bones. It helps determine if you have normal bone density, low bone density or osteoporosis.

Health Actions will be released on 3/1/24, self attestation followed by Med Claim File confirmation

Clinical Health Actions

Actions	Points	Description
Care for Older Adults- Pain Management	25 points, 1x year	Assess average pain in the last 7 days.
Care for Older Adults — Medication Review**Medication Review**	25 points, 1x year	Read condition management article, follow PCP direction related to follow PCP direction related to medication— Monthly L&E and pulse survey
Statin Therapy for Patients with Cardiovascular Disease**Cardiovascular Disease**	25 points, 1x year	Read condition management article, follow PCP direction related to follow PCP direction related to medication— Monthly L&E and pulse survey
Kidney Health Evaluation for Patients with Diabetes (KED)	20 Points, 1x Year	Creatine and GFR “blood and urine” testing

Health Actions will be released on 3/1/24, self attestation followed by Med Claim File confirmation

**Reward for learning activity, not for medication review

Network Engagement and Wellness Program

Actions	Points	Description
First Time Portal Registration or log--in 2024	50 points, 1x year	Reward for members registering or completing a first log--in for 2024 in for 2024 program
Monthly Portal Visit	90 points total, 5 points per month. Log--in every month, receive double points	Engagement at least every month to check out what's new on the portal, e.g., new challenges and health actions
Health Risk Assessment	400 points, 1x year	Complete HRA within 90 days
Connect Wearable Device**	50 points	Let's connect your health data! Human API is the quickest, most secure way to import health data from anywhere
Log 100,000 steps this month**	0 Log 100,000 steps this month 25 Points [X days remaining] 225 Points Total Points	Once you have connected your health data, start tracking your steps here.
Profile Update**	25 points	Updating your profile information is easy and earns you 25 points!
Social Needs Screenings Assessment***	0 Points, Complete all 3 questions 1x Year	Complete survey to address food, housing, and transportation housing, and transportation — Monthly Learn and Earn and pulse survey
Brain Challenges ***	25 points 150 points total	Monthly brain teasers
Learn and Earn***	50 Points 200 Points Total	Read an article relevant to your health to earn points
Pulse Survey***	25 Points 100 Points Total	Complete 4 short survey questions Up to 5 questions

**To be released on 4/1/2024 or after

*** To be released on 7/1/2024 or after

Marketing and Communication Collateral

Phase 1 Launch Materials 3.1

- Account Recovery Email
- Completed Action w Reward Email
- Completed Action w Reward Portal Message
- Incentive Fulfillment Email
- Incentive Fulfillment Portal Message - Physical
- Incentive Fulfillment Portal Message - Digital
- Registration Email
- Registration Letter
- Registration Mailer (Trifold)
- Welcome CSR Registered Email
- Welcome Member Portal Message
- Welcome Self Registered Email
- Member Portal
- Gift Card Packing Slip
- Gift Card Mailer
- Provider Flyer

Phase 2 Materials 4.1

- Health Action Communications Print
- Health Action Communications Digital
- Member Touch Base Texts
- IVR Scripting for Registration, Points Advantage and Obtaining Member Demographics
- DSNP Materials- NJ, WI, OR, NY, CA
- MMP materials –MI and IL

Member Grievances, FAQs, Links, etc.

Informational

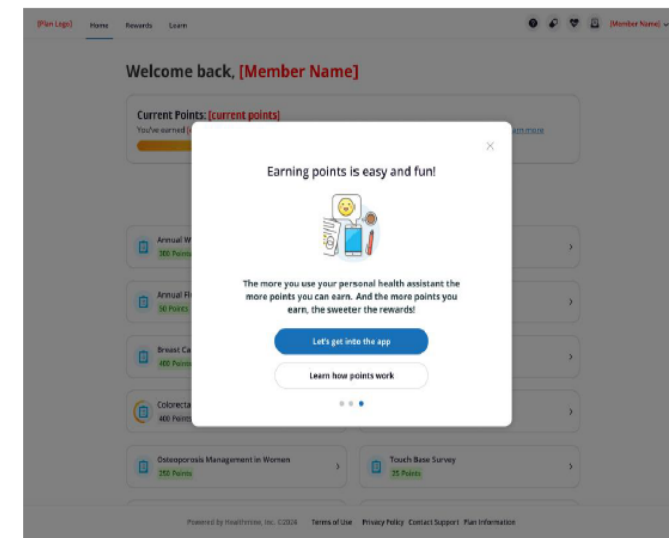
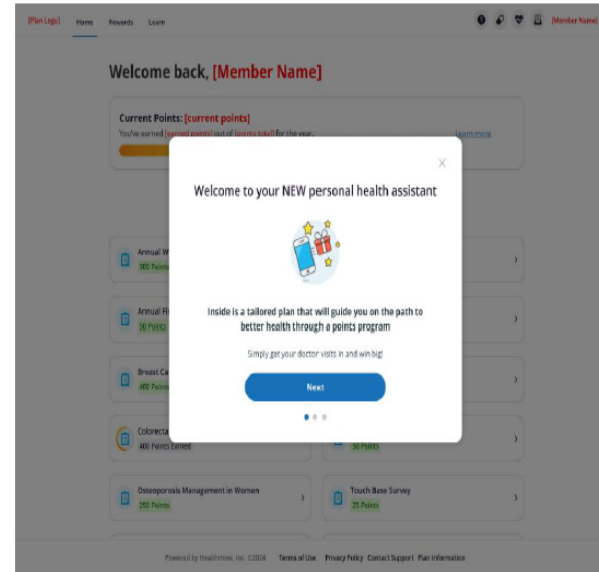
- **Member Grievance**-The escalation process is to be used ONLY when there are escalations or grievances with member rewards for Medicare. Continue to email via secure message to clientescalations@healthmine.com
- **Quality Vendor Management SharePoint Link:**
<https://centene.sharepoint.com/teams/QPIVendorManagement/?&OR=Teams-HL&CT=1708982586894&clickparams=eyJBcHBOYW1lIjoiVGVhbXMtRGVza3RvcClslkFwcFZlcnNpb24iOiIyNy8yNDxMDQxNzUwNCIsIkhhc0ZlZGVyYXRIZFVzZXIiOmZhbHNlQ%3D%3D>
- **2024 Updated FAQs**
- **Grievance Escalation Procedural Document**
- **Power Point Presentations**
- **Training Guides**
- **One Pagers**
- **Healthmine's Reporting Dashboard:**
<https://app.smartsheet.com/dashboards/qJ3jwQrPW223M9g3GHwhGH2MqVjq4VVxfM9vjc1>
- **VM Intake Request:**
<https://app.smartsheet.com/sheets/j5CgMh8xqc2wfrx2wfmPMC86mqcm4h76pf3x2cp1?view=grid>
Vendor Manager- Eleni Chepelyan; Eleni.Chepelyan@centene.com

My WellCare Rewards - Portal Demo

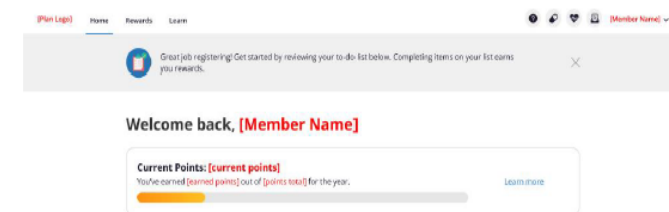
Homepage

- < All members will register with their Plan's member portal and/or complete single sign-on before seeing the home screen. Some of these sections are optional and members can 'X' out of if they do not wish to complete. >

My WellCare Rewards Member Portal

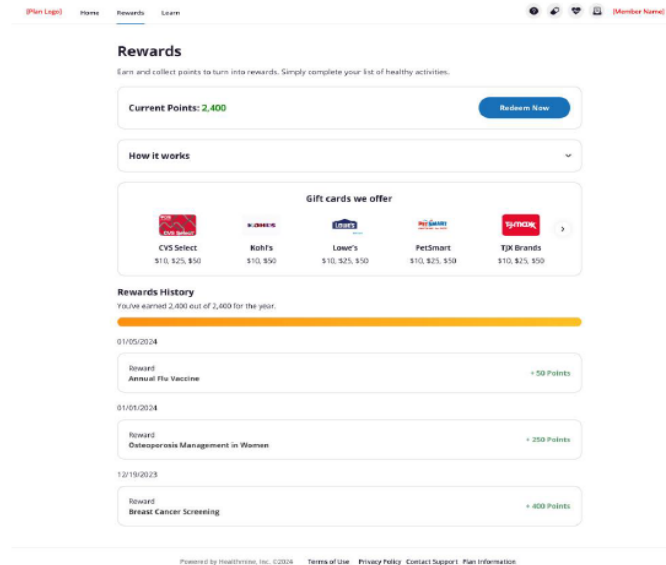


< After registering, members will see the following banner displayed at the top of their home screen until it is explicitly dismissed by the member by clicking [X].>



Rewards Page

- < A member can select the Rewards tab from the home screen that will bring them to the Rewards Page below. Members program's reward selections will be displayed.



By selecting 'Redeem Now' as seen above, you program-specific reward details below will appear. Reference the next screengrab for visual display.>

Redeem Rewards

Select the rewards you would like to redeem. You can redeem all or some of your available balance!

- \$10, \$25, \$50; CVS Select
 - Select your card type: Physical Card
- \$25, \$50; Kohl's
 - Select your card type: Digital Card or Physical Card
- \$10, \$25, \$50; Lowe's
 - Select your card type: Digital Card or Physical Card
- \$10, \$25, \$50; PetSmart
 - Select your card type: Digital Card
- \$10, \$25, \$50; TJ Maxx (TJ Maxx Brands)
 - Select your card type: Digital Card
- \$10, \$25, \$50, \$75; The Home Depot
 - Select your card type: Digital Card or Physical Card
- \$10, \$25, \$50, \$75; Walmart Healthy Living
 - Select your card type: Digital Card or Physical Card

My WellCare Rewards Member Portal

Trackers Page

- Optional functionality for members to connect their fitness tracking devices or manually track and self-report data for personal use. Healthmine does not use this information – this is for member benefit and convenience.

Trackers

Tuesday - June 6th, 2023

Connect Devices



-- calories

Calories Consumed



-- lbs

Weight



-- calories

Calories Burned



-- mg/dL

Glucose



-- steps

Steps Walked



-- mmHg

Blood Pressure



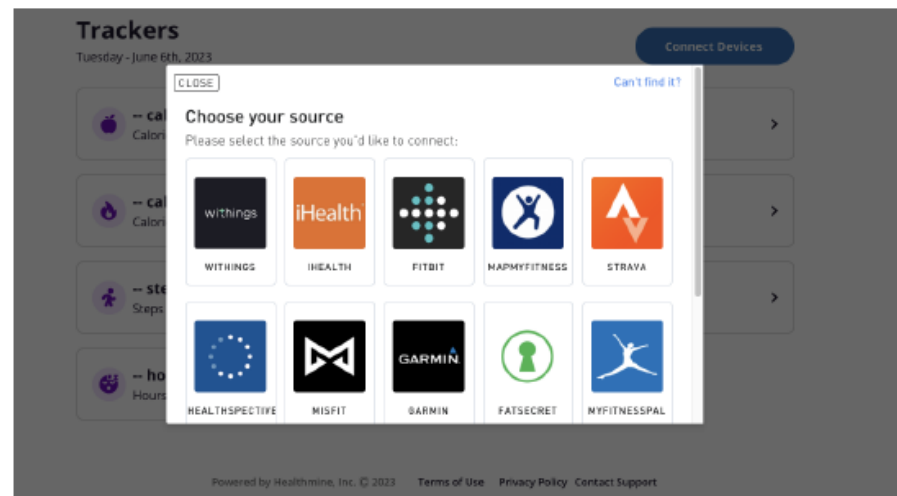
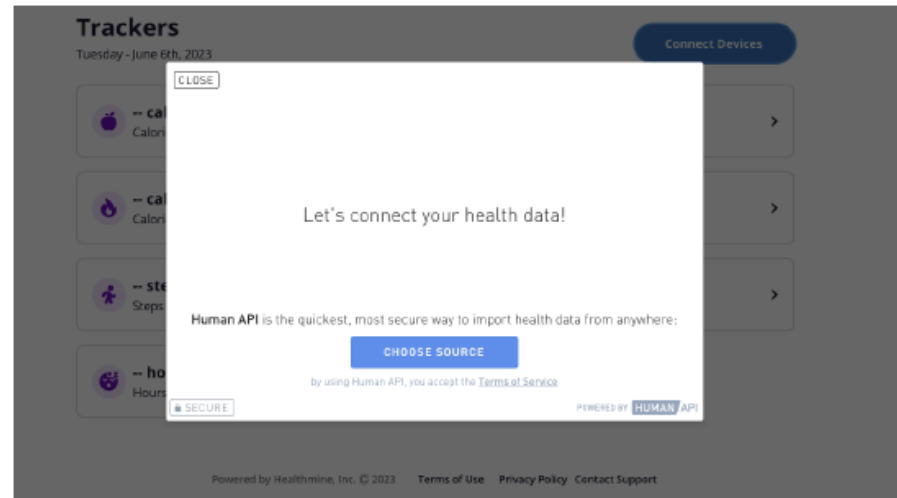
-- hours

Hours Slept



My WellCare
Rewards Member
Portal

My WellCare Rewards Member Portal



< By selecting each brand above, a pop-up window redirects the member to the source-specific login screen to connect the device.>

My WellCare Rewards Member Portal

Centene's Member Portal Experience- Snapshot

[← Back to Trackers](#)

Steps Walked

Last Updated: --

Steps Walked: --

Track

View History

Track your steps with a connected device or enter steps daily.

Physical activity

Physical activity is any form of exercise or movement of the body that uses energy. Some of your daily life activities - doing active chores around the house, yard work, walking the dog - are examples. The Physical Activity Guidelines for Americans recommend 150 minutes per week for adults ages 18-64.

[Learn More](#)

[← Back to Trackers](#)

Blood Pressure

Last Updated: --

Blood Pressure: --

Track

View History

Track your blood pressure Activity with a connected device or enter daily.

Blood pressure is written as two numbers, such as 112 over 78. The top number, systolic, is the pressure when the heart beats. The bottom number, diastolic, is the pressure when the heart rests between beats.

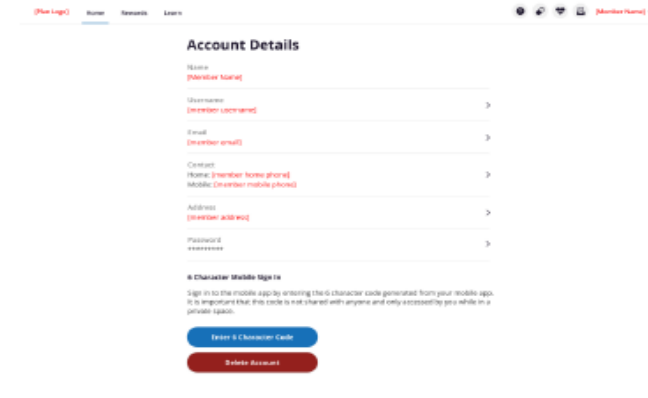
Normal blood pressure is below 120 and 80.

High blood pressure is a pressure of 140 systolic or higher and/or 90 diastolic or higher that stays high over time. Another name for high blood pressure is hypertension.

My WellCare Rewards Member Portal

Account Details

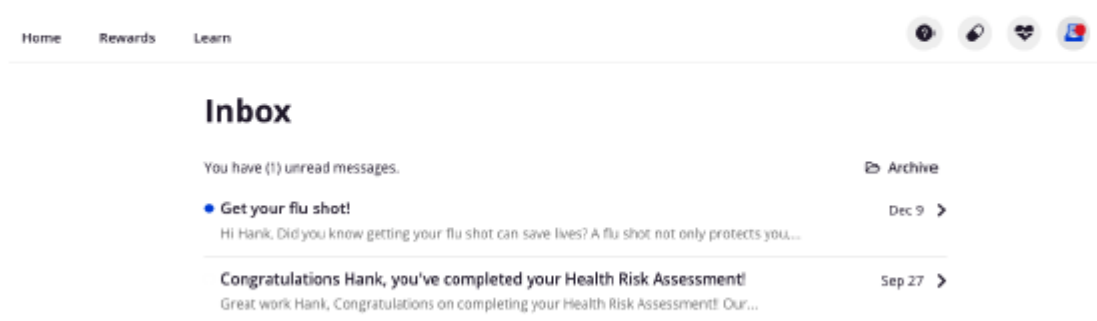
- Members can edit Contact and Address fields, change passwords, and complete single sign-on to the mobile application.



< Members can edit their phone numbers by clicking the arrow to the right in the 'Contact' section of Account Details. >

Secure Message Inbox

- Any communications sent to this inbox are provided in your communication packet for review/approval and indicated as "Secure Message". These messages are private and can only be viewed by the members.



Q&A