



Sunshine Health  
2022 - 2023  
Healthy Behaviors  
Program Evaluation

Reporting Year  
July 1<sup>st</sup>, 2022 to June 30<sup>th</sup>, 2023

October 1, 2023

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## A. Introduction

Sunshine Health’s Healthy Behaviors program is designed to address the health status of our members across the continuum of health from wellness to the management of one or more chronic conditions. It is rooted in the philosophy of “meeting the member where they are,” supporting them to take that first step, and providing appropriate incentives to continue the healthy behaviors necessary to improve their health. The program is designed to strengthen the relationships between our members and their primary care providers that will lead to increased utilization of preventive services. Members can earn financial rewards by completing healthy behaviors. The program is structured to be administered based on a calendar year. The member will be eligible again for the same reward at the beginning of a next calendar year, if continued to be offered. The Healthy Behaviors program is referenced as the My Health Pays program.

### Scope

Sunshine Health’s Healthy Behaviors program addresses tobacco use, Body Mass Index (BMI), and substance use through the following respective programs:

- Tobacco Cessation Program
- Weight Management Program
- Substance Use Disorder (SUD) Program

The Tobacco Cessation program provides telephonic education and support services to reduce the risk of tobacco related health conditions such as high blood pressure, heart disease and certain cancers by promoting cessation of all tobacco products.

The Adult Weight Management program provides telephonic outreach, education, and support services to members in order to improve nutrition and exercise patterns to manage weight and minimize health risk factors.

The SUD program provides support to members, their families and caregivers to access treatment, coordinate provider visits, obtain appropriate medications, manage any physical side effects, and understand the disease’s impact on their emotional well-being.

The table below summarizes the number of members participating in Healthy Behavior programs during the reporting period.

| <b>Product Line</b>   | <b>Tobacco Cessation</b> | <b>Weight Management</b> | <b>Substance Use Disorder</b> | <b>Total Members</b> |
|-----------------------|--------------------------|--------------------------|-------------------------------|----------------------|
| MMA and Child Welfare | 127                      | 775                      | 81                            | 983                  |

| <b>Program*</b>         | <b>Enrolled</b> | <b>Completed</b> | <b>Members Completed (%)</b> |
|-------------------------|-----------------|------------------|------------------------------|
| Annual Well Child Visit | 16579           | 16579            | 100%                         |
| BH 7-Day Follow Up      | 680             | 680              | 100%                         |

|                               |      |      |      |
|-------------------------------|------|------|------|
| Diabetes Comprehensive        | 8369 | 8369 | 100% |
| NOP 1 <sup>st</sup> Trimester | 1509 | 1509 | 100% |
| NOP 2 <sup>nd</sup> Trimester | 764  | 764  | 100% |
| Substance Abuse               | 81   | 2    | 2%   |
| Tobacco Cessation             | 127  | 24   | 19%  |
| Weight Management             | 775  | 100  | 13%  |

*\*Note: Claims-based programs began to be tracked in the last quarter of the reporting period.*

## B. Overview of the Healthy Behaviors Incentives

Information on the My Health Pays program is included in the Medicaid and Child Welfare member handbooks, and on the Sunshine Health website. The information includes a summary of the types of incentives, any limitations on ages and frequency, and the My Health Pays amount.

| Health Coaching Member Incentive Programs        |                           |  |
|--|---------------------------|--|
| Reward   | Reward Specifications     | Specification Explanation  |
| Substance Abuse Health Coaching and/or Treatment | Product                   | <ul style="list-style-type: none"> <li>• MMA</li> <li>• Comprehensive LTC</li> <li>• Child Welfare</li> </ul>  |
|  | Reward Value              | <ul style="list-style-type: none"> <li>• \$10.00</li> </ul>  |
|  | Limitations               | <ul style="list-style-type: none"> <li>• Member must be 12 yrs. or older</li> <li>• Enrollment in Sunshine case management required</li> <li>• Consent form must be signed by member and returned to Sunshine</li> <li>• Completion of three (3) coaching sessions with care manager, with the third session occurring within three (3) months of the initial session.</li> </ul>  |
|  | Qualifications of Service | Member must have substance abuse (as identified by a care manager or provider) and agree to participate in case management.  |
|  | Source                    | <ul style="list-style-type: none"> <li>• Completion of 3 Healthy Behaviors Program notes within TruCare, submitted by care manager <ul style="list-style-type: none"> <li>○ Action: <ul style="list-style-type: none"> <li>▪ Note Summary</li> <li>▪ Create “Healthy Behaviors Program” note type and</li> <li>▪ Select appropriate drop down- Substance Abuse Health Coach Session (1-3 completed)</li> </ul> </li> </ul> </li> </ul>   |
| Tobacco Cessation Health Coaching                | Product                   | <ul style="list-style-type: none"> <li>• MMA</li> <li>• Comprehensive LTC</li> <li>• Child Welfare</li> </ul>  |
|  | Reward Value              | <ul style="list-style-type: none"> <li>• Up to \$20.00</li> </ul>  |
|  | Limitations               | <ul style="list-style-type: none"> <li>• Age 10 yrs. and older</li> <li>• Sunshine Program Consent form must be signed by member and returned to Sunshine</li> <li>• Member must verbally acknowledge to cessation of tobacco use within 30 days</li> <li>• Reward of \$5.00 per completed tobacco cessation session</li> <li>• Completion of up to four (4) tobacco cessation health coaching sessions, with the fourth session occurring within six (6) months of initial session</li> </ul> |

|                                    |                                  |   |
|------------------------------------|----------------------------------|---|
|                                    | <b>Qualifications of Service</b> | <ul style="list-style-type: none"> <li>Member must verbally acknowledge to cessation of tobacco use within 30 days</li> <li>Completion of four (4) tobacco cessation coaching sessions must be within six (6) months from initial session to fourth session</li> </ul>  |
|                                    | <b>Source</b>                    | <ul style="list-style-type: none"> <li>Evidence of signed consent form in TruCare and completion of 4 Healthy Behaviors Program notes within TruCare, submitted by care manager <ul style="list-style-type: none"> <li>Action: <ul style="list-style-type: none"> <li>Note Summary</li> <li>Create “Healthy Behaviors Program” note type and</li> <li>Select appropriate drop down- Tobacco Health Coach Session (1-4 completed)</li> <li>Attach consent form to structured note</li> </ul> </li> </ul> </li> </ul> |
| <b>Weight Loss Health Coaching</b> | <b>Product</b>                   | <ul style="list-style-type: none"> <li>MMA</li> <li>Comprehensive LTC</li> <li>Child Welfare</li> </ul>   |
|                                    | <b>Reward Value</b>              | <ul style="list-style-type: none"> <li>\$20.00</li> </ul>   |
|                                    | <b>Limitations</b>               | <ul style="list-style-type: none"> <li>Age 10 yrs. and older</li> <li>Sunshine Program Consent form must be signed by member and returned to Sunshine</li> <li>Member must verbally acknowledge they are willing to implement interventions to lose weight use within 30 days</li> <li>Completion of up to six (6) weight loss health coaching sessions, with the sixth session occurring within six (6) months of initial session</li> </ul>   |
|                                    | <b>Qualifications of Service</b> | <ul style="list-style-type: none"> <li>Member must verbally acknowledge they are willing to implement interventions to lose weight within 30 days</li> <li>Completion of up to six (6) weight loss health coaching sessions, with the sixth session occurring within six (6) months of initial session</li> </ul>   |
|                                    | <b>Source</b>                    | <ul style="list-style-type: none"> <li>Evidence of signed consent form in TruCare and completion of 4 Healthy Behaviors Program notes within TruCare, submitted by care manager <ul style="list-style-type: none"> <li>Action: <ul style="list-style-type: none"> <li>Note Summary</li> <li>Create “Healthy Behaviors Program” note type and</li> <li>Select appropriate drop down- Tobacco Health Coach Session (1-6 completed)</li> <li>Attach consent form to structured note</li> </ul> </li> </ul> </li> </ul> |

### C. Healthy Behaviors Process

Health Coaching Incentives - For the tobacco cessation and weight management programs a member can be enrolled in only one of these coaching programs at a time. The member engagement is tracked in TruCare using the appropriate note type for the applicable program. For the SUD program, upon receiving member consent for enrollment, the assigned CM staff completes an assessment and care plan for the member using evidence-based guidelines for the member’s condition.

On a monthly basis, the Centene Corporate team who support the My Health Pays program identify claims in the Centene Enterprise Data Warehouse (EDW) that have been received for eligible members which meet the criteria for the applicable incentives. For the health coaching incentives, information in the clinical management system, TruCare, will be used. A Centene staff identifies those members who are enrolled and reached the identified health coaching sessions for the incentive. A file identifying the eligible members who have met the incentive criteria is then

generated. That file is used to notify the My Health Pays card vendor to issue an initial debit card for the members receiving the reward for the first time or to load additional My Health Pays reward dollars onto a debit card for members who had already received the initial card.

The rewards system processes data every Thursday and transmits rewarded member data to the card vendor for card fulfillment. The card mailing process can take up to 2 weeks from the time the vendor receives the data and the member receives their card. Upon the member receiving the VISA prepaid debit card, the member must activate the card by calling a designated phone number located on a card activation sticker on the front of the card, where the member can also select a four-digit pin, verify the card balance and receive a list of recent transactions. The member also has the option of using the member secure portal or the health plan mobile app to access the different redemption options, obtain the card balance and receive a list of recent transactions.

The member can keep the card for any future incentives earned. The rewards are valid up to one year from the date the rewards are added to the card. If the rewards are not used within that year, the member will lose the rewards. If the member loses eligibility with Sunshine Health, the member will have 60 days from the eligibility end date to use the rewards. After 60 days, the rewards will no longer be valid. For lost or stolen cards, the member can contact Member Services or the reward card vendor to request a new card.

#### **D. Healthy Behaviors Program Performance**

Sunshine Health evaluates the My Health Pays program annually to ensure that expected gains in participation are being realized. The evaluation includes:

- Rate of members who engaged in each program and the rate of members who successfully completed the program.
- Feedback on barriers and potential areas of improvement from our care management and condition management teams who support these programs.

Aside from the annual program evaluation, Sunshine Health monitors utilization of the CM enrollment to the appropriate HB program monthly and submits quarterly reports to AHCA based on the AHCA report guide.

#### **E. Healthy Behaviors Outcomes**

The outcomes of the Healthy Behavior programs are assessed based on the program completion rate and member satisfaction. Long-term outcomes are challenging to measure because they would need to be self-reported by members, who are typically no longer in contact with their case manager or health coach after completing the program.

The following table shows program completion rates during the evaluation period:

| <b>Program</b>    | <b>Q1</b> | <b>Q2</b> | <b>Q3</b> | <b>Q4</b> | <b>Total</b> |
|-------------------|-----------|-----------|-----------|-----------|--------------|
| Tobacco Cessation | 0%        | 8%        | 20%       | 24%       | 13%          |
| Weight Management | 13%       | 0%        | 17%       | 18%       | 12%          |

| Program | Q1 | Q2 | Q3 | Q4 | Total |
|---------|----|----|----|----|-------|
| SUD     | 0% | 0% | 0% | 4% | 1%    |

Members who complete their Healthy Behaviors program are asked three survey questions after their last coaching session to assess their satisfaction with the program. The numerator specifications used for this measure are the number of members in the denominator who answered the referenced question with a “yes” or “somewhat” response. The denominator specifications used for this measure are eligible members who completed the program and answered the applicable survey question.

|   | Tobacco Cessation | Weight Management | SUD  |
|---|-------------------|-------------------|------|
| Surveys completed   | 14                | 25                | 29   |
| Were you able to put the strategies we discussed into practice? | 100%              | 100%              | 100% |
| Have you found the strategies helpful?                          | 100%              | 100%              | 100% |
| Did you achieve your goals?                                     | 85%               | 92%               | 31%  |

## F. Barriers and Opportunities Summary

### Barriers

To identify opportunities to improve performance, Sunshine Health Plan examined current evidence-based research in the area of addictions that can be applied to Substance Use Disorder, Tobacco Cessation, and Weight Management Healthy Behavior lifestyle management programs. A group of internal staff completed the opportunity and barrier analysis. Participants included representatives from the Case Management Department.

According to the Stages of Change model (Prochaska and DiClemente, 1984), for most substance-using individuals, progress through the stages of change is in circular or spiral nature, not linear. In the Stages-of-Change model, recurrence is a normal event because many clients cycle through the different stages several times before achieving stable change. The five stages and the issue of recurrence are described below:

### *Precontemplation*

During the precontemplation stage, substance-using persons are not considering change and do not intend to change behaviors in the foreseeable future.

### *Contemplation*

As these individuals become aware that a problem exists, they begin to perceive that there may be cause for concern and reasons to change.

### ***Preparation***

When an individual perceives that the envisioned advantages of change and adverse consequences of substance use outweigh any positive features of continuing use at the same level and maintaining the status quo, the decisional balance tips in favor of change. (DiClemente and Prochaska, 1998).

### ***Action***

Individuals in the action stage choose a strategy for change and begin to pursue it. At this stage, clients are actively modifying their habits and environment. They are making drastic lifestyle changes and may be faced with particularly challenging situations and the physiological effects of withdrawal.

### ***Maintenance***

During the maintenance stage, efforts are made to sustain the gains achieved during the action stage. In most cases, individuals attempting long-term behavior change do return to use at least once and revert to an earlier stage (Prochaska et al., 1992).

### ***Recurrence***

Most people do not immediately sustain the new changes they are attempting to make, and a return to substance use after a period of abstinence is the rule rather than the exception (Brownell et al., 1986; Prochaska and DiClemente, 1992).

The multidimensional nature of motivation is captured, in part, in the popular phrase that a person is *ready, willing, and able* to change. To instill motivation for change is to help the client become ready, willing, and able. One study estimated that at least 80 percent of persons with substance abuse disorders are currently in a precontemplation or contemplation stage (DiClemente and Prochaska, 1998). Epidemiological studies indicate that only 5 to 10 percent of persons with active substance abuse disorders are in treatment or self-help groups at any one time (Stanton, 1997).

### **Opportunities**

We plan to implement the following interventions as these items may support the needs of the Healthy Behaviors program participants:

- The SUD Case Management/Disease Management outcomes data tells a story of most members having co-morbidities of SUD and BH diagnoses and that the members are actively engaging in BH treatment even if still in denial of SUD. Ongoing BH treatment will help the member gain insight into their addiction and stage of change, which could lead to improved participation and completion rates for the SUD Healthy Behaviors program if the program is offered to SUD members more often than just at the initial outreach. Therefore, there is great potential for improved participation rates and completion rates.
- To improve Healthy Behavior program participation rates, staff will offer the Healthy Behaviors program at every outreach for those members in CM identified as smokers, obese, or having SUD, not just the initial outreach, knowing that the member's stage of



change is constantly changing and the member will not agree to the program or be successful in it until they are ready.

- To improve Healthy Behavior program completion rates, staff will provide more education to the member and assess the member's stage of change at each outreach.

We plan to maintain the following interventions as these items supported the needs of the populations and subpopulations:

- We will continue to utilize multiple systems, such as information in the ENS file and tracking systems from pharmacies, to identify the most updated demographic information for members, ultimately increasing successful outreach.
- We will utilize Wellframe, a mobile messaging system where members can communicate with care managers via an app and receive evidence-based health and wellness content.
- We will utilize My Health Pays as the expanded "Loyalty and Reward" platform in an effort to better align rewards around how members interact with their environment and the health care system.