

Sunshine Health

2025 Healthy Behaviors Program Annual Evaluation

Sunshine Health's Healthy Behaviors Program, also known as the My Health Pays Program, encourages members to take actions that support their health, from general wellness to managing chronic conditions. Built on the principle of *meeting members where they are*, the program helps members take the first step toward healthier behaviors and provides ongoing support to maintain those changes for better long-term 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. Eligible members may participate in more than one program at a time. The program operates on a calendar year basis.

Members earn financial rewards by completing eligible healthy behaviors. The first reward triggers issuance of a Visa prepaid card; subsequent rewards are loaded onto the same card. Funds may be used for:

- Utilities, transportation, telecommunications, childcare, education, and rent
- Everyday purchases at Walmart

Rewards are not redeemable for cash and cannot be used to purchase alcohol, tobacco, firearms, gambling activities, or drugs (except over-the-counter medications).

Programs Eligible for Incentives

Between July 1, 2024, and June 30, 2025, the following programs were available to members of Sunshine Health's Managed Medical Assistance (MMA), Child Welfare, Serious Mental Illness (SMI), and HIV/AIDS health plans.

As part of a new contract with the Agency for Health Care Administration (AHCA), which began on February 1, 2025, Sunshine Health updated its Healthy Behaviors Program to include additional reward opportunities and revisions to existing program offerings.

Health Coaching Programs: Documented in TruCare, Centene's clinical management system. Members must consent to participate and complete all required coaching sessions to earn rewards.

Focus Area	Activity	Reward Amount
Tobacco Cessation Health Coaching	Ages 10 years and older. Complete four sessions by phone with a health coach within six months.	Up to \$20 per calendar year, \$5 after each session
Weight Management Health Coaching	Ages 10 years and older. Complete six sessions by phone with a health coach within six months.	\$20, one reward per calendar year
Substance Use Health Coaching	Ages 12 years and older. Enrollment in Care Management is required. Complete three coaching sessions with a Care Manager within three months.	\$10, one reward per calendar year

Office-based Services and Other Activities: Rewards are triggered based on claims paid for eligible services. Notification of Pregnancy (NOP) and Health Risk Assessment (HRA) rewards are based on completions recorded 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, one reward per calendar year
*Annual Well Child Visit, 3-21 years	Complete one wellness visit per calendar year with a primary care provider.	\$20, one reward per calendar year
**Annual Well Child Visit, 0-21 years	Complete one wellness visit per calendar year with a primary care provider.	\$30, one reward per calendar year
***Childhood Immunization Status (Combo 3)	For children, by 2 nd birthday. Complete series of immunizations: • 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)	\$30, one reward per lifetime
Immunizations for Adolescents (Combo 2)	Ages 10-13 years, by 13 th birthday. Complete series of immunizations: • 1 dose meningococcal vaccine • 1 dose tetanus, diphtheria, pertussis (Tdap) • 2-3 doses human papillomavirus (HPV)	\$20, one reward per lifetime
HPV Vaccine Series	Ages 13-26 years. Complete 2-3 doses human papillomavirus (HPV) vaccine.	\$20, one reward per lifetime
Lead Screening in Children	For children, by 2 nd birthday. Complete an annual blood test for lead poisoning screening.	\$20, one reward per calendar year, up to age 2
Mammogram Screening	Female members, ages 50-74 years. Complete a mammogram screening.	\$20, one reward per calendar year
**Colorectal Cancer Screening	Ages 45 years and older. Complete a colorectal cancer screening.	\$20, one reward per calendar year
** Osteoporosis Screening	Female members, ages 65-75 years. Complete a bone density screening.	\$10, one reward per calendar year
HRA for New Members	For new members within 60 days of enrollment. Complete a health risk assessment (HRA).	\$20, one reward per lifetime

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), one reward per calendar year \$10 (2 nd trimester), one reward per calendar year
Prenatal Visits	Complete three prenatal visits.	\$50, one reward per calendar year
***Postpartum Visit	Complete one postpartum follow up visit between 7-84 days after delivery.	\$40, one reward per calendar year
TDAP for Pregnant Women	One dose of tetanus, diphtheria, pertussis (Tdap) vaccine during pregnancy.	\$20, one reward per calendar year
Substance Use Treatment for Pregnant Members	Complete five Medication Assisted Treatment (MAT) visits before delivery. Incentive is not applicable to Child Welfare.	\$50, one reward per calendar year

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, one reward per calendar year
**Dilated Eye Exam	Diagnosed with diabetes. Complete a dilated eye exam once per calendar year.	\$10, one reward per calendar year
**HbA1c Test	Diagnosed with diabetes, ages 18-75 years. Complete a HbA1c test once per calendar year.	\$20, one reward per calendar year
**Hematologist Visits	Diagnosed with sickle cell disease. Complete two hematologist visits per calendar year.	\$20, one reward per calendar year
** Follow Up After Emergency Department Visit for Mental Illness	Ages 6 years and older. Complete an outpatient follow up appointment with a provider within 7 days after an emergency room visit.	\$20, up to two rewards per calendar year
Follow Up After Inpatient Admission for Mental Illness	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, up to two rewards per calendar year

* Incentives retired as of January 31, 2025.

** New incentives effective February 1, 2025.

*** Revised reward amounts effective February 1, 2025.

Outcomes

The table below shows program participation during the evaluation period, July 1, 2024 - June 30, 2025:

Program	Enrolled	Completed	Completion Rate
Tobacco Cessation Health Coaching	138	34	25%
Weight Management Health Coaching	348	47	14%
Substance Use Health Coaching	14	1	7%
Annual Well Child Visit	N/A	499,508	N/A
Childhood Immunization Status	N/A	378	N/A
Immunizations for Adolescents	N/A	4,581	N/A
HPV Vaccine Series	N/A	2,534	N/A
Lead Screening in Children	N/A	31,941	N/A
Mammogram Screening	N/A	10,540	N/A
Colorectal Cancer Screening	N/A	5,839	N/A
Osteoporosis Screening	N/A	488	N/A
HRA for New Members	N/A	28,740	N/A
Notification of Pregnancy Form (1 st)	N/A	984	N/A
Notification of Pregnancy Form (2 nd)	N/A	1,215	N/A
Prenatal Visits	N/A	16,092	N/A
Postpartum Visit	N/A	20,265	N/A
TDAP for Pregnant Women	N/A	960	N/A
Substance Use Treatment for Pregnant Members	N/A	0	N/A
Diabetes Comprehensive	N/A	19,345	N/A
Dilated Eye Exam	N/A	1,463	N/A
HbA1c Test	N/A	11,945	N/A
Hematologist Visits	N/A	304	N/A
Follow Up After ED Visit for Mental Illness	N/A	1,241	N/A
Follow Up After Inpatient Admission for Mental Illness	N/A	2,642	N/A

For Sunshine Health's health coaching programs, members complete a three-question survey after their final coaching session to measure program satisfaction.

- **Denominator:** Number of members who responded to the survey.
- **Numerator:** Number of respondents who answered the referenced question with either "Yes" or "Somewhat."

	Tobacco Cessation	Weight Management	Substance Use
Number of surveys completed.	20	35	0
Were you able to put the strategies into practice?	100%	97%	N/A
Have you found the strategies helpful?	100%	100%	N/A
Did you achieve your goals?	100%	97%	N/A

Outcomes Summary

Member Participation Trends: Members continue to demonstrate higher engagement with incentives tied to office-based services - such as preventive care, pregnancy care, and chronic disease management - than in health coaching programs. These services require no separate enrollment or consent, and rewards are delivered promptly upon completion of eligible activities.

Health Coaching Programs: Sunshine Health's programs are designed to equip members with the knowledge, tools, and confidence needed for lasting change. Success in health coaching is closely tied to sustained engagement. Recent outcomes reflect both progress achieved and opportunities for continued improvement:

- **Average completion time:** Weight Management - 140 days; Tobacco Cessation - 72 days; Substance Use - 67 days (1 participant).
- **Survey feedback:** Just over 50% of members who completed the weight management and tobacco cessation responded to a post-program survey, which captured short-term results immediately following the final session.
- **Enrollment status:** Of 418 incomplete enrollments, 49 members lost plan eligibility, while 270 remained active within program timeframes at the close of the reporting period.

Office-based Services and Other Activities:

- **Childhood and Adolescent Immunizations:** Incentives require completion of the full recommended vaccination series. Participation grew gradually, with a notable increase in Q4 2025 following program updates effective February 1, 2025.
- **Substance Use Treatment for Pregnant Members:** No incentives have been redeemed to date, despite ongoing outreach. Sunshine Health connects pregnant members to MAT providers, including telehealth, and has expanded engagement through enhanced provider reimbursement, partnerships integrating MAT with prenatal and behavioral care, and community collaborations.

Improvement/Ongoing Initiatives

- **Healthy Behaviors Program Revisions:** Updated and launched new programs (Feb 1, 2025) to better align with member needs and increase engagement.
- **Member Communications:**
 - Program details included in handbooks and website.
 - Shared during Consumer Advisory Board meetings and case management.
 - Welcome text messages with video link sent to new members.
 - Focused text messages to members highlighting certain rewards.
- **Provider Communications:**
 - Covered during New Provider Orientation and included in Provider Manual.
 - Shared actively by Provider Engagement Administrators and Quality Practice Advisors.
- **Centene's HALO (Health Assistance, Linkage, and Outreach)™ Program:** Promotes substance use health coaching for members identified with substance use disorders.
- **Disease Management Prioritization:** Proactive outreach for targeted programs such as tobacco cessation and weight management.