

Children's Medical Services Health Plan TXXI 2025 Healthy Behaviors Program Annual Evaluation

Children's Medical Services Health Plan's (CMS Health Plan) 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 for CMS Health Plan members.

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
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)	\$20, 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
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 during the first trimester.	\$20, 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.	\$20, 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

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
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, up to two rewards per calendar year

Outcomes

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

Program	Enrolled	Completed	Completion Rate
Tobacco Cessation Health Coaching	0	0	N/A
Weight Management Health Coaching	27	6	22%
Substance Use Coaching	0	0	N/A
Annual Well Child Visit, 0-30 months	N/A	245	N/A
Annual Well Child Visit, 3-21 years	N/A	10,143	N/A
Childhood Immunization Status	N/A	0	N/A
Immunizations for Adolescents	N/A	21	N/A
HPV Vaccine Series	N/A	53	N/A
Lead Screening in Children	N/A	45	N/A
HRA for New Members	N/A	4,485	N/A
Notification of Pregnancy Form (1 st)	N/A	0	N/A
Prenatal Visits	N/A	2	N/A
Postpartum Visit	N/A	0	N/A
TDAP for Pregnant Women	N/A	0	N/A
Diabetes Comprehensive	N/A	2	N/A
Post Behavioral Health Admission Follow Up Visit	N/A	42	N/A

For CMS Health Plan'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.	N/A	5	N/A
Were you able to put the strategies into practice?	N/A	100%	N/A
Have you found the strategies helpful?	N/A	100%	N/A
Did you achieve your goals?	N/A	100%	N/A

Outcomes Summary

Member Participation Trends: Members continue to demonstrate higher engagement with incentives tied to office-based services – such as preventive 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: CMS Health Plan'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 for Weight Management:** 142 days
- **Survey feedback:** 83% of members who completed the weight management program responded to a post-program survey, which captured short-term results immediately following the final session.
- **Enrollment status:** Of 21 incomplete enrollments, 6 members lost plan eligibility, while 12 remained active within program timeframes at the close of the reporting period.

In the pediatric population (ranging from birth to 21 years old, with the majority under age 15), tobacco and substance use remain uncommon but may be underreported. This limits opportunities for targeted health coaching despite routine screening for use, exposure, and risk factors in the home. Reluctance from both members and caregivers to disclose use can hinder engagement, but when risk is identified, Care Managers provide tailored education and motivational support to encourage participation. Continued emphasis on caregiver involvement, individualized coaching approaches, and early risk identification are critical to improving engagement and sustaining health outcomes in this population.

Office-based Services and Other Activities: Children with complex medical needs often require a coordinated, multidisciplinary approach, involving frequent visits and specialized care from various providers. There may be reluctance from both the member and their parent or guardian to seek preventative services, such as well child visits and screenings. Our Care Managers and Patient Care Advocates work directly with families to educate, motivate, and address barriers. Provider Engagement Administrators and Quality Practice Advisors also collaborate with providers to promote the Healthy Behaviors Program and encourage completion of eligible activities.

Improvement/Ongoing Initiatives

- **Member Communications:**
 - Program details included in handbooks and website.
 - Shared during Consumer Advisory Board meetings and case management.
 - 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.