

Statewide Medicaid Managed Care Program

Healthy Behaviors Program Description

Part I. Program Overview

Plan Name	Preferred Medical Plan, Inc. (PMP)
Program Name	Mammogram
Brief Description of Program	<p>Breast cancer is a cancer that forms in tissues of the breast, usually the ducts (tubes that carry milk to the nipple) and lobules (glands that make milk). It occurs in both men and women, although male breast cancer is rare. Estimated new cases and deaths from breast cancer in the United States in 2010: New cases: 207,090 (female); 1,970 (male) Deaths: 39,840 (female); 390 (male).</p> <p>Risk factors for breast cancer include older age, certain inherited genetic alterations, hormone therapy, having radiation therapy to the chest, drinking alcohol, and being obese. It may be possible to decrease the risk of breast cancer by getting exercise and maintaining a healthy weight.</p> <p><u>Cancer prevention</u> is action taken to lower the chance of getting cancer. By preventing cancer, the number of new cases of cancer in a group or population is lowered. Hopefully, this will lower the number of deaths caused by cancer.</p> <p>To prevent new cancers from starting, scientists look at risk factors and protective factors. Anything that increases your chance of developing cancer is called a cancer risk factor; anything that decreases your chance of developing cancer is called a cancer protective factor.</p> <p>The goal of this program is to incentivize women 50-74 years of age who had a mammogram to screen for breast during the measurement year, thereby improving health outcomes, resolving identified problems and providing education that will optimally benefit the women’s well-being and through early detection reduce the risk of cancer.</p> <p>The program will be made available to all eligible members and will be added to member materials including member handbooks. Members retain the right to select PCPs and will have access to any applicable network providers for any healthy behavioral program.</p>
Description of Enrollee Identification Method	Initial Welcome Call, Health Risk Assessment Screening Tool, Data received Providers, Medical Record Review, Claims, HEDIS Metrics

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Description of Written Agreement/Program Enrollment Process (if applicable)	N/A
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Part II. Interventions and Incentives

Intervention	Incentive Type*	Incentive Value *	Incentive Criteria	Limitations
Mammogram Screening	Grocery gift card, a For Your Entertainment (FYE) music gift card, an iTunes gift card or two AMC movie tickets.	\$10.00	Incentive paid after plan confirms member has completed their annual Mammogram Screening.	<ul style="list-style-type: none"> • Mastectomy • Member refuse to have mammogram screening • Moving out of the service area or disenrollment • Age limitations (50-74) • Not meeting the HEDIS specifications

Part III. Milestones, Goals and Rewards

Milestone/Goal	Reward Type*	Reward Value*	Reward Criteria	Limitations
Incentive paid after plan confirms member has completed their annual Mammogram Screening.	Grocery gift card, a For Your Entertainment (FYE) music gift card, an iTunes gift card or two AMC movie tickets.	\$10.00	After plan confirms member has completed their annual Mammogram Screening.	<ul style="list-style-type: none"> • Mastectomy • Member refuse to have mammogram screening • Moving out of the service area or disenrollment • Age limitations (50-74)

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				<ul style="list-style-type: none"> • Not meeting the HEDIS specifications
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Part IV. Evidence Base

Detailed Description of Research to Support Effectiveness	<p>Women age 50 and older should have a mammogram every year and should continue to do so for as long as they are in good health.</p> <ul style="list-style-type: none"> • Current evidence supporting mammograms is even stronger than in the past. In particular, recent evidence has confirmed that mammograms offer substantial benefit for women in their 40s. Women can feel confident about the benefits associated with regular mammograms for finding cancer early. However, mammograms also have limitations. A mammogram can miss some cancers, and it may lead to follow up of findings that are not cancer. • Women should be told about the benefits and limitations linked with yearly mammograms. But despite their limitations, mammograms are still a very effective and valuable tool for decreasing suffering and death from breast cancer. • Mammograms should be continued regardless of a woman’s age, as long as she does not have serious, chronic health problems such as congestive heart failure, end-stage renal disease, chronic obstructive pulmonary disease, and moderate to severe dementia. Age alone should not be the reason to stop having regular mammograms. Women with serious health problems or short life expectancies should discuss with their doctors whether to continue having mammograms.
References	<ul style="list-style-type: none"> • American Cancer Society • http://www.cancer.gov/cancertopics/prevention-genetics-causes/breast#Prevention • U.S. Task Force Recommendations for Chemoprevention of Breast Cancer

Part V. Definitions

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Intervention	Any measure or action that is intended to improve/restore health or alter the course of disease (e.g. – counseling sessions, educational classes, etc.)
Incentive	Something offered to the enrollee that encourages or motivates him/her to take action (i.e. intervention)
Reward	Something offered to the enrollee after successful completion of a milestone or attainment of a goal
Milestone/Goal	Meaningful step toward meet a goal or actual goal to be attained.
Type	The nature of the incentive/reward
Value	The monetary value of the incentive/reward
Criteria	Condition(s) that must be met for the enrollee to receive the incentive/reward
Limitation(s)	Any restriction(s) that result in an enrollee not qualifying to receive the incentive/reward

***IMPORTANT NOTE:** Please attach additional documentation to support Type and Value on the following page(s)



SMMC APPROVED

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