

Statewide Medicaid Managed Care Program

Healthy Behaviors Program Description

Part I. Program Overview

Plan Name	Preferred Medical Plan, Inc. (PMP)
Program Name	Weight Loss Program
Brief Description of Program	<p>The key to achieving and maintaining a healthy weight isn't about short-term dietary changes; it's about a lifestyle that includes healthy eating, regular physical activity, and balancing the number of calories you consume with the number of calories your body uses. PMP's Weight Loss Program goal is to assist those members willing to participate on the healthy weight loss program, which may include an ongoing lifestyle, long-term changes in daily eating and exercise habits. This program includes an interdisciplinary team which is formed by the members, providers and PMP case coordination staff to monitor, control and sustain the successes of the program as well the effectiveness of the program interventions. PMP's goal, in addition to complying with those related requirements of the MMA Contract, is to coordinate weight loss intervention programs with contracted providers in order to promote weight loss and healthy behaviors and encourage members to treat related problems in the early stages, including provider screenings, before overweight results in injury or deterioration of the member's health. PMP Weight Loss Program will include ongoing supervision by the primary care provider of each member and may include the use of prescription drugs/supplements depending upon the need and the goals of the member, along with the other physician approved interventions (diet, exercise, lifestyle change, etc.).</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 from Member or Providers, Medical Record Review, Medical Claims (BMI), HEDIS Metrics (ABA) pharmacy data.
Description of Written Agreement/Program Enrollment Process (if applicable)	<p>PMP informs enrollees at time of enrollment in the welcome letter and call about PMP Healthy Behavior Programs, including incentives and rewards and members will be encouraged to participate in the program.</p> <p>Once the member agrees to participate on the Healthy Behavior program :</p> <ul style="list-style-type: none"> ○ A notification letter will be mailed to confirm member engagement ○ Case Coordinator will conduct a follow up call to: <ul style="list-style-type: none"> ▪ Outline the program specifications. ▪ Provide support and education regarding individualized goals for optimum health and wellness.

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Part II. Interventions and Incentives

Intervention	Incentive Type*	Incentive Value *	Incentive Criteria	Limitations
Weight Loss Program	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 with PCP that member has enrolled in recommended weight loss program.	<ul style="list-style-type: none"> • Member refuse to enroll on the program. • Medical/health contraindication. • Member discontinues the program/refuses to finish the program. • Move out of service area or disenrolled.
Weight Loss Program participation after 6 months	Grocery gift card, a For Your Entertainment (FYE) music gift card, an iTunes gift card or two AMC movie tickets.	\$15.00	Incentive paid after enrollment in program for six months and 5% weight loss documented by PCP.	<ul style="list-style-type: none"> • Member refuse to enroll on the program • Medical/health contraindication. • Member discontinues the program /refuses to finish the program. • Move out of service area or disenrolled.

Part III. Milestones, Goals and Rewards

Milestone/Goal	Reward Type*	Reward Value*	Reward Criteria	Limitations
Confirm participation in	Grocery gift card, a For	\$10.00	Incentive paid after plan confirms	<ul style="list-style-type: none"> • Member refuse to enroll on the

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Weight Loss Program	Your Entertainment (FYE) music gift card, an iTunes gift card or two AMC movie tickets.		with PCP that member has enrolled in recommended weight loss program.	<p>program.</p> <ul style="list-style-type: none"> • Medical/health contraindication. • Member discontinues the program /refuses to finish the program. • Move out of service area or disenrolled.
Successful completion of Weight Loss Program participation after 6 months	Grocery gift card, a For Your Entertainment (FYE) music gift card, an iTunes gift card or two AMC movie tickets.	\$15.00	Incentive paid after enrollment in program for six months and 5% weight loss documented by PCP.	<ul style="list-style-type: none"> • Member refuse to enroll on the program • Medical/health contraindication. • Member discontinues the program /refuses to finish the program. • Move out of service area or disenrolled.

Part IV. Evidence Base

Detailed Description of Research to Support Effectiveness	<p>But evidence shows that people who lose weight gradually and steadily (about 1 to 2 pounds per week) are more successful at keeping weight off. Healthy weight loss isn't just about a "diet" or "program". It's about an ongoing lifestyle that includes long-term changes in daily eating and exercise habits.</p> <p>To lose weight, you must use up more calories than you take in. Since one pound equals 3,500 calories, you need to reduce your caloric intake by 500—1000 calories per day to lose about 1 to 2 pounds per week.¹</p> <p>Once you've achieved a healthy weight, by relying on healthful eating and physical activity most days of the week (about 60—90 minutes, moderate intensity), you are more likely to be successful at keeping the weight off over the long term</p>
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	<p>The good news is that no matter what your weight loss goal is, even a modest weight loss, such as 5 to 10 percent of your total body weight, is likely to produce health benefits, such as improvements in blood pressure, blood cholesterol, and blood sugars.²</p> <p>For example, if you weigh 200 pounds, a 5 percent weight loss equals 10 pounds, bringing your weight down to 190 pounds. While this weight may still be in the "overweight" or "obese" range, this modest weight loss can decrease your risk factors for chronic diseases related to obesity.</p> <p>So even if the overall goal seems large, see it as a journey rather than just a final destination. You'll learn new eating and physical activity habits that will help you live a healthier lifestyle. These habits may help you maintain your weight loss over time.</p> <p>Members are encouraged to participate on the National Weight Control Registry (NWCR), established in 1994 by Rena Wing, Ph.D. from Brown Medical School, and James O. Hill, Ph.D. from the University of Colorado, is the largest prospective investigation of long-term successful weight loss maintenance. Given the prevailing belief that few individuals succeed at long-term weight loss, the NWCR was developed to identify and investigate the characteristics of individuals who have succeeded at long-term weight loss. The NWCR is tracking over 10,000 individuals who have lost significant amounts of weight and kept it off for long periods of time. Detailed questionnaires and annual follow-up surveys are used to examine the behavioral and psychological characteristics of weight maintainers, as well as the strategies they use to maintaining their weight losses.</p>
References	<p>http://www.cdc.gov/healthyweight/index.html</p> <p>http://www.nwcr.ws/default.htm</p> <p>http://www.nhlbi.nih.gov/files/docs/public/heart/AIM_Pocket_Guide_tagged.pdf</p>

Part V. Definitions

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)

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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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Erica Baker

SMMC Contract Manager

*Spanish and other language versions of approved materials are deemed approved provided they are exact translations.