

Our Healthy Rewards program

helps you increase your quality scores,
and our members can earn rewards.

Through our Healthy Rewards program, members can earn \$20, \$25 or \$50 for getting certain health services. At the same time, you increase your practice's quality scores by providing members with vaccinations, screenings and medications they need.

Effective July 1, 2016, every time a member completes one of the healthy activities listed below, the



corresponding reward amount will be added to their Healthy Rewards card. Members can use their Healthy Rewards card on a variety of approved over-the-counter items at specific retailers, so they can stay healthy.

To help your practice, all Healthy Rewards activities are tied to HEDIS®* scores and health initiatives. They include:

Who's eligible:		Healthy activity:	Reward:	Limit:
Children	(less than 2 weeks old)	Well-baby 2-week visit	\$25	Once per child
	(0-15 months old)	Six ongoing well-baby visits	\$25	Once per child
	(3-6 years old)	Well-child visit	\$25	Once every 12 months
Adolescents	(12-21 years old)	Well-care visit	\$25	Once every 12 months
Adults with diabetes	(18-75 years old)	Diabetic eye exam	\$25	Once every 12 months
		Diabetic blood sugar (HbA1c) and kidney test	\$50	Once every 12 months
Members who have been discharged from a hospital for a mental health condition	(6 years old and up)	Outpatient visit with mental health practitioner within seven days of discharge from a mental health hospital	\$20	Once per discharge; maximum of four times every 12 months
Pregnant women		First prenatal visit (within 42 days of enrollment)	\$25	Once per pregnancy
		Six prenatal care visits	\$25	Once per pregnancy
		Postpartum visit between 21-56 days after delivery	\$25	Once per pregnancy

Please remind your patients who are UniCare Health Plan of West Virginia, Inc. members about our Healthy Rewards program at their next office visit. By working together, we can encourage good health habits and help our members get the right care, and you can improve your quality scores.

If your patients have questions regarding the program, please have them call 1-877-868-2004 for more information.

*HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).

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UniCare Health Plan of West Virginia, Inc.
Medicaid Managed Care