

OUR HEALTHY REWARDS PROGRAM HELPS YOU INCREASE YOUR QUALITY SCORES WHILE OUR MEMBERS EARN REWARDS.



Through our Healthy Rewards Program, UniCare Health Plan of West Virginia, Inc. (UniCare) members can earn \$10 to \$50 for receiving certain health services. At the same time, you increase your practice's quality scores by providing members with the vaccinations, screening visits and medications they need.

When a member meets the eligibility criteria for the activities listed below and completes the service, they will earn the corresponding reward amount after the service is confirmed by the Claims department. The reward dollars are loaded into the member's Healthy Rewards portal and can be redeemed for a variety of retail gift cards. Please ensure you file your claims timely so our members can receive their awards.

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

Healthy activity:	Who is eligible:	Reward:	Limit:
Health needs screener for member first year of enrollment	M, F, all ages	\$10	1 per member
Childhood and adolescent wellness visit	M, F, ages 3 to 21	\$25	1 per 12 months
HPV vaccination	M, F, ages 9 to 12 (stops at 13th birthday)	\$50	1 per member
Annual flu shot	M, F, ages 40 and older	\$10	1 per 12 months
COVID-19 vaccine	M, F, ages 5 and up	\$50	1 per member
Breast cancer screening	F, ages 50 to 74	\$50	1 per 24 months
Cervical cancer screening	F, ages 21 to 64	\$50	1 per 36 months

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



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

Healthy activity:	Who is eligible:	Reward:	Limit:
Childhood dental visit	M, F, ages 2 to 20 (including 20)	\$25	1 per 12 months
7-day follow-up after behavioral health discharge	M, F, ages 6 and older	\$20, max \$80	1 per quarter
ADHD medication follow-up with provider	M, F, ages 6 to 12	\$25, max \$50	1 per 6 months
Diabetic retinal eye exam	M,F, ages 18 to 75	\$50	1 per 12 months
Diabetic A1C screening	M,F, ages 18 to 75	\$50	1 per 12 months
A1C screening for members on antipsychotic medications	M, F, ages 18 to 64	\$25	1 per 12 months
First prenatal checkup	F, ages 13 to 55	\$25	1 per pregnancy
Six prenatal checkups	F, ages 13 to 55	\$25	1 per pregnancy
Postpartum checkup	F, ages 13 to 55	\$25	1 per pregnancy
Well-child checkups 0-15 months – 6 visits	M, F, 0 to 15 months	\$25	1 per member
Well-child checkups, 15 months + 1 day – 30 months – 2 visits	M, F, 15 months + 1 day – 30 months	\$25	1 per member

Please remind your UniCare patients about the Healthy Rewards Program at their next office visit. By working together, we can encourage good habits and help our members get the right care, and you can improve your quality scores.

If your UniCare patients have questions regarding the program, please have them call Healthy Rewards at 888-990-8681 (TTY 711) or visit the Benefit Reward Hub at www.unicare.com for more information.

To earn rewards, members must enroll in the program prior to or within 30 days of the date of service.