



Department of Health

ANDREW M. CUOMO
Governor

HOWARD A. ZUCKER, M.D., J.D.
Commissioner

SALLY DRESLIN, M.S., R.N.
Executive Deputy Commissioner

August 16, 2018

TO: Mainstream Medicaid Managed Care Plans, HIV/SNP, HARP and Health Homes
RE: Health Home Healthy Rewards

The Department of Health, Office of Health Insurance Programs, Division Program Development and Management is issuing this guidance to direct Health Homes and Medicaid Managed Care Plans, including mainstream Medicaid Managed Care Plans, HIV Special Needs Plans (HIV SNP), and Health and Recovery Plans (HARP), to implement standard operating protocols to incentivize proactive health care goals through the Health Home Healthy Rewards Program enacted in the 2018-19 budget.

As stated in Section 16.3 of the current Medicaid Managed Care Model Contract and pursuant to 42 CFR 1003.101, enrollee incentives must be related to the delivery of preventative care services and cannot be cash or instruments convertible to cash such as checks, money orders or debit cards. Whereas gift cards may be issued such gift cards should be issued to vendors where alcohol and tobacco products cannot be purchased.

To implement the Health Home Healthy Rewards Program, Medicaid managed care plans may leverage existing incentive programs previously approved by the Department for Medicaid beneficiaries.

All Health Home Healthy Rewards Incentive Programs must be submitted to the Department for approval through the Health Home Bureau Mail Log at:
https://apps.health.ny.gov/pubdoh/health_care/medicaid/program/medicaid_health_homes/emailHealthHome.action

Select: **MCP/MLTC Contracts** from the dropdown menu.

Note: Medicaid managed care plans implementing incentive programs other than the Health Home Healthy Rewards Incentive Program, should continue to submit proposed programs to:
bigaplans@health.ny.gov

For additional information on gifts and incentives for Medicaid beneficiaries you may reference the Department of Health and Human Services, Office of the Inspector General, Special Advisory Bulletin "Offering Gifts and Other Inducements to Beneficiaries:"
<https://oig.hhs.gov/fraud/docs/alertsandbulletins/sabgiftsandinducements.pdf>