Iowa Health and Wellness Plan
Healthy Behaviors Program
Toolkit for Providers

May 2014

Iowa Department of Human Services

Dear Iowa Health and Wellness Plan providers,

The Iowa Department of Human Services (DHS) is pleased that so many Iowans have enrolled in health coverage through the new Iowa Health and Wellness Plan. Many thanks to the hard work of everyone involved in outreach and enrollment efforts across the state. While eager to support continued enrollment efforts, we need your help in expanding outreach to include promotion of the Healthy Behaviors Program, a financially-based reward program to prevent illness and encourage wellness.

To assist you with outreach, we are pleased to present a toolkit that provides fact sheets and materials you can use to educate patients about the program as well as information for providers about how to participate.

You will notice this toolkit is branded IA Health Link – DHS' new campaign intended to communicate details of the Iowa Health and Wellness Plan to members and stakeholders. The campaign will launch a new website (www.iahealthlink.gov) in the coming weeks to expand awareness, enrollment, and involvement in the Iowa Health and Wellness Plan. Additionally, the campaign will increase members' understanding of healthy behaviors and how to utilize the plan's benefits and services.

The enclosed documents have been developed to help you convey important, easy to understand information. Please use these materials in your local outreach efforts. Additional outreach materials, including flyers, posters, and digital materials will be available for download.

Encouraging participation in the Healthy Behaviors Program promotes good health and advances coordinated efforts to provide quality care. As trusted health care providers, your efforts and your experience in serving this population will be vital to successful outreach efforts.

Please contact Lindsay Buechel at lbueche@dhs.state.ia.us for additional outreach information.

Thank you for your support.

Jennifer Vermeer
Medicaid Director
Iowa Department of Human Services

Iowa Health and Wellness Plan Overview

The Iowa Health and Wellness Plan is a new Medicaid program which began on January 1, 2014 to provide comprehensive health care coverage to low-income, uninsured Iowans ages 19 to 64.

The Iowa Health and Wellness Plan is one program that is administrated by Iowa Medicaid and includes two separate coverage options. Eligibility is based on household income.

- *Iowa Wellness Plan*: Covers adults ages 19 to 64 whose income is at or below 100 percent of the Federal Poverty Level ($11,670 for individuals or $15,730 for a family of two). Members have access to the statewide Medicaid provider network and have access to care from providers and hospitals in their local communities.

- *Iowa Marketplace Choice Plan*: Covers adults age 19 to 64 with income from 101 percent through 133 percent of the Federal Poverty Level (between $11,671 and $15,521 for individuals or $15,731-$20,920 for a family of two). The Marketplace Choice Plan allows members to select from participating commercial health care coverage plans available through the Health Insurance Marketplace. Medicaid pays the premiums to the commercial health plan on behalf of the member. Members have access to the network of local health care providers and hospitals participating in the commercial insurance plan they choose.

Healthy Behaviors Overview

What is the Healthy Behaviors Program?
The Healthy Behaviors Program is a new way for all Iowa Health and Wellness Plan (Iowa Wellness Plan and Iowa Marketplace Choice Plan) members to work with health care providers to be healthy and stay healthy. Having a good relationship with your primary care provider is an important part of taking responsibility for your health. Participating in the Healthy Behaviors Program helps Iowa Health and Wellness Plan members begin the conversation with providers and saves money.

Iowa Health and Wellness Plan members who complete the Healthy Behaviors requirements will not be responsible for a monthly contribution. A contribution or premium is the amount of money members may have to pay each month to keep health coverage. During the first year of coverage there are no monthly contributions for any Iowa Health and Wellness Plan members. After that, some members may be responsible for a monthly contribution if they decide not to complete the Healthy Behaviors requirements.

To participate in the Healthy Behaviors Program and avoid paying a monthly contribution after the first year of coverage Iowa Health and Wellness Plan members must:

1) **Get a wellness exam (annual physical) from a health care provider.**
2) **Complete a health risk assessment (HRA).**

What is the monthly contribution?
There are no charges for health services in 2014. Starting in 2015, although there are no copayments for health care services and prescriptions, depending on family income a small monthly contribution may be required. Some Iowa Wellness Plan members will contribute $5 per month and Iowa Marketplace Choice Plan members will contribute $10 per month. Iowa Wellness Plan members with individual earnings less than 50 percent of the Federal Poverty Level ($5,835 per year for an individual, or $7,865 for family of 2) will not have monthly contributions.

Remember, Iowa Health and Wellness Plan members who choose to complete the healthy behaviors requirements each year will not be responsible for monthly contributions. The only exception is an $8 charge for using the emergency room for non-emergency services.

Healthy Behaviors Program

Wellness Exam
The wellness exam may be administered by any enrolled Iowa Medicaid physician, Federally Qualified Health Center (FQHC), Rural Health Clinic (RHC), Advanced Registered Nurse Practitioner(ARNP), or Physician Assistant (PA) practicing under the supervision of a physician, or practicing at an FQHC, RHC, or other clinic.

Primary care providers are encouraged to engage Iowa Wellness Plan members in their health care to earn an annual incentive payment.

A wellness visit includes all of the components specified in the Current Procedural Terminology (CPT) Standard Edition for the preventive medicine codes shown below:

CPT Codes with a Accepted for Preventive Services During the Reporting Period 1/1/2014-12/31/2014	
New Patient CPT Codes	
99385	18-39 years of age
99386	40-64 years of age
Established Patient CPT Codes	
99395	18-39 years of age
99396	40-64 years of age

Oftentimes individuals are seen for non-routine exams, or “sick” visits. To the extent that any wellness visit components are included during the “sick” visit, they can count toward meeting the requirements of the preventive exam.

In cases where both a preventive exam and “sick” visit are performed on the same date of service providers should append the 25 modifier (meaning “distinct service”) to the additional Evaluation and Management (E/M) service being performed on the same date.

Wellness Exam Bonus
Participating Iowa Wellness Plan patient managers may earn an additional $10 for each Wellness Member exam when at least 50 percent of their assigned members have received a Wellness Exam[1]. This voluntary program supports the member’s Healthy Behaviors Program that incentives members to complete their wellness exam.

[1] http://www.dhs.state.ia.us/uploads/MedicalHomeBonus_Final_12262013.pdf

Health Risk Assessment (HRA)
An HRA engages patients in their care and helps primary care practices and patients work in close cooperation.[i] Assess My Health is an online tool in English and Spanish, written at the eighth grade reading level.

The IME has contracted with Treo Solutions to utilize the AssessMyHealth[2] online tool for completing member HRAs. The Assess My Health tool allows providers to receive a report of the member's results, from which a care plan can be developed. A member with computer access can complete the assessment in 15 minutes (if healthy) up to 40 minutes (if very high needs and low computer literacy). The assessment expands based on issues raised by the person: e.g. if someone identifies themselves as having diabetes, they are asked an additional series of questions about that condition.

HRA Provider Reimbursement
Providers will be eligible for a **$25.00 payment** for each member who completes the HRA with the assistance of the provider. The use of any other HRA tool will not be reimbursed by Iowa Medicaid.

Qualifying claims must meet the following criteria:

- CPT Code 99420 with modifier UB
  - Modifier **must** be used to ensure proper claim adjudication.
- Providers should assist members in completing their HRA **prior to or during** their annual preventive visit to complete their healthy behaviors. The results of the HRA completed with the assistance of the provider are expected to be reviewed to create a care plan for the member.
- Reimbursement rate is $25.00

The CPT Code 99420 is only payable once per member per enrollment year. If multiple providers assist the member in completing the Assess My Health HRA, only the first "clean" claim received is eligible for reimbursement.

Members **must** be receiving benefits from the Iowa Wellness Plan at the time of service. This includes Iowa Wellness Plan members, medically exempt members, and members presumptively eligible for the Iowa Wellness Plan.

Eligibility can be confirmed by calling the Eligibility Verification System (ELVS) at 1-800-338-7752 or 515-323-9639 or through the Web Portal available at: https://ime-ediss5010.noridian.com/iowaxchange5010/LogonDisplay.do.

[2] http://www.assessmyhealth.com

Registering for the Assess My Health HRA

Providers will register to use the Assess My Health tool, and be given a unique five-digit identifier for members to use when completing the HRA. The five-digit identifier allows the member's results to be shared with the provider, and allows the provider to receive reimbursement for assisting in the completion of the HRA.

HRA Registration
Providers must register to use the Assess My Health tool.

The IME has made registration easy. Providers may register for access to the tool through one e-form. Simply go to the Iowa Medicaid Enterprise Treo Dashboard and Health Risk Assessment Access Form[3] to complete the single page e-form. Guidance and clarification is displayed when you click on most fields of the form. The e-form allows providers to list multiple National Provider Identifier (NPI) numbers under one Tax Identification Number.

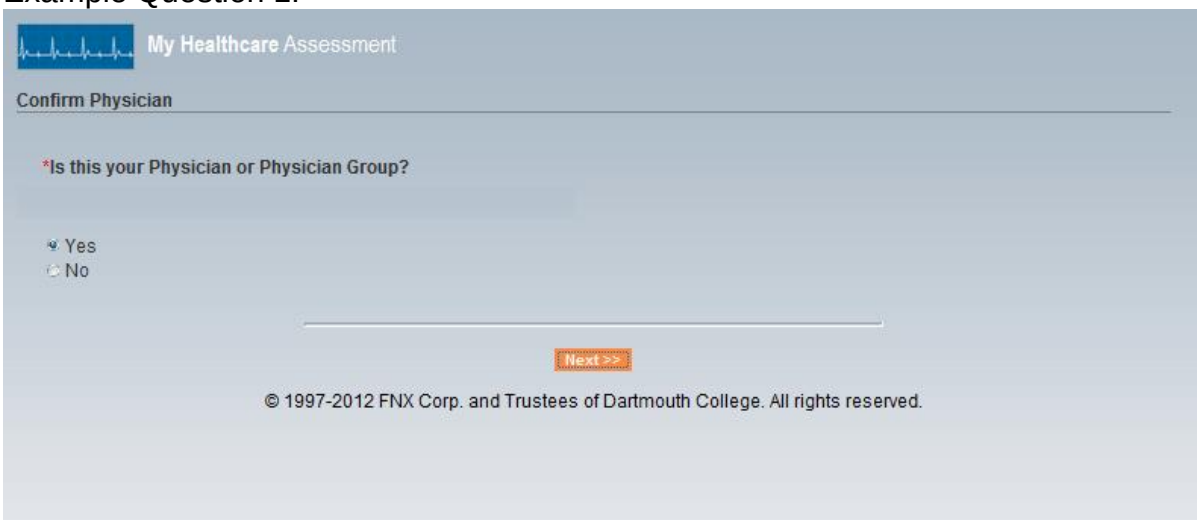
Once the HRA access is granted, an email containing a unique five digit access code and URL link for office use will be provided.

[3] http://www.tfaforms.com/330806

Using the Assess My Health HRA

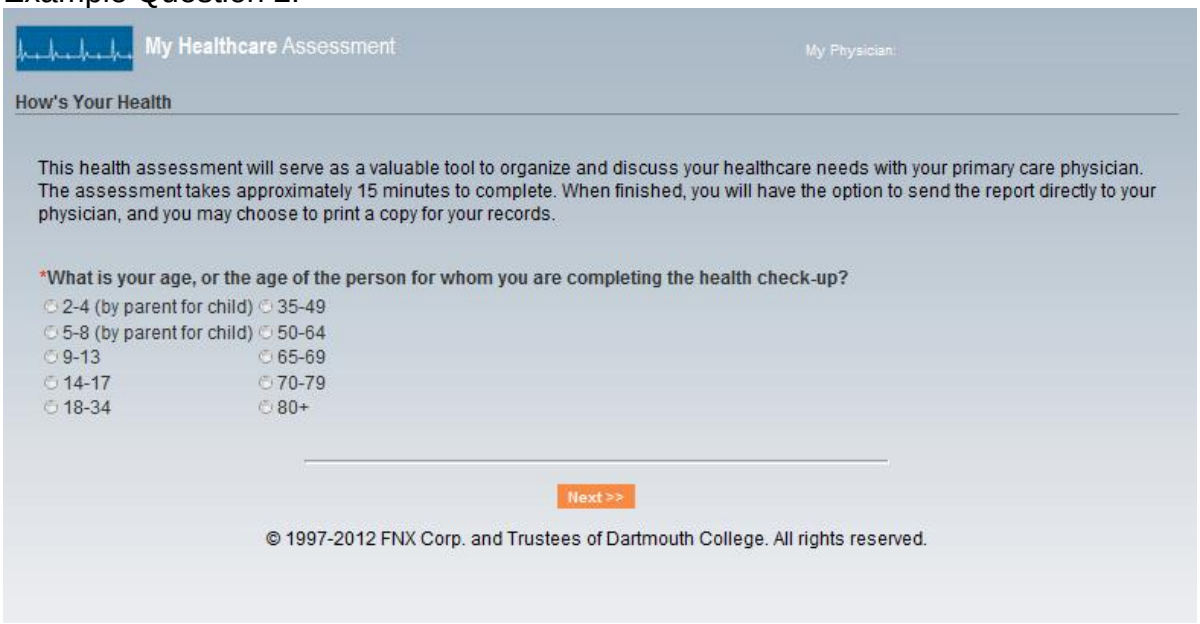
Members will access the tool by entering their provider's access code. The initial login screen will confirm the physician or physician group associated with the access code before allowing the member to complete their HRA.

Example Question 1:



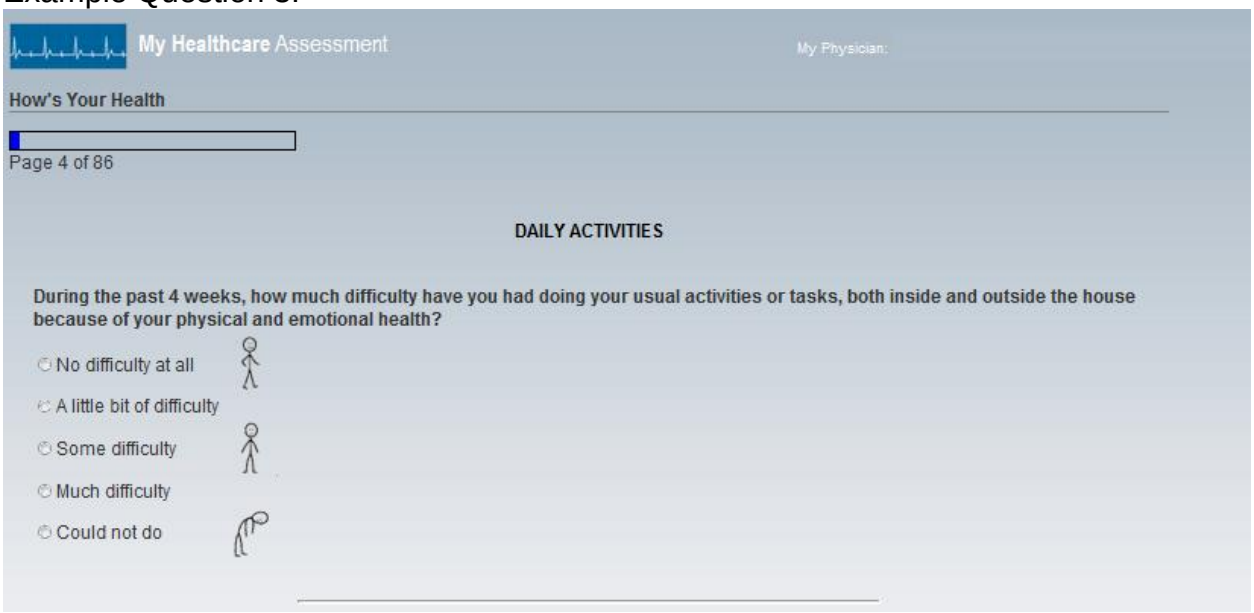
Once confirmed, members will respond to a series of age and gender appropriate questions that will expand based upon the answers provided. The first series of questions direct the member to the correct survey based on age and gender.

Example Question 2:

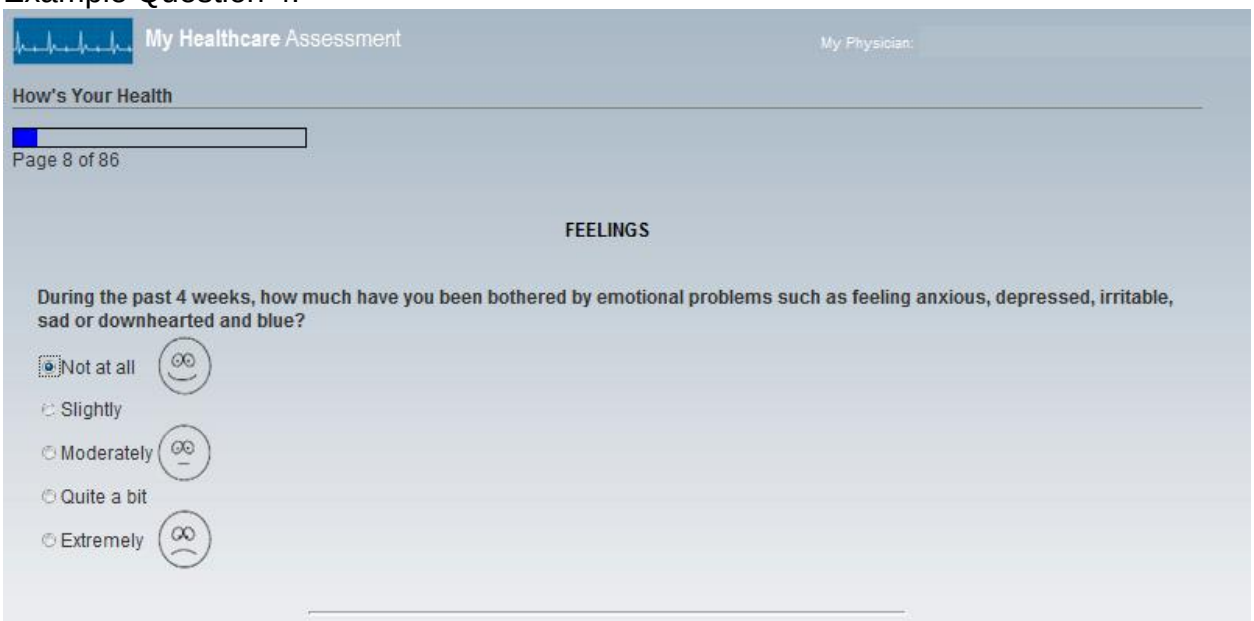


After completing the initial statistics, members will respond to questions relating to their overall health. Questions will delve into both the physical and emotional status of the member and their effects.

Example Question 3:



Example Question 4:



Once the HRA is completed, the response is distilled into a one-page report that the member receives and is securely available to that member's primary care provider.

Example Report:

Thank you for completing the *Health Assessment* questionnaire.

You can print this letter by choosing "Print" from the "File" menu of your web browser. Printing this letter and taking it to your doctor will help to improve the medical care you receive.

Based on your responses to the questionnaire, the Problem-Solving Section may help you manage these issues:

- Physical Activity
- Joint pains

Based on your responses to the **HowsYourHealth** questionnaire, we recommend that you read the following sections of the **How's Your Health** booklet. You may read the chapters online by clicking on them below:

- Exercise and Eating Well
- Health Habits and Health Decisions
- Daily Activities and Managing Limitations
- Pain

Your Lifestyle and Health Habits

This score concerns the aspects of your lifestyle and behaviors that can harm you now or pose a future problem. This score deals with things that you can do immediately to improve your health.

Your Survey Indicates	Message
Could be better	"Your Lifestyle and Health Habits" score indicates that you are doing some things to reduce risks to your health and there may be opportunities to improve your health habits and lifestyle.

Your Healthcare and Self-Care Ability

This area considers

- communication gaps between your doctor and you
- your understanding of and education about important health issues
- how easy it is for you to get high quality health care
- your confidence to manage your important health problems

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Member Promotional Materials

The next section of the toolkit includes several materials that can be used to promote the Healthy Behaviors Program to members (patients). Additional materials will be released in late May.

You'll find:
Member Frequently Asked Questions
Sample Newsletter Content (to be used in a publication)
Sample Social Media Posts
Iowa Wellness Plan Member Flyer
Iowa Marketplace Choice Plan Member Flyer

Member Q&A

Use the following information to help answer questions about the Healthy Behaviors Program with members/patients.

Why should Iowa Health and Wellness Plan members participate?
Completing healthy behaviors requirements helps you stay healthy and saves you money. Importantly, it means you are making a decision to take responsibility for your health and quality of life.

Completing the health risk assessment helps your provider understand your health care needs and work with you to manage your health. Getting a physical exam is the first of many preventive health services that ensure you get the care you need. Many of the top risk factors leading to illness and premature death are preventable if they are caught early. Even if you have a chronic condition such as diabetes, high blood pressure, or other medical issues, your provider can recommend steps to manage your risks and improve your quality of life.

Participating in the Healthy Behaviors Program also saves money. Remember, all Iowa Health and Wellness Plan members who complete healthy behaviors requirements each year will not be charged a monthly contribution in the following year.

Are Iowa Health and Wellness Plan members *required* to participate in the Healthy Behaviors Program?
No. Iowa Health and Wellness Plan members are not required to participate in the Healthy Behaviors Program. However, after the first year of health coverage IHWP members who decide not to complete Healthy Behaviors may be charged a monthly contribution to keep their health coverage. Importantly, not participating means you are missing out on a chance to take control of your health. Getting annual check-ups and routine preventive care helps Iowa Health and Wellness Plan members be healthy and stay healthy.

What is a health risk assessment (HRA) and how do Iowa Health and Wellness Plan members complete it?
A health risk assessment (HRA) is a survey that asks questions about your health and your experience in getting health services. Not all health care providers will use the same survey but whatever survey your provider uses will ask similar questions. Many providers serving Iowa Health and Wellness Plan members will use a survey called “Assess My Health” that takes between 15-45 minutes to complete.

Completing a health risk assessment survey gives health care providers important information about you so they can work with you to ensure you get the health care services you need. It also provides an opportunity for you to be involved in your health care and work with your doctor to stay healthy.

To complete the survey online, members should request an access code from their provider and go to assessmyhealth.com. Call 1-800-338-8366 to complete the survey by phone, 8 am -5 pm, Monday- Friday.

What about the physical exam? Why visit a doctor if I am not sick?
An annual “physical” or “check-up” refers to a medical exam you receive from a health care provider that is aimed at preventing health problems before they occur. In this exam the health care provider will do things like check your blood pressure and pulse, listen to your lungs with a stethoscope, recommend preventive screenings or take a blood sample to check your cholesterol. This is different from the type of exam you might get if you visit a health care provider when you are sick or hurt and have specific health problems that need to be addressed.

A routine physical exam keeps your provider updated about your health so you can get the care you need and gives you a chance to talk to your health care provider about any health concerns. Even if you do not feel sick, you should get a physical exam from your health care provider every year. Remember, under the Iowa Health and Wellness Plan, you will not be charged for check-ups and preventive screenings.

Sample Newsletter Content (to provider audience)

Thanks to your efforts, thousands of uninsured individuals started the year with comprehensive health care coverage through the Iowa Health and Wellness Plan (IHWP), a new Medicaid program available to low-income Iowans ages 19-64. Although open enrollment has closed for Marketplace plans, it is important to continue proactive outreach about the IHWP. Many uninsured Iowans may not know they are eligible or understand they can enroll all year round.

It is equally important to reach out to the newly insured about effectively using their coverage, including promotion of the Healthy Behaviors Program, a financially-based reward program to encourage wellness. IHWP members who complete specific Healthy Behaviors can save money and providers can receive enhanced reimbursement for each member completing the requirements.

Iowa Health and Wellness members who complete the Healthy Behavior requirements each year will not be charged a monthly contribution for their health coverage in the following year. During the first year of coverage there are no monthly contributions for any IHWP members. After that, some members may be charged a monthly contribution (based on family income) if they do not participate in the Healthy Behaviors Program.

To complete Healthy Behaviors requirements IHWP members must:

1) Get a physical exam from a health care provider.
2) Complete a Health Risk Assessment (HRA) or qualified health history survey. To complete the survey online, members request an access code from their provider and go to assessmyhealth.com. Call 1-800-338-8366 to complete the survey by phone, 8am – 5 pm, Monday- Friday.

Encouraging patients to participate in the Healthy Behaviors Program provides a unique opportunity to establish a patient relationship that promotes good health and better informs coordinated efforts to provide quality care. Contact IMEProviderServices@dhs.state.ia.us to get your access code and join efforts to promote the Healthy Behaviors program.

Social Media

Below are sample social media posts your center can distribute through your social media channels. The goal is to provide high-level information about the Healthy Behaviors Program and encourage individuals to work with you to complete program requirements.

Example Facebook Posts
Healthy Behaviors Program: Take two steps to good health and keep more money in your pocket. Iowa Health and Wellness Plan members schedule an appointment with your health care provider today to get started!

Don't wait until you are sick, get started on staying healthy today! Get a check-up from your health care provider and complete the Healthy Behaviors survey. The Healthy Behaviors program lets you take action to stay healthy and keep more money in your pocket. Schedule your appointment today!

Take action to stay healthy and keep more money in your pocket! The Healthy Behaviors Program makes it easy: get a check-up and complete a health survey. Iowa Health and Wellness Plan members call your health care provider today to get started!

The Healthy Behaviors Program is a new way for Iowa Health and Wellness Plan members to stay healthy and continue to receive health care services for free. Just get a check-up from your health care provider and complete a health survey. Call your provider today to schedule your exam!

Example Twitter Posts
#HealthyBehaviors Program: Two steps to good health & more money in your pocket. Call your health care provider to get started!

Get a check-up and take a survey. Two #HealthyBehaviors that save money. Call your health care provider today!

Take action to be healthy and save money! Call your health care provider about two #HealthyBehaviors that keep you covered for free.

Use your health coverage to stay healthy and save money! #HealthyBehaviors Program makes it easy, call your health care provider today!

Sample Member Letter Content
(Letter fits on one page when transferred)

Your Organization's Letterhead

[Date]

[Last name]
[Address Line 1]
[Address Line 2]
[City,State Zip]

Dear [Patient name,]

This letter is to let you know that you are a member of the Iowa Health and Wellness Plan. I/we am/are excited to be your medical provider and am/are asking you to complete two steps as part of the Healthy Behaviors Program. This program allows you to continue receiving free or low cost coverage. If you choose not to complete this program, you may be charged a monthly contribution by Medicaid next year. Please complete the two steps below. This is a great way to work with me/us to understand and manage your health.

Step 1: Complete the Health Risk Assessment Survey
- Go online to www.AssessMyHealth.com
- Use my/our 5-digit code when asked - [xxxxx]
- When done, enter your Medicaid member ID number in order to get credit for Healthy Behaviors
- Select "Yes" to share your results with your provider
- Take your results to your wellness exam

Step 2: See me/us for a Wellness Exam (Annual Check-Up)
- Please call (XXX) - XXX-XXXX from X a.m. - X p.m., Monday - Friday to schedule an appointment
- Bring your health assessment results along with you to the appointment

You can also complete the assessment over the phone.
Call Iowa Medicaid Member Services at 1-800-338-8366 or 515-256-4606 in the Des Moines area. Help is available from 8:00 a.m. until 5:00 p.m., Monday - Friday.

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Your Healthcare Provider	[Name]
Address	[Location of Provider]
Phone Number	[Phone number of Provider]

We thank you for placing your trust in us for your health care needs. We look forward to working with you as you take control of your health.

Sincerely/In health,

[Signature]

[Typed name]
[Position]

Contact Information

For additional information on the Healthy Behaviors Program, providers should visit http://www.ime.state.ia.us/iowa-health-and-wellness-plan.html or call Iowa Medicaid Provider Services at 1-800-338-7909, or in Des Moines 515-256-4609.

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ia health link

Care on your terms

Be Healthy, Stay Healthy

To continue receiving free coverage under the Iowa Wellness Plan, you must complete the following Healthy Behaviors:

1. Health Risk Assessment (HRA)

1. Go online to AssessMyHealth.com.
2. You will need to enter a five-digit code. You can get this code from your provider. This will let your provider see your results. If your provider does not have a code, enter MBR11.
3. Complete the assessment. When done, enter your Medicaid member ID number. Select 'yes' to share your results with your provider. You must enter your member ID to get credit for the Healthy Behavior.
4. Take your results to your wellness exam.

2. Wellness Exam

1. Call your primary care provider and schedule your check-up.
2. Talk to your provider about completing the health risk assessment. Your provider might be able to help.
3. Keep your appointment and work with your provider to stay healthy.

Questions?

Call Iowa Medicaid Member Services at 1-800-338-8366, or 515-256-4606 in the Des Moines area, 8:00 a.m. - 5:00 p.m., Monday-Friday.

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Healthy Behaviors

Care on your terms

Need help completing your HRA?

1. Complete the assessment from any computer.

2. Talk to your provider. Some providers may be able to help you complete the assessment in their office.

3. Contact local resources in your community like public libraries, public health departments, and community resource centers. Computers may be available to the public.

4. Complete the survey over the phone. To complete the survey over the phone, call Iowa Medicaid Member Services at 1-800-338-8366, or 515-256-4606 in the Des Moines area. Surveys can be taken from 8:00 a.m. - 5:00 p.m., Monday-Friday.

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Questions?

Call Iowa Medicaid Member Services at 1-800-338-8366, or 515-256-4606 in the Des Moines area, 8:00 a.m. - 5:00 p.m., Monday-Friday.

ia health link

Care on your terms

Be Healthy, Stay Healthy

To continue receiving free coverage under the Iowa Marketplace Choice Plan, you must complete the following Healthy Behaviors:

1. Health Risk Assessment (HRA)

1. If you are a **CoOportunity Health member**, go online to: www.cooportunityhealth.com. Click "Set Up Your Account" to log on and complete the assessment.

or

1. If you are a **Coventry Health Care member**, go online to: www.coventryhealthcare.com. Click "My Online Services" to log on and complete the assessment.
2. Complete the assessment and take your results to your wellness exam. You may also use the Iowa Medicaid HRA. Either your health plan HRA or the Iowa Medicaid HRA will count as your Healthy Behavior.

2. Wellness Exam

1. Call your primary care provider and schedule your check-up.
2. Talk to your provider about completing the health risk assessment. Your provider might be able to help.
3. Keep your appointment and work with your provider to stay healthy.

Questions?

Call Iowa Medicaid Member Services at 1-800-338-8366, or 515-256-4606 in the Des Moines area, 8:00 a.m. - 5:00 p.m., Monday-Friday.

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Healthy Behaviors

Care on your terms

To complete the Iowa Medicaid Health Risk Assessment (HRA) you should:

1. Go online to AssessMyHealth.com.
2. You will need to enter a five-digit code. You can get this code from your provider. This will let your provider see your results. If your provider does not have a code, enter MBR11.
3. Complete the assessment.
4. When done, enter your Medicaid member ID number. Select 'yes' to share your results with your provider. You must enter your member ID to get credit for the Healthy Behavior.
5. Take your results to your wellness exam.

You can also complete the assessment over the phone. Call Iowa Medicaid Member Services at 1-800-338-8366 or 515-256-4606 in the Des Moines area. Call from 8:00 a.m. - 5:00 p.m., Monday- Friday.

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Questions?

Call Iowa Medicaid Member Services at 1-800-338-8366, or 515-256-4606 in the Des Moines area, 8:00 a.m. - 5:00 p.m., Monday-Friday.