

FY '09-'10 Healthy Living Incentives Program

Fiscal Year 2009 - 2010 Incentive Program

Incentives:	Changes Made for '09-'10 Projections:	Projected FY Cost
Adolescent Birthday Cards: Members, 12-21 with 1 comprehensive visit to a provider eligible for a \$10 or \$13.95 movie pass - suggest moving to \$5 iTunes gift card - once for every 12-month period.	10% Medi-Cal member growth was made and added to projected FY '08-'09 total then a .66% deduction was made due to cost going to \$5.	\$2,482.33
Baby Watch: Pregnant women in the first trimester or within 42-days of enrollment are eligible for a \$10 Target gift card. An additional \$10 Target gift card may also be awarded if the mother has a follow up at visit 3-8 weeks.	10% Medi-Cal member growth applied; \$50 dollar down to \$20 resulted in 60% reduction.	\$506.00
Good Health Check Up: Members 0 - 13 being offered an appointment and subsequently follow through with the appointment are eligible for a \$10 gift card.	2.5% Medi-Cal member growth applied to '08-'09 number with \$227 increase in total.	\$8,531.42
Breathe Well, Live Well: 5-56 that attend and complete an asthma class eligible for a \$20 Target gift card - limited once every 12-month period.	\$20 per person completing class, since 12 per class and one class a quarter total members is 48.	\$880.00
Living Well with Diabetes: 18-75, with six diabetes-related examinations in the last 12-months eligible for a \$20 Target gift card.	10% Medi-Cal growth applied (with 60 members now eligible) x \$20 instead of the former \$30.	\$1,100.00
Pediatric Weight Management: 3-18 medically obese complete a CCHP approved program for healthy eating habits and/or exercise can receive \$20 gift card.	Approximately 50 known cases were referred and completed a program related to medical obesity, however 50 are assumed x \$20.	\$916.67
		\$14,416.42