



Contra  
Costa  
County

To: Board of Supervisors  
From: William Walker, M.D., Health Services Director  
Date: May 10, 2016

Subject: CCHP Member Incentives to Promote Better Health Behaviors

**RECOMMENDATION(S):**

APPROVE and AUTHORIZE the Purchasing Agent, on behalf of the Health Services Department, to execute purchase order in the amount of \$3,000, for gift cards to be used as an incentive for Contra Costa Health Plan Members to participate in activities to improve their health, for the period from July 1, 2016 through June 30, 2017.

**FISCAL IMPACT:**

Costs are offset by Contra Costa Health Plan premiums and are expected to result in lowering costs by encouraging improved health status.

**BACKGROUND:**

Since 2000, the Board of Supervisors has approved utilization of small incentives for CCHP members. The California Department of Health Care Services recommends incentives to promote healthy behavior and the proposal and program were created following their guidelines.

Incentives are tied to the Healthcare Effectiveness Data and Information Set (HEDIS), which is used to determine how many “default” Medi-Cal members are assigned to CCHP,

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **05/10/2016** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

**VOTE OF SUPERVISORS**

AYE: John Gioia, District I Supervisor  
Candace Andersen, District II Supervisor  
Mary N. Piepho, District III Supervisor  
Karen Mitchoff, District IV Supervisor  
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: May 10, 2016

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Chris Heck, Deputy

Contact: Patricia Tanquary,  
313-6004

cc:

and subsequently increases the capitation CCHP is paid by the State. Ultimately, the higher the HEDIS rate the higher the default rate and capitation

### BACKGROUND: (CONT'D)

becomes, so the investment in incentives is expected to pay off monetarily.

W&I Code, Section 14407.1 and Title 28, CCR, Section 1300.46 authorize the use of non-monetary incentives to promote good health practices provided they are pre-approved by the Department of Health Care Services. The CCHP incentive program goals for 2016-17 are attached. A request has not been made for three years.

### CONSEQUENCE OF NEGATIVE ACTION:

If this item is not approved, CCHP and its Disease Management Program will lose an important tool for influencing member behavior, and the population's health may suffer as a consequence.

### CHILDREN'S IMPACT STATEMENT:

The incentives are specifically aimed at children and at getting them off to a better, healthier start in life.

### ATTACHMENTS

Proposal