



**Contra
Costa
County**

To: Board of Supervisors
From: William Walker, M.D., Health Services Director
Date: January 12, 2010

Subject: CCHP Member Incentives to Promote Better Health Behaviors

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Purchasing Agent, on behalf of the Health Services Director, to execute a Purchase Order to purchase gift cards in an amount not to exceed \$14,416.42, to be used as an incentive for CCHP members to see the doctor. The attached report from the Health Service Department describes how incentives are used to promote healthy behaviors as recommended by the California Department of Health Services and the CCHP Quality Management Committee.

FISCAL IMPACT:

None. The Health Service Department will be provided up to \$14,416.42 a year with money coming from Contra Costa Health Plan premiums.

BACKGROUND:

Since 2000, the Board of Supervisors approved utilization of small incentives for CCHP members.

Incentives are tied to the Healthcare Effectiveness Data and Information Set (HEDIS), which is used to

<input checked="" type="checkbox"/> APPROVE	<input type="checkbox"/> OTHER
<input checked="" type="checkbox"/> RECOMMENDATION OF CNTY ADMINISTRATOR	<input type="checkbox"/> RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **01/12/2010** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I
Supervisor
Gayle B. Uilkema, District II
Supervisor
Mary N. Piepho, District III
Supervisor
Susan A. Bonilla, 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: January 12, 2010

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

By: Katherine Sinclair, Deputy

Contact: Patricia Tanquary,
313-6004

determine how many default Medi-Cal members are assigned to CCHP and subsequently

BACKGROUND: (CONT'D)

increases the capitation rate CCHP is paid by the State. Ultimately, the higher the HEDIS rate the higher the default rate and capitation rate becomes, therefore incentives are only available to members in product lines where HEDIS performance is linked to revenue.

W&I Code, Section 14407.1 and Title 28, CCR, Section 1300.46 authorizes 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 2009 are attached. While the incentive program goals remain the same for the coming fiscal year, CCHP has cut the request by 50% over 08/09 spending.

The Health Services Department will follow the requirements in Administrative Bulletin #615 - Incentives for County Programs and Services in implementing this program.

ATTACHMENTS

Incentives Program Listing