



Contra  
Costa  
County

To: Board of Supervisors  
From: William Walker, M.D., Health Services Director  
Date: December 20, 2016

Subject: CCHP Member Incentives to Promote Better Health Behaviors

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**RECOMMENDATION(S):**

APPROVE and AUTHORIZE the Purchase Agent, on behalf of the Health Services Department, to execute a Purchase Order in the amount of \$9,000, for \$20 Target gift cards to be used as an incentive for Contra Costa Health Plan (CCHP) Members to participate in activities to improve their health, for the period from January 1, 2017 through December 31, 2017.

**FISCAL IMPACT:**

Funds come from CCHP 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),

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☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

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Action of Board On: **12/20/2016** ☒ 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

ABSENT: 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: December 20, 2016

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

By: Stacey M. Boyd, Deputy

Contact: Patricia Tanquary,  
925-313-6004

which is used to determine how many “default” Medi-Cal members are assigned to CCHP, and subsequently increases the capitation CCHP is

### BACKGROUND: (CONT'D)

paid by the State. Ultimately, the higher the HEDIS rate the higher the default rate and capitation becomes, so the investment in incentives is expected to pay off monetarily. Our default rate recently decreased, and we would like to be able to bring it back up.

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.

### CONSEQUENCE OF NEGATIVE ACTION:

If this item is not approved, CCHP and its Disease Management Program and Health Outreach efforts will lose an important tool for influencing member behavior, and the population's health may suffer as a consequence. Additionally, lack of member incentives may lead to a further loss in the allocation of new Medi-Cal members to CCHP.

### CHILDREN'S IMPACT STATEMENT:

Some of the incentives are specifically aimed at children's care and at getting them off to a better, healthier start in life.