



Contra  
Costa  
County

To: Board of Supervisors  
From: Anna Roth, Health Services Director  
Date: July 24, 2018

Subject: CCHP Member Incentives to Promote Better Health Behaviors

**RECOMMENDATION(S):**

APPROVE and AUTHORIZE the Purchasing Agent to execute, on behalf of the Health Services Director, 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 July 1, 2018 through December 31, 2018.

**FISCAL IMPACT:**

100% funded by CCHP Enterprise II Funds.

**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

☐ RECOMMENDATION OF BOARD

ADMINISTRATOR

COMMITTEE

Action of Board On: **07/24/2018** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

**VOTE OF SUPERVISORS**

AYE: John Gioia, District I Supervisor  
Candace Andersen, District II Supervisor  
Diane Burgis, 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: July 24, 2018

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

By: June McHuen, Deputy

Contact: Patricia Tanquary,  
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and subsequently increases the capitation CCHP is 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. We are replenishing

BACKGROUND: (CONT'D)

our stock as supply of gift cards is low.

W&I Code, Section 14407.1 and Title 28, CCR, Section 1300.46 authorized 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 purchase order 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 result in lower HEDIS measures, which could result in fewer Medi-Cal members being assigned to CCHP.