

## AETNA BETTER HEALTH® OF KENTUCKY

### Member Incentives Program

Aetna gives members incentive items to encourage members to complete visits with their health provider and obtain specific screenings. Although Aetna conducts outreach calls and sends appointment reminders, it has been noted that members are more likely to get the health services they need if they are given a reward that is of monetary value or an item that they need.

Member incentives are not only beneficial for the member, but they are also of value to Aetna as the visits and screenings increase the Plan's HEDIS® rates.

Incentive items are only given to members for specific health provider visits and specific screenings. Not everyone qualifies for a member incentive, so it is important to know who does qualify and what HEDIS® measures are positively impacted.

#### **Aetna has three incentive programs:**

##### **The CRIBS Program**

**Frequency of Prenatal Care (FPC):** FPC assesses the number of times a pregnant member has a prenatal (OB) visit during their pregnancy. If a member attends at least 7 OB visits and is enrolled in Case Management, she is eligible to receive a portable crib for her infant. A pregnant member can call **1-888-470-0550** to participate in the OB Case Management Program. In order to qualify, the OB provider must complete the CRIB Program Request Form which is signed by the OB provider (must be signed by the physician). After the form is completed & signed by the OB physician, it is faxed to **1-855-454-5583** OR submitted via mail to the following:

Aetna Better Health  
Attn: Cribs Program  
9900 Corporate Campus Drive Suite #1000  
Louisville, KY 40223

##### **The Promise Rewards Program**

**Postpartum Care (PPC):** PPC assesses whether or not a member who delivered a live birth had a postpartum visit check-up on or between 21 to 56 days after the baby is born. If the member goes to her postpartum visit within that timeframe, she will receive a free diaper bag which includes common baby items and a \$10.00 gift card. The provider performing the postpartum visit must complete the Promise Rewards form and return it to Aetna Better Health of

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Kentucky in order for the member to receive the incentive. After form is completed & signed by the physician, it is faxed to **1-855-415-1215** OR submitted to the following:

Aetna Better Health  
Attn: Promise Rewards Postpartum Program  
9900 Corporate Campus Drive Suite #1000  
Louisville, KY 40223

**IMPORTANT TO NOTE: If the postpartum visit is prior to 21 days or after 56 days of the birth, the member is not eligible to receive the diaper bag or gift card.**

#### **Aetna Better Way to Health Incentive Program**

The Aetna Better Way to Health Incentive Program positively impacts four HEDIS measures. Members can earn gift cards after they complete specific checkups and/or specific screenings:

- **Lead Screening (LSC):** LSC assesses if a child member has had a lead screening blood test prior to their 2<sup>nd</sup> birthday. Members can earn a \$10.00 gift card if they take their child for a lead screening test before the child's 2<sup>nd</sup> birthday. A lead screening test can be done in the provider's office or at the health department. If the lead screening test is done after the child's 2<sup>nd</sup> birthday, the member is not eligible to receive the \$10.00 gift card.
- **Comprehensive Diabetes Dilated Retinal Eye Exam (DRE):** DRE assesses the percentage of member's ages 18 to 75 with diabetes who had a dilated retinal eye exam performed by an eye care professional (Optometrist or Ophthalmologist). Members can earn a \$10 gift card for getting an eye exam. If a member does not have diabetes they are not eligible to receive the \$10.00 gift card. If a member is a diabetic, but is younger than 18 or older than 75 years old, they are not eligible for the \$10.00 gift card.
- **Use of Spirometry Testing in the Assessment and Diagnosis of COPD (SPR):** SPR assesses the percentage of members 40 years of age and older with a new diagnosis of COPD who received a spirometry test to confirm the diagnosis. Members can earn a \$10.00 gift card for completing spirometry testing for members 40 years or older with COPD. Members younger than 40 years old are not eligible to receive the \$10.00 gift card.

**Follow-Up after Hospitalization for Mental Illness (FUH):** FUH measures the percentage of members ages 6 who received a follow-up visit with a mental health practitioner within 7 days of discharge after a hospitalization for mental illness. Members can earn \$20 gift card for completing a follow-up visit with a mental health practitioner within 7 days of discharge after a hospitalization for mental illness (6 years of age or older). If the member completes a follow-up visit with a mental health practitioner after 7 days of discharge they are not eligible for the \$20.00 gift card. Members younger than 6 years old are not eligible to receive the \$20.00 gift card.

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