



# EMPOWERING WELLNESS: UNLOCKING MEMBER REWARDS TO IMPROVE OUTCOMES

**CareSource Behavioral Health Team**

2025 Indiana Health Coverage Programs (IHCP) Annual Works Seminar- October 21<sup>st</sup>-23<sup>rd</sup>

# Agenda

Overview

CareSource  
MyKids Program

CareSource  
MyHealth  
Program

Member Reward  
Spotlight

Follow-up After  
Hospitalization  
Overview

Enhanced  
Benefits

Behavioral  
Health Toolkit

Working  
Together to  
Improve Member  
Outcomes



# Overview

- Rewards programs are designed to encourage and motivate members to actively participate in their mental, emotional, and physical well-being
- 2025 CareSource IN Rewards Programs:
  - CareSource MyKids (Newborn through 17)
  - MyHealth (18 years and older)
  - Pregnancy & Postpartum Rewards
- CareSource has rewards for preventative care activities, medication adherence, chronic disease management, behavioral health, tobacco cessation, and Substance Use Disorder (SUD)



# CareSource MyKids Program

- Hoosier Healthwise (HHW) Members 0-17 years old
- Members may earn up to \$200 per calendar year
- Can earn rewards for:
  - Health Needs Screening
  - Wellness visits
  - Vaccination series
  - Lead screening
  - Flu Shot
  - Routine Dental Exam/Routine Physical
- Earned rewards are put on a CareSource Rewards card (reuseable card)
  - Can be used to purchase groceries, baby items, personal care items, etc.
- Members can sign up by:
  - Calling Member Services (1-844-607-2829) Monday thru Friday 8am to 8pm EST
  - Completing the form on the website
    - (<https://www.caresource.com/in/plans/medicaid/benefits-services/rewards/>)



# CareSource MyKids Rewardable Activities

Rewardable Activity	Rewards
Health Needs Screening	\$30/1x per year
Well Baby Visits	\$15/6x per year
Well Child Visits	\$10/3x per year
Well Child Visits	\$20/1x per year
Lead Screening	\$20/1x per year/ 2x MAX Lifetime
Well Child Vaccinations: Dtap, IPV, MMR, Varicella	\$20/1x per year
Well Child Vaccinations: Tdap Series	\$10/1x per year
Well Child Vaccinations: HPV Series (Must have 2 or 3 doses to earn reward)	\$30/1x per year
Well Child Vaccinations: Meningococcal	\$10/1x per year
Routine Dental Exam	\$20/1x per year
Annual Flu Shot	\$10/1x per year
ADHD Follow-up Visit within 10 months of diagnosis- 2 follow-up visits within 10 months of initial prescription	\$10/2x per year
ADHD Follow-up Visit within 30 days of initial prescription	\$10/1x per year
Engagement Care Management	\$25/1x per year
Completion of Care Plan Goal	\$40/1x per year



# Pregnancy & Postpartum Rewards

- HHW Members aged 10-17 and Healthy Indiana Plan (HIP) members 18+ are eligible for these rewards
- Members can earn up to \$155 per pregnancy
- There could be some instances where both mothers and babies are both in CareSource MyKids

Rewardable Activity	Rewards
Prenatal Visit #1	\$50/1x per pregnancy
Prenatal Visit #5	\$25/1x per pregnancy
Comprehensive Prenatal Risk Assessment	\$25/1x per pregnancy
Postpartum Visit #1	\$40/1x per pregnancy
Postpartum Visit #2	\$15/1x per pregnancy



# CareSource MyHealth Program

- Members are automatically enrolled in MyHealth when they become a member
  - All members are earning rewards, it is just a matter of if they are redeeming them
- Members may earn up to \$300 per calendar year
- The total number includes a combination of preventive care, tobacco cessation, SUD, and Chronic Disease Management

## PREVENTIVE CARE

**Up to \$50**

Yearly Physical Exam  
Yearly Dental Exam  
Breast Cancer Screening  
Cholesterol Screening

## CHRONIC DISEASE/MED ADHERENCE

**Up to \$200**

ADHD Med Adherence  
Asthma Med Adherence  
Diabetes A1C Testing

## TOBACCO CESSATION

**Up to \$200**

Initiation for Nicotine Replacement  
Initiation in Behavioral Health for Tobacco Cessation

## SUD

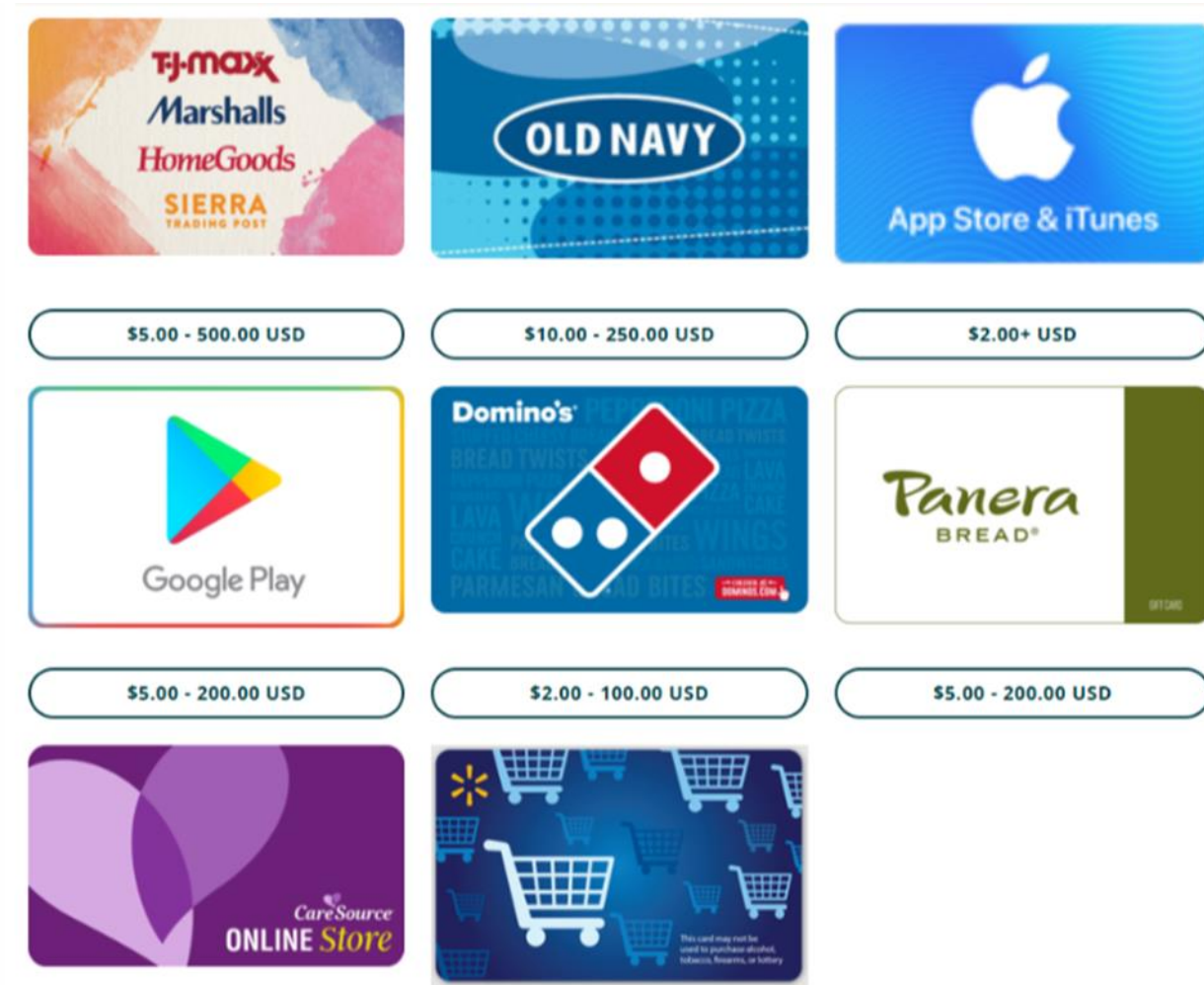
**Up to \$100**

Substance Use Disorder (SUD) Intensive Outpatient Treatment (IOT) Session

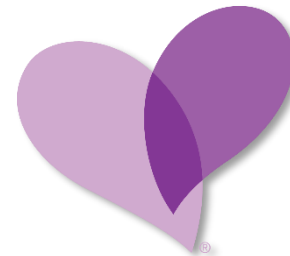


# Redeeming MyHealth Rewards

- Member rewards are not loaded on a reuseable card like CareSource MyKids
- Each time they redeem rewards they will get a specific gift card for the retailer they are redeeming with
- All redemptions must be done on the CareSource Member Portal ([MyCareSource.com](https://MyCareSource.com)) [My Caresource](https://MyCareSource.com)
- Gift cards can be delivered electronically or by mail







# Member Reward Spotlight: Follow-up After Hospitalization for Mental Illness (FUH)



# Improving Outcomes for Follow-up After Hospitalization for Mental Illness (FUH)

## About the Quality Measure

- FUH for mental illness helps improve health outcomes and prevent readmissions
- FUH assesses members who were hospitalized for treatment of mental illness or intentional self-harm and had a follow-up appointment with a health care provider
- The measure identifies the percentage of members who received follow-up care within 7 calendar days and 30 calendar days of discharge



# What's New in 2025?



- Phobia, anxiety, and intentional self-harm diagnoses were added to the denominator
- FUH has removed the requirement that follow up be completed by a mental health provider
  - Any health care provider can complete the follow-up appointment if the provider uses a mental health diagnosis when billing their claim
  - Peer Support Services are now able to close the gap
- Visits in a behavioral health care setting, psychiatric collaborative care management services, and psychiatric residential treatment codes were added to the numerator
- Mental health diagnosis can be in any position on the claim
- Anyone with billing capabilities can close the gap if all other requirements are met



# National Committee for Quality Assurance (NCQA) MY2024-2025 Benchmarks

## NCQA Medicaid Benchmarks 7-Day



## NCQA Medicaid Benchmarks 30-Day



# Behavioral Health Reward: FUH Follow Up



Designed to incentivize timely follow-up appointments for members diagnosed with any mental health disorder after being discharged from the hospital



Members must schedule and attend a follow-up appointment with a health provider within 7 days of discharge



**Reward Amount:**  
\$40.00 for each completed follow-up appointment



**Frequency:**  
Up to 2 times per calendar year



Upon completion of the appointment, the provider will submit the necessary documentation to CareSource to process the reward



# How Can Providers Help with FUH?

- Educate the patient and assist with scheduling follow-up appointments prior to discharge
- Use correct HIPAA-compliant codes when billing for the follow-up visit
- Reduce barriers to treatment by assisting with social drivers of health, clinical needs, and access to medications
- Arrange for follow-up via telehealth, as needed
- Address factors impacting the patient's ability to engage in recovery treatment and need for treatment of comorbid physical or mental health conditions
- Ensure members with frequent readmissions (> 3) have been linked with the CareSource Transition of Care or Care Management team
- Collaborate with CareSource to connect the member to needed programs and services, such as care management or transportation



# How Members Access Care Management

## *No Wrong Door*

- Members can self-refer to Care Management by calling: **1-844-607-2829** Monday thru Friday 8am-7pm EST
- Members can self-refer through the 24-hour nurse line: **1-844-206-5947**
- Providers can refer members by:
  1. Calling Provider Services: **1-844-607-2831** Monday thru Friday 8am-8pm EST
  2. Faxing a referral to: 1-937-396-3027
  3. The [Provider Portal](#)
  4. Email: INCaseManagement [INCaseManagement@caresource.com](mailto:INCaseManagement@caresource.com)

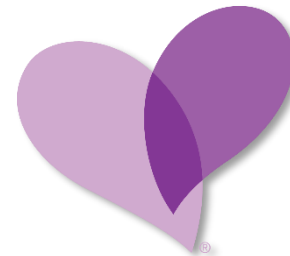


# How Does CareSource Assist with FUH?

- Monitoring and coordinating care on behalf of members who had a behavioral health inpatient stay for 90 calendar days
- Assisting with locating credentialed providers who can perform a follow-up visit
- Educate providers on the FUH measure and specifications for follow-up care
- Offer Behavioral Health Toolkits for members and providers
- Offering member programs such as Transitions of Care (TOC), Care Management, LifeServices, and CareSource Re-Entry







# Additional Services and Resources



# Enhanced Benefits

“Extra” services we provide to eligible members

Life Services		Member Assistance Fund	
<b>What is it?</b> Programs to support our member’s Social Determinants of Health (SDoH) needs whether that be employment, education, food, housing, transportation, and more. Programs under Life Services include: JobConnect, HousingConnect, FoodConnect		<b>What is it?</b> Financial assistance for members with health, safety, well-being needs, or to prevent barriers that prevent working or meeting basic needs	
Enhanced Transportation	Food Transportation	NICU Transportation	
<b>What is it?</b> Unlimited rides to all doctor visits, pharmacies (after appt), WIC appts, Medicaid Enrollment Events, and CS Special Events (Bumps & Babies Fairs, MAC Meetings). Members also have five additional trips to the pharmacy per month, outside of the post appt.	<b>What is it?</b> Provides transportation to food banks, food pantries, or grocery stores (for pick up only). Limited to five round trips per month with a one-hour time frame allotted	<b>What is it?</b> Provides rides to and from the hospital for parents with infants admitted to NICU for the entirety of the stay	
Reentry Members Assistance Fund			
<b>What is it?</b> Financial assistance for members coming out of incarceration. Funds can help members with immediate SDOH needs, expungement, and getting IDs so they can begin to get other needs taken care of			



# Additional Enhanced Benefits

“Extra” services we provide to eligible members

Bumps & Babies Fairs	Infant Scales
<b>What is it?</b> Offers members a fun opportunity to receive education, learn about community resources, and enroll in CareSource programs to encourage healthy behaviors and increase health outcomes	<b>What is it?</b> Provides at home infant scales to high-risk babies who were admitted to the NICU
Enhanced Vision Services	Enhanced Dental Services
<b>What is it?</b> CareSource is partnering with Versant and their provider network to increase members’ access to vision care, offering anti-reflective and scratch-resistant lenses	<b>What is it?</b> CareSource is offering enhanced dental services including an extra cleaning per year, periodontal (gum) maintenance, and fluoride wash
Driver’s License Reinstatement	
<b>What is it?</b> Assists members by providing education, support, and can also assist with some of the financial burden of driver’s license suspension	



# Behavioral Health Toolkit

**Key Features of the Toolkit:** [Behavioral Health | Indiana – Medicaid | CareSource](#)

## 1. Care Management Support

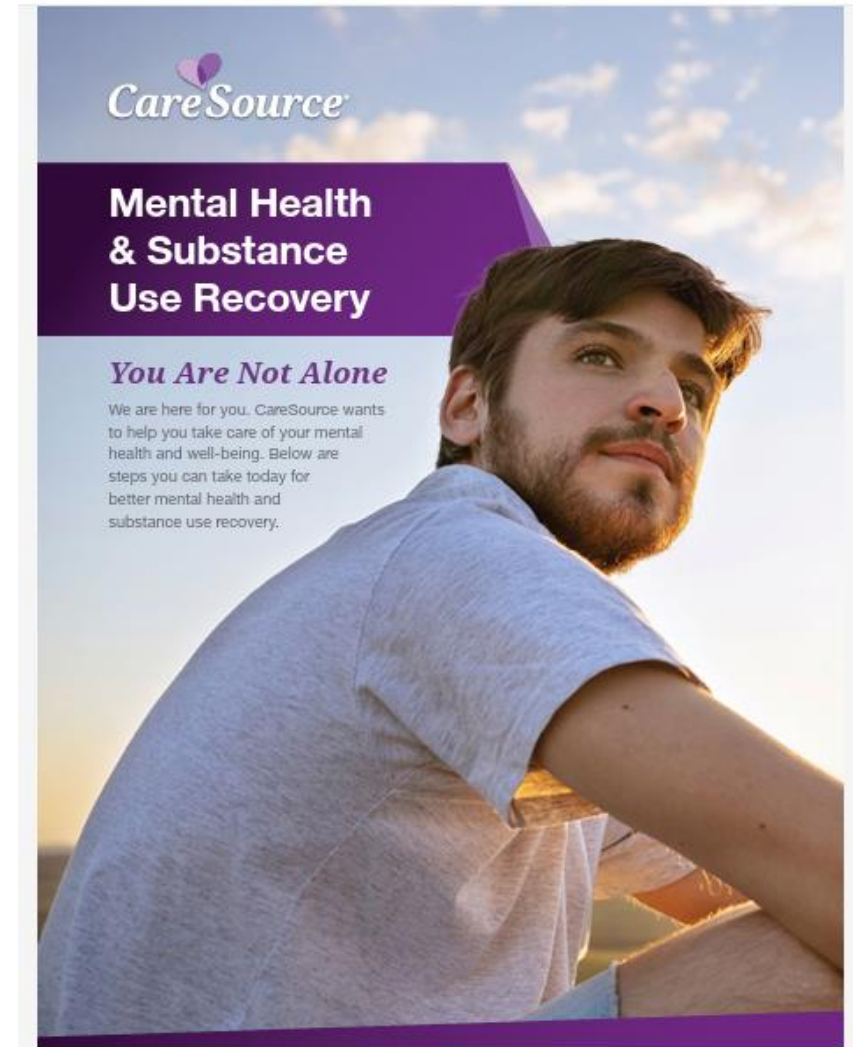
- a. **Community Resources:** Access to local support services
- b. **Health Condition Management:** Assistance in managing health conditions
- c. **Coordinated Care:** One-on-one help from a care manager to meet health goals

## 2. Crisis Support

- a. **9-8-8 Suicide & Crisis Line:** 24/7 access to crisis counselors
- b. **Behavioral Health Crisis Line:** Immediate support from licensed staff

## 3. Therapy Options

- a. Individual, family, and group therapy available through in-person and telehealth options
- b. Access to the Find a Doctor Tool [Find a Doctor | CareSource](#) to locate mental health professionals



Resource guide to assist CareSource members in their journey through mental health and substance abuse recovery



# Behavioral Health Toolkit Continued

**Key Features of the Toolkit continued:** [Behavioral Health | Indiana – Medicaid | CareSource](#)

## 4. Wellness Apps

- a. **myStrength App:** Free app for mental wellness support, mood tracking, and mindfulness exercises

## 5. Substance Use Support

- a. **Addiction Support Line:** 24/7 assistance
- b. **Intensive Outpatient Program (IOT):** Outpatient sessions for mental health and substance use treatment
- c. **Medication-Assisted Treatment (MAT):** Support for easing cravings and maintaining sobriety



Resource guide to assist CareSource members in their journey through mental health and substance abuse recovery



# How Can Providers Help Our Members?



## Provide Information Materials

- Brochures, flyers, handouts, and visual displays that outline CareSource rewards programs



## Educate about online resources

- Direct patients to CS website/mobile app to find information about the rewards programs, how to redeem them, and how to sign up



## Personalized Communication

- Include information about rewards in appointment follow up text messages and encourage sign up



## Educate about Community Resource Fairs

- Materials and word of mouth to give patients the opportunity to talk with CS and learn about our rewards programs





# CareSource Behavioral Health-Health Partner and Behavioral Health Clinical Team territory map

<https://www.caresource.com/documents/in-multi-p-2417158-bh-provider-rep-territory-map.pdf>



PARTNER with Purpose

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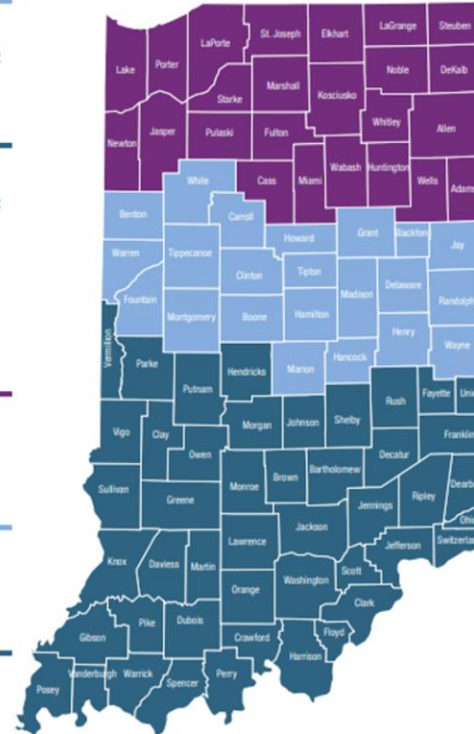
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# Q & A

Thank you!





Presented by:

**Mary Lantz & Emma Dartis**

Empowering Wellness: Unlocking Member Rewards To Improve Outcomes

Thank you for attending.

<October 21-23, 2025>

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# Thank you for attending!

By taking a few moments to complete the event and session evaluations, you help us understand your experience and shape the future of our programs.

