



Iowa Total Care Value-Added Services

Value-Added Services

Members get extra services at no added cost, because we care for the whole you. Whether you're having a baby, or just need a ride to the doctor, we've got you covered.

For more information, visit iowaTotalCare.com/ValueAdds.

The screenshot displays the Iowa Total Care website interface. At the top, the logos for Iowa Total Care, Iowa Health Link (Iowa HHS), and Hawki (Iowa HHS) are visible. Navigation links for 'For Members', 'For Providers', 'About Us', and 'Contact Us' are present. A left-hand navigation menu lists various services, with 'Value-Added Services' highlighted by a red box. The main content area features a section titled 'Value-Added Services' with a sub-header and a descriptive paragraph: 'Get more from your Iowa Total Care health plan! Members get extra services at no added cost, because we care for the whole you. Whether you're having a baby, or just need a ride to the doctor, we've got you covered.' Below this text is a list of services, each with a right-pointing arrow: Start Smart for Your Baby, Doula Program, Car / Booster Seat, Home-Delivered Meals, Transportation, MemberConnections, Flu Prevention Program, Diabetic At-Home Test Kits, Health Coaching, Suicide Prevention Program, Substance Abuse Support Program, Foster Care Kits, My Health Pays® Member Rewards, Digital Mental Health Support, and Education Benefits.

My Health Pays[®] Rewards Program

Healthy Activities Eligible for Rewards

- Health Risk Screening
- Notification of Pregnancy Form
- First Trimester Prenatal Visit
- Postpartum Doctor Visit
- Diabetes Care: HbA1C Test and Dilated Eye Exam
- Annual Breast Cancer Screening
- Tobacco Cessation Coaching and Quit Aid
- Stakeholder Advisory Board Meeting
- Annual Well Care Visits
- Annual Flu Vaccine
- Health Coaching
- HiSET Completion

How to earn:

- Complete healthy activities like a yearly wellness exam, annual screenings, tests, and other ways to protect your health.

Where to spend rewards:

- Hy-Vee, Walmart/Sam's Club for everyday items (in-store).
- Hy-Vee Fast & Fresh gas stations
- Household utilities/phone bills (cell phone or home phone).
- Public transportation or rideshare.

Additional information and Full List of Reward Details:

- [Iowa Total Care's My Health Pays webpage](https://www.iowatotalcare.com/members/medicaid/benefits-services/healthy-rewards-program.html.html)
(<https://www.iowatotalcare.com/members/medicaid/benefits-services/healthy-rewards-program.html.html>)

My Health Pays[®] Rewards

2025 Rewards Data – Where Members Spent Their Rewards

77,196
Total transactions



Groceries

64,951

Transactions at grocery stores and supermarkets.



Gas

4,285

Transactions at Hy-Vee Fast & Fresh service stations and automated fuel dispensers.



Telecommunications

1,132

Transactions for telecommunication services.



Utilities

987

Transactions for water, gas, and electric bills.

Top Stores in 2025 Hy-Vee: **16,684** transactions | Walmart / Sam's Club: **53,963** transactions




My Health Pays® Rewards, *continued*

2025 Rewards Data – Rewards Earned & Card Use

Rewards Earned

153,324 total rewards earned


Most Common Rewards:

 Well visit reward (adult and child members)	70,697
 Health risk screening	37,604
 HbA1c	13,887

Card Activation

70%
of enrolled members have been mailed a rewards card

56.6%
of cards have been activated



Diabetes Care Rewards

\$15 HbA1c Test: Ages 18-75 with diagnosis of diabetes. May earn 2 times per year.

\$15 Dilated Eye Exam: Ages 18-75 with diagnosis of diabetes. Must be completed with eye doctor. May earn once per year.

Pregnant Member Resources

Car/Booster Seat

- To be eligible, members must:
 - Have a completed notification of pregnancy form on file
 - Visit their doctor while in the first trimester or within 42 days of enrollment in Iowa Medicaid
 - Be engaged with [Start Smart for Your Baby](#) until 36 weeks of pregnancy
- Unique Member Usage SFY26 (July 1 – Mar 31): 783

Home Delivered Meals

- Available to eligible members based on location
- Receive 2 meals per day/up to 4 weeks
- Unique Member Usage SFY26 (July 1 – Mar 31): 101

Health Coaching/Disease Management

Iowa Total Care offers **FREE health coaching through Iowa Total Care's Healthy Solutions for Life program** for our members. The programs provide telephonic outreach, education, and support services. Learn how to manage your health condition and how to stay healthy. We provide services for many conditions, such as asthma, COPD, weight management, anxiety, high blood pressure, and more.

Members can earn **up to \$90 per year in My Health Pays® rewards**. You can use your rewards to shop at Walmart, Sam's Club or Hy-Vee stores. You can also use your rewards to help pay for utilities, transportation, cell phone bills, childcare services, education, and rent.

My Health Pays® Rewards for Health Coaching

Initial intake assessment	\$10	<ul style="list-style-type: none">• <u>Unique Member Usage SFY26 (July 1 – Mar 31): 218</u>• Most Utilized Program: Lifestyle Health Coaching
Creation of care plan with measurable goals	\$30	
Successful closure of care plan	\$50	
<u>TOTAL POSSIBLE REWARDS</u>	\$90	

*This reward may not be used to buy alcohol, tobacco, firearms products, gift cards, lottery tickets, or get cash.

Members can call 1-833-234-9026 to enroll.

Tobacco Cessation

- Unique Member Usage SFY26 (July 1 – Mar 31): 152

Ready to make a change?

Call the Iowa Total Care Tobacco-Free QuitLine at: 1-800-QUIT-NOW (1-800-784-8669); TTY/TDD: 1-877-777-6534 TTY: 1-888-229-2182

[Enroll online](https://itc.quitlogix.org/en-US/Enroll-Now) (itc.quitlogix.org/en-US/Enroll-Now)

Coaching services are available. Choose between three different quit programs:

- Phone + online.
 - Phone only.
 - Online only.
-
- Typical program is five scheduled coaching calls.
 - Members can call the Quitline as much as needed to between scheduled calls. There is no limit.
 - Coaches are available Monday – Sunday, 6 a.m. – 12 p.m. CT.
 - Members may use the online service as often wanted.
 - Members receive planning and educational materials to map the road to quitting tobacco.
 - Members can join an online community of others who are working to become tobacco-free.
 - Medications may be covered to help with smoking cessation.
 - Completed program is eligible for MHP Reward.

For more information, visit our [How to Stop Smoking webpage](https://iowatotalcare.com/members/medicaid/health-wellness/how-to-stop-smoking.html).
(iowatotalcare.com/members/medicaid/health-wellness/how-to-stop-smoking.html)

Ready for My Recovery Program

- A program for Iowa Total Care members who want help with recovery from substance misuse.
- Enroll in Ready for My Recovery by completing the Ready for My Recovery form.
- Members enrolled will receive a My Recovery Journey backpack. The backpack includes a backpack, self-care kit (dental/deodorant/socks), notebook/journal, and pen.
- Members can also earn up to \$85 My Health Pays[®] rewards for maintaining recovery through one year.
 - Going to Behavioral Health treatment visits.
 - Going to Pharmacotherapy.
 - Receiving treatment for substance use disorder
- Unique Member Usage SFY26 (July 1 – Mar 31): 7

Diabetes Benefits

- Diabetes At Home Test Kits

- Free kit to check blood sugar control for members 18 and older diagnosed with diabetes.
- Do a quick test at home and send it back in the prepaid envelope.
- Results are sent to member, their provider and Iowa Total Care.
- Members diagnosed with diabetes can earn a \$15 My Health Pays® reward for completing an A1C test 2x a year.
- Unique Member Usage SFY26 (July 1 – Mar 31): 865

- Diabetes Education Kits

- Offered to select members of Iowa Total Care who are identified as diabetic and meet the following criteria:
 - Must be an Iowa Total Care Medicaid member.
 - Must have a documented diagnosis of diabetes.
 - Reside in targeted or identified counties.
- Unique Member Usage SFY26 (July 1 – Mar 31): 28

- Diabetic Hy-Vee Vouchers

- Hy-Vee dietician services are being offered as a value-added benefit to select members of Iowa Total Care who are identified as diabetic and meet the following criteria:
 - Age 18-75
 - Diabetic, A1C non-compliant
 - Are included in the HEDIS denominator for current measurement year
 - Reside in targeted or identified zip codes
- Unique Member Usage SFY26 (July 1 – Mar 31): 20

Foster Care Kits

- Free focus kit to foster care members.
- Kits may include:
 - Items to help you relax and have fun, like stress balls and games.
 - Cool tools for learning and creating, like books and notebooks.
- Unique Member Usage SFY26 (July 1 – Mar 31): 0

Foster Care Assistance (new)

- Supports foster care members with a one-time benefit (up to \$100) for needs not covered by the health plan or community resources, specifically to support peer engagement and placement stability.
 - This could include gym memberships, school supplies, clothing, haircuts etc.
- To qualify, members must Have HHS Involvement **AND**
 - Be laced outside the family home including: Foster homes, Shelters, QRTPs (Qualified Residential Treatment Programs), PMICs (Psychiatric Medical Institutions for Children), Supervised Apartment Living, Kinship Placements or Other suitable placements
- To request, the Health & Human Services Social Worker, foster care parent or Iowa Total Care's Foster Care team will complete the Foster Care Assistance Request Form and submit to ITC_FosterCare@iowatotalcare.com.
- Unique Member Usage SFY26 (July 1 – Mar 31): 5

Healthcare Career Scholarships

- Community College Direct Support Professional Certificate Courses are being offered to select members of Iowa Total Care who meet the following criteria:
 - 18 or older
 - Have a high school diploma or HiSet
 - Have indicated an employment need
 - Reside within 40 miles of partnering community college facilities
- Unique Member Usage SFY26 (July 1 – Mar 31): 139

Sensory Kits (new)

- Any ITC member with a sensory need enrolled in case/care management.
- The support Kit will be tailored to their developmental and diagnosis needs.
- The kits may include sensory swings, exercise balls, weighted vests or blankets, warm compresses, manipulative toys like pop-its, headphones/earplugs
- The maximum amount per year is \$30 per person.
- Unique Member Usage SFY26 (July 1 – Mar 31): 2

Phone Service/Lifeline Program (new)

- Any members that have no other means to obtain a mobile device and have an updated Health Risk Assessment on file.
- Through Assurance Wireless, qualifying members can receive no-cost phone service with their Lifeline plan which includes unlimited texts, 3,000 minutes, and 4.5GB of data per month.
- As a member of Iowa Total Care, you will also receive unlimited calls to our Member Services number.
- One phone per member only.
- Eligible members can enroll in the program with their own compatible phone, or a phone can be provided to them.
- For complete details and how to apply: Visit assurancewireless.com/partner/BIATExternal to apply online, or speak to your Care Manager.
- Unique Member Usage SFY26 (July 1 – Mar 31):

Doc's Kids Club

- All Iowans ages 10 and under are eligible.
- Follow along with our friend Doc the Dog as we build healthy habits together.
- Doc sends newsletters full of fun activities, kid-friendly recipes, read-along stories, and so much more!
- Kids even get a special gift just for signing up.
- Unique Usage SFY26 (July 1 – Mar 31): 253

For more information, visit [Doc's Kids Club](#).

[**\(https://www.iowatotalcare.com/members/medicaid/resources/docs-kids-club.html\)**](https://www.iowatotalcare.com/members/medicaid/resources/docs-kids-club.html)