

# CENTERS FOR MEDICARE AND MEDICAID SERVICES

## SPECIAL TERMS AND CONDITIONS

**NUMBER:** 11-W-00289/5  
**TITLE:** Iowa Wellness Plan  
**AWARDEE:** Iowa Department of Human Services

### I. PREFACE

The following are the Special Terms and Conditions (STCs) for the Iowa Wellness Plan section 1115(a) Medicaid demonstration (hereinafter “demonstration”) to enable Iowa to operate this demonstration. The Centers for Medicare & Medicaid Services (CMS) has granted a waiver of a requirement under section 1902(a) of the Social Security Act (the Act). These STCs set forth in detail the nature, character and extent of federal involvement in the demonstration and the state’s obligations to CMS during the life of the demonstration. Enrollment activities for the new adult population began on October 1, 2013 for the Iowa Wellness Plan with eligibility effective January 1, 2014. The demonstration will be statewide and is approved through December 31, 2016.

The STCs have been arranged into the following subject areas:

- I. Preface
- II. Program Description and Objectives
- III. General Program Requirements
- IV. Populations Affected
- V. Dental Delivery System
- VI. Benefits
- VII. Healthy Behaviors, Premiums, and Cost Sharing
- VIII. Appeals
- IX. General Reporting Requirements
- X. General Financial Requirements
- XI. Monitoring Budget Neutrality
- XII. Evaluation
- XIII. Monitoring
- XIV. Health Information Technology
- XV. T-MSIS Requirements

### II. PROGRAM DESCRIPTION AND OBJECTIVES

Under the approved Iowa Wellness Plan demonstration, for the new adult population that is eligible under the state plan group described in section 1902(a)(10)(A)(i)(VIII) not affected by the Marketplace Choice plan demonstration we provided authority to relieve the state of its responsibility to not provide non-emergency medical transportation (NEMT). This waiver

authority was originally scheduled sunset after one year, to allow the state and CMS to evaluate impact on access to care. Under the December 2014 amendment, the state will be relieved of its responsibility to assure non-emergency medical transportation (NEMT) through July 31, 2015. Through this demonstration, the state will test and evaluate the effect of this change in state responsibilities on beneficiary access and utilization of services, and overall health status.

The Iowa Wellness Plan demonstration contains an incentive program that is intended to improve the use of preventive services and other healthy behaviors. Monthly premiums for enrollees with incomes between 50 percent and 100 percent of the FPL will be imposed in year 2 of the demonstration and shall be waived if enrollees complete all required healthy behaviors during year 1 of the demonstration. For each subsequent year, enrollees will have the opportunity to complete healthy behaviors and to continue to have their financial contributions waived based on those activities, i.e., healthy behaviors performed in year 2 will be permitted to waive premiums for year 3. At state option, nonpayment of these premiums can result in a collectible debt, but not loss of coverage for the enrollee. The authority enabling the state to begin charging premiums in year 2 is subject to a quarterly aggregate cap of 5 percent of family income.

With this demonstration Iowa proposes to further the objectives of title XIX by:

- Improving enrollee health and wellness through healthy behaviors and use of preventive services.
- Increasing enrollee engagement and accountability in their health care.
- Increase enrollee access to dental care

Iowa proposes to demonstrate whether monthly contributions and incentives for healthy behaviors improve enrollee health and increase use of preventive services and healthy behaviors without reducing access to care. Through the dental amendment, Iowa proposes to further this objective by providing tiered enhanced dental benefits to beneficiaries who active management of their oral health through the completion of periodic exam incentives. In addition to the guaranteed basic Core benefits through the Wellness Alternative Benefit Plan (ABP), beneficiaries who return for a periodic exam within 6-12 months of their first visit will qualify for Enhanced benefits, and Enhanced Plus benefits for beneficiaries who return for a second periodic exam within 6-12 months after the first periodic exam.

### **III. GENERAL PROGRAM REQUIREMENTS**

- 1. Compliance with Federal Non-Discrimination Statutes.** The state must comply with all applicable federal statutes relating to non-discrimination. These include, but are not limited to, the Americans with Disabilities Act of 1990, Title VI of the Civil Rights Act of 1964, section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975.
- 2. Compliance with Medicaid and Children's Health Insurance Program (CHIP) Law, Regulation, and Policy.** All requirements of the Medicaid program and CHIP, expressed in law, regulation, and policy statement, not expressly waived or identified as not applicable in

the waiver and expenditure authority documents (of which these terms and conditions are part), apply to the demonstration.

- 3. Changes in Medicaid and CHIP Law, Regulation, and Policy.** The state must, within the timeframes specified in law, regulation, or policy statement, come into compliance with any changes in federal law, regulation, or policy affecting the Medicaid or CHIP program that occur during this demonstration approval period, unless the provision being changed is expressly waived or identified as not applicable. In addition, CMS reserves the right to amend the STCs to reflect such changes and/or changes of an operational nature without requiring the state to submit an amendment to the demonstration under STC 7. CMS will notify the state 30 days in advanced of the expected approval date of the amended STCs to allow the state to provide comment.

**4. Impact on Demonstration of Changes in Federal Law, Regulation, and Policy.**

- a. To the extent that a change in federal law, regulation, or policy requires either a reduction or an increase in federal financial participation (FFP) for expenditures made under this demonstration, the state must adopt, subject to CMS approval, a modified budget neutrality agreement as well as a modified allotment neutrality worksheet for the demonstration as necessary to comply with such change. The modified budget neutrality agreement will be effective upon the implementation of the change.
- b. If a change in the federal law mandated programmatic changes that require state legislation, the changes must take effect on the earlier of the day such state legislation becomes effective, or on the day such changes were required to be in effect under federal law.

- 5. State Plan Amendments.** The state will not be required to submit Title XIX or XXI state plan amendments for changes affecting any populations made eligible solely through the demonstration. If a population eligible through the Medicaid or CHIP state plan is affected by a change to the demonstration, a conforming amendment to the appropriate state plan may be required, except as otherwise noted in these STCs. In all such instances the Medicaid state plan governs.

Should the state amend the state plan to make any changes to eligibility for any population affected by the demonstration, upon submission of the state plan amendment, the state must notify CMS for demonstration staff in writing of the pending state plan amendment, and request any necessary corresponding technical corrections to the demonstration.

- 6. Changes Subject to the Amendment Process.** Changes related to eligibility, enrollment, benefits, enrollee rights, delivery systems, cost sharing, evaluation design, sources of non-federal share of funding, budget neutrality, and other comparable program elements must be submitted to CMS as amendments to the demonstration. All amendment requests are subject to approval at the discretion of the Secretary in accordance with section 1115 of the Act. The state must not implement changes to these elements without prior approval by CMS either through an approved amendment to the Medicaid state plan or amendment to the

demonstration. Amendments to the demonstration are not retroactive and FFP will not be available for changes to the demonstration that have not been approved through the amendment process set forth in STC 7 below.

**7. Amendment Process.** Requests to amend the demonstration must be submitted to CMS for approval no later than 120 days prior to the planned date of implementation of the change and may not be implemented until approved. CMS reserves the right to deny or delay approval of a demonstration amendment based on non-compliance with these STCs, including but not limited to failure by the state to submit required reports and other deliverables in a timely fashion according to the deadlines specified herein. Amendment requests must include, but are not limited to, the following:

- a. An explanation of the public process used by the state, consistent with the requirements of STC 15, prior to submission of the requested amendment;
- b. A data analysis worksheet which identifies the specific “with waiver” impact of the proposed amendment on the current budget neutrality agreement. Such analysis shall include total computable “with waiver” and “without waiver” status on both a summary and detailed level through the current approval period using the most recent actual expenditures, as well as summary and detail projections of the change in the “with waiver” expenditure total as a result of the proposed amendment, which isolates (by Eligibility Group) the impact of the amendment;
- c. An up-to-date CHIP allotment neutrality worksheet, if necessary;
- d. A detailed description of the amendment including impact on beneficiaries, with sufficient supporting documentation and data supporting the evaluation hypotheses as detailed in the evaluation design in STC 63; and
- e. If applicable, a description of how the evaluation design will be modified to incorporate the amendment provisions.

**8. Extension of the Demonstration.** States that intend to request demonstration extensions under sections 1115(e) or 1115(f) are advised to observe the timelines contained in those statutes. Otherwise, no later than 12 months prior to the expiration date of the demonstration, the governor or chief executive officer of the State must submit to CMS either a demonstration extension request or a transition and phase-out plan consistent with the requirements of STC 9.

- a. Compliance with Transparency Requirements at 42 CFR §431.412.
- b. As part of the demonstration extension requests the State must provide documentation of compliance with the transparency requirements 42 CFR §431.412 and the public notice and tribal consultation requirements outlined in STC 15.

- 9. Demonstration Phase Out.** The State may only suspend or terminate this demonstration in whole, or in part, consistent with the following requirements.
- a. **Notification of Suspension or Termination:** The State must promptly notify CMS in writing of the reason(s) for the suspension or termination, together with the effective date and a transition and phase-out plan. The State must submit its notification letter and a draft plan to CMS no less than six (6) months before the effective date of the demonstration's suspension or termination. Prior to submitting the draft plan to CMS, the State must publish on its website the draft transition and phase-out plan for a 30-day public comment period. In addition, the State must conduct tribal consultation in accordance with its approved tribal consultation State Plan Amendment. Once the 30-day public comment period has ended, the State must provide a summary of each public comment received the State's response to the comment and how the State incorporated the received comment into the revised plan.
  - b. The State must obtain CMS approval of the transition and phase-out plan prior to the implementation of the phase-out activities. Implementation of activities must be no sooner than 14 days after CMS approval of the plan.
  - c. **Transition and Phase-out Plan Requirements:** The State must include, at a minimum, in its plan the process by which it will notify affected beneficiaries, the content of said notices (including information on the beneficiary's appeal rights), the process by which the State will conduct administrative reviews of Medicaid eligibility prior to the termination of the program for the affected beneficiaries, and ensure ongoing coverage for those beneficiaries determined eligible, as well as any community outreach activities including community resources that are available.
  - d. **Phase-out Procedures:** The State must comply with all notice requirements found in 42 CFR §431.206, §431.210, and §431.213. In addition, the State must assure all appeal and hearing rights afforded to demonstration participants as outlined in 42 CFR §431.220 and §431.221. If a demonstration participant requests a hearing before the date of action, the State must maintain benefits as required in 42 CFR §431.230. In addition, the State must conduct administrative renewals for all affected beneficiaries in order to determine if they qualify for Medicaid eligibility under a different eligibility category. 42 CFR §435.916.
  - e. **Exemption from Public Notice Procedures** 42.CFR §431.416(g). CMS may expedite the federal and State public notice requirements in the event it determines that the objectives of title XIX and XXI would be served or under circumstances described in 42 CFR §431.416(g).
- 10. Post Award Forum.** Within six months of the demonstration's implementation, and annually thereafter, the State will afford the public with an opportunity to provide meaningful comment on the progress of the demonstration. At least 30 days prior to the date of the planned public forum, the State must publish the date, time and location of the forum in a prominent location on its website. The State can either use its Medical Care Advisory Committee, or another meeting that is open to the public and where an interested party can learn about the progress of the demonstration to meet the requirements of this

STC. The State must include a summary of the comments in the quarterly report associated with the quarter in which the forum was held. The State must also include the summary in its annual report.

- 11. Federal Financial Participation (FFP).** If the project is terminated or any relevant waivers suspended by the State, FFP shall be limited to normal closeout costs associated with terminating the demonstration including services and administrative costs of disenrolling enrollees.
- 12. Expiring Demonstration Authority.** For demonstration authority that expires prior to the demonstration's expiration date, the state must submit a transition plan to CMS no later than 6 months prior to the applicable demonstration authority's expiration date, consistent with the following requirements:
  - a. **Expiration Requirements:** The state must include, at a minimum, in its demonstration expiration plan the process by which it will notify affected beneficiaries, the content of said notices (including information on the beneficiary's appeal rights), the process by which the state will conduct administrative reviews of Medicaid eligibility for the affected beneficiaries, and ensure ongoing coverage for eligible individuals, as well as any community outreach activities.
  - b. **Expiration Procedures:** The state must comply with all notice requirements found in 42 CFR Sections 431.206, 431.210 and 431.213. In addition, the state must assure all appeal and hearing rights afforded to demonstration participants as outlined in 42 CFR Sections 431.220 and 431.221. If a demonstration participant requests a hearing before the date of action, the state must maintain benefits as required in 42 CFR Section 431.230. In addition, the state must conduct administrative renewals for all affected beneficiaries in order to determine if they qualify for Medicaid eligibility under a different eligibility category as discussed in October 1, 2010, State Health Official Letter #10-008.
  - c. **Federal Public Notice:** CMS will conduct a 30-day federal public comment period consistent with the process outlined in 42 CFR Section 431.416 in order to solicit public input on the state's demonstration expiration plan. CMS will consider comments received during the 30-day period during its review and approval of the state's demonstration expiration plan. The state must obtain CMS approval of the demonstration expiration plan prior to the implementation of the expiration activities. Implementation of expiration activities must be no sooner than 14 days after CMS approval of the plan.
  - d. **Federal Financial Participation (FFP):** FFP shall be limited to normal closeout costs associated with the expiration of the demonstration including services and administrative costs of disenrolling participants.
- 13. Withdrawal of Waiver Authority.** CMS reserves the right to amend and withdraw waivers or expenditure authorities at any time it determines that continuing the waivers or expenditure authorities would no longer be in the public interest or promote the objectives of Title XIX. CMS will promptly notify the state in writing of the determination and the

reasons for the amendment and withdrawal, together with the effective date, and afford the state an opportunity to request a hearing to challenge CMS' determination prior to the effective date. If a waiver or expenditure authority is withdrawn or amended, FFP is limited to normal closeout costs associated with terminating the waiver or expenditure authority, including services and administrative costs of disenrolling participants.

**14. Adequacy of Infrastructure.** The state must ensure the availability of adequate resources for implementation and monitoring of the demonstration, including education, outreach, and enrollment; maintaining eligibility systems; compliance with cost sharing requirements; and reporting on financial and other demonstration components.

**15. Public Notice, Tribal Consultation, and Consultation with Interested Parties.** The state must comply with the State Notice Procedures set forth in 59 Fed. Reg. 49249 (September 27, 1994). The state must also comply with the tribal consultation requirements in section 1902(a)(73) of the Act as amended by section 5006(e) of the American Recovery and Reinvestment Act (ARRA) of 2009, the implementing regulations for the Review and Approval Process for Section 1115 demonstrations at 42 CFR Section 431.408, and the tribal consultation requirements contained in the state's approved state plan, when any program changes to the demonstration are proposed by the state.

- a. In states with federally recognized Indian tribes consultation must be conducted in accordance with the consultation process outlined in the July 17, 2001 letter or the consultation process in the state's approved Medicaid state plan if that process is specifically applicable to consulting with tribal governments on waivers (42 CFR Section 431.408(b)(2)).
- b. In states with federally recognized Indian tribes, Indian health programs, and/or Urban Indian organizations, the state is required to submit evidence to CMS regarding the solicitation of advice from these entities prior to submission of any demonstration proposal, amendment and/or renewal of this demonstration (42 CFR Section 431.408(b)(3)).
- c. The state must also comply with the Public Notice Procedures set forth in 42 CFR 447.205 for changes in statewide methods and standards for setting payment rates.

**16. Federal Financial Participation (FFP).** No federal matching for administrative or service expenditures for this demonstration will take effect until the effective date identified in the demonstration approval letter.

#### **IV. POPULATIONS AFFECTED**

##### **17. Iowa Wellness Plan Population.**

The Iowa Wellness Plan is targeted for who are eligible in the new adult group under the State plan that is described in 1902(a)(10)(A)(i)(VIII) of the Act, and 42 CFR § 435.119,

who are not affected by the Marketplace Choice Plans demonstration, and who receive the ABP that is the Iowa Wellness plan.

## **V. DENTAL DELIVERY SYSTEM**

- 18. Overview.** The Iowa Wellness Plan will provide dental services through a managed care delivery system known as a Prepaid Ambulatory Health Plan (PAHP).
- 19. Managed Care Requirements.** The state must comply with the managed care regulations published at 42 CFR §438, except as waived herein. Capitation rates shall be developed and certified as actuarially sound, in accordance with 42 CFR §438.6. The certification shall identify historical utilization of services that are the same as outlined in the corresponding Alternative Benefit Plan and used in the rate development process.
- 20. Managed Care Contracts.** No FFP is available for activities covered under contracts and/or modifications to existing contracts that are subject to 42 CFR §438 requirements prior to CMS approval of this demonstration authority as well as such contracts and/or contract amendments. The State shall submit any supporting documentation deemed necessary by CMS. The state must provide CMS with a minimum of 60 days to review and approve changes. CMS reserves the right, as a corrective action, to withhold FFP (either partial or full) for the demonstration, until the contract compliance requirement is met.
- 21. Public Contracts.** Payments under contracts with public agencies, that are not competitively bid in a process involving multiple bidders, shall not exceed the documented costs incurred in furnishing covered services to eligible individuals (or a reasonable estimate with an adjustment factor no greater than the annual change in the consumer price index).
- 22. Managed Care Dental Benefit Package.** Individuals enrolled in the Iowa Wellness Plan will receive from the managed care program the benefits as identified in Section VI of the STCs. Covered dental benefits should be delivered and coordinated in an integrated fashion.
- 23. Enrollment Requirements.** The state may require any of the populations identified in Section IV to enroll in PAHPs.
  - a. Mandatory enrollment may occur only when the PAHP(s) has been determined by the state to meet readiness and network requirements to ensure sufficient access, quality of care, and care coordination for beneficiaries as established by the state, consistent with 42 CFR §438 and as approved by CMS.
  - b. In all areas of the state, individuals will only be permitted to enroll in the single PAHP that serves their area of residence.
  - c. All individuals will be automatically assigned to the single PAHP that serves beneficiaries in their area of residence in order to access services in their dental benefits.



- 24. Network Requirements.** The state must ensure the delivery of all covered dental benefits, including high quality care. Services must be delivered in a culturally competent manner, and the PAHP network must be sufficient to provide access to covered services to the low-income population. The following requirements must be included in the state's PAHP contracts:
- a. **Special Health Care Needs.** Enrollees with special health care needs must have direct access to a specialist, as appropriate for the individual's health care condition, as specified in 42 C.F.R. §438.208(c)(4).
  - b. **Out of Network Requirements.** The PAHP must provide demonstration populations with all demonstration program benefits under their contract and as described within these STCs and must allow access to non-network providers when services cannot be provided consistent with the timeliness standards required by the state.
- 25. Demonstrating Network Adequacy.** Annually, the PAHP must provide adequate assurances that it has sufficient capacity to serve the expected enrollment in its service area and offers an adequate range of providers necessary to provide covered services for the anticipated number of enrollees in the service area.
- a. The state must verify these assurances by reviewing demographic, utilization and enrollment data for enrollees in the demonstration as well as:
    - i. The number and types of dentists and dental specialty providers available to provide covered services to the demonstration population
    - ii. The number of network providers accepting the new demonstration population; and
    - iii. The geographic location of providers and demonstration populations, as shown through GeoAccess or similar software.
  - b. The state must submit the documentation required in subparagraphs i – iii above to CMS with initial PAHP contract submission as well as at each contract renewal or renegotiation, or at any time that there is a significant impact to the PAHP's operation, including service area expansion or reduction and population expansion.

## **VI. BENEFITS**

- 26. Iowa Wellness Plan Benefits.** Individuals affected by this demonstration will receive benefits including Core benefits described in the Iowa Wellness Plan alternative benefit plan (ABP), except for enhanced benefits provided in the Dental Wellness Plan under this demonstration.
- 27. Dental Wellness Plan.** Individuals affected by this demonstration will qualify for Enhanced or Enhanced Plus dental benefits earned through completion of periodic exam incentives. Benefits are explained in Table 1. The State must provide member hotline assistance to individuals seeking dental care who were unable to secure an appointment with a dental provider. The State must take action to assist beneficiaries in accessing services if they report

to the State, in a timely manner, that they were not able to secure a dental appointment through the PAHP. Where attempts to make an appointment have been verified, but the beneficiary was still unable to access services, the State must provide an exemption to the periodic exam incentive requirements to any beneficiary who has a demonstrable dental need for services contained in either the Enhanced or Enhanced Plus earned benefit tiers.

Table 1. Dental Wellness Plan Benefits under the Demonstration

	Enhanced	Enhanced Plus (subject to prior authorization)
Benefits Available	<p>All Core benefits as described in the Wellness ABP and the following:</p> <ul style="list-style-type: none"> <li>• Restorations and other restorative services</li> <li>• Root Canals, apexification, apicoectomy, and other endodontic services</li> <li>• Non-surgical gum treatment</li> <li>• Denture adjustments, repairs, relines (limit 2 per 12 months)</li> <li>• Non-surgical and surgical extractions and other Oral Surgery services</li> <li>• Designated adjunctive services</li> </ul>	<p>All Core benefits as described in the Wellness ABP, all Enhanced Benefits, and the following:</p> <ul style="list-style-type: none"> <li>• Crowns/onlays – for anterior permanent teeth with extensive coronal destruction/broken cusp and posterior teeth with root canal therapy and cracked tooth syndrome</li> <li>• Tooth Replacements: <ul style="list-style-type: none"> <li>○ Dentures (partial) – for replacing anterior teeth and posterior teeth when there are fewer than eight teeth in occlusion or when required to balance the occlusion</li> <li>○ Dentures (Complete) –for edentulous</li> <li>○ Bridges (only covered for designated clinical conditions in which a partial denture is contraindicated.</li> </ul> </li> <li>• Gum Surgery</li> </ul>
Beneficiary Action to Earn Benefits	<p>Return for a periodic exam within 6 – 12 months of first visit*</p> <p><b>* The initial follow up visit is either the first follow up</b></p>	<p>Return for a second periodic exam within 6 – 12 months of the first periodic exam*.</p> <p><b>* The first periodic exam refers to when the beneficiary became</b></p>

	<b>visit upon enrolling into the Iowa Health and Wellness Plan and receiving the first exam OR the first follow up visit after starting over due to non-compliance.</b>	<b>eligible for Enhanced Benefit Tier.</b>
Beneficiary Action to Maintain Earned Benefits	Return for 1 periodic exam every 6 – 12 months of previous periodic exam.	Return for 1 periodic exam every 6-12 months from previous periodic exam.

Beneficiaries who return for a periodic exam within 6 – 12 months of first visit will qualify for enhanced benefits. Beneficiaries who return for a second periodic exam within 6 – 12 months of the first periodic exam will qualify for additional enhanced benefits (Enhanced Plus). Failure to comply with the periodic exam incentives described in Section VI for maintaining earned benefits will preclude the beneficiary’s further access to Enhanced or Enhanced Plus services and the beneficiary will revert to the Core benefits described in the Wellness ABP. Beneficiaries have access to all emergency services in the Core benefit if they are unable to access the Enhanced or Enhanced Plus tiers. Beneficiaries will be able to challenge any denial in whole or in part, limited authorization of service, termination of a previously authorized service, of failure of a plan to act within the required timeframe as described in Section VII of the STCs.

**28. Non-Emergency Medical Transportation (NEMT).** Individuals affected by this demonstration shall not receive any benefit in the form of an administrative activity or service to assure non-emergency transportation to and from providers. This waiver authority will sunset on July 31, 2015, to allow for reevaluation of this authority. The state and CMS will consider the impact on access to care.

**VI. HEALTHY BEHAVIORS, PREMIUMS AND COST SHARING**

**29. Premiums.**

- a. Authority to charge premiums is subject to the CMS approval of the protocols described in STC 33 and the state’s ability to demonstrate statewide access under the standards set forth in STC 33(a)(ix).
- b. No premium will be charged for the first year of enrollment in the Iowa Wellness Plan.
- c. All premiums permitted by this paragraph are subject to the exemptions and waivers described in STC 30.
- d. Monthly premium amounts may not exceed \$5/month for nonexempt households from 50 up to 100 percent of the FPL and \$10/month for nonexempt households between 100-133 percent of the FPL.
- e. Enrollees will be allowed a 90 day premium grace period.
- f. The enrollee may not be disenrolled for nonpayment of a premium, nor can an individual be denied an opportunity to re-enroll due to nonpayment of a premium.
- g. After 90 days, unpaid premiums may be considered a collectible debt owed to the State of Iowa and, at state option, subject to collection by the state, with the following exception:

- i. If, at the member's next annual renewal date, the member does not apply for renewed eligibility, and the member has no claims for services delivered after the month of the last premium payment, unpaid premiums shall not be considered a collectible debt by the state.

**30. Premium Exemptions.** Iowa Wellness Plan enrollees will be exempt from a monthly contribution obligation under the following conditions:

- a. For all individuals enrolled in the Iowa Wellness Plan, premiums are waived in the first year of the individual's enrollment. Premiums will continue to be waived in subsequent years if enrollees complete healthy behaviors in their prior annual period as outlined in the Healthy Behavior Incentive Protocol once approved as Attachment A.
- b. Premiums may only be assessed on non-exempt individuals as described in 42 CFR 447.56.
- c. Medically frail and members in the HIPP population are not subject to premiums.
- d. All individuals who self-attest to a financial hardship will have no premium obligation. The opportunity to self-attest will be made available with each invoice.

**31. Copayment for non-emergency use of the emergency department.** Premiums shall be in lieu of other cost sharing except that the state may impose a copayment for non-emergency use of the emergency room consistent with its approved state plan and with all federal requirements that are set forth in statute, regulation and policies, including exemptions from cost-sharing set forth in 42 CFR § 447.56.

**32. Iowa Wellness Plan Healthy Behaviors.** Authority to implement the Healthy Behaviors component is subject to the CMS approval of the protocols described in STC 33 Enrollees who do not complete required healthy behaviors will be required to pay their monthly premiums beginning in the next enrollment year.

- a. **General Description.** All individuals subject to premiums who are enrolled in the Iowa Wellness Plan will have premiums waived in year 1 and will be eligible to receive a waiver of monthly premium contributions required in year 2 of enrollment if enrollees complete healthy behaviors during year 1 of enrollment. For each subsequent year, nonexempt enrollees will have the opportunity to complete healthy behaviors to continue to waive financial contributions, i.e. healthy behaviors performed in year 2 will be permitted to waive premiums for year 3.
- b. **Healthy behaviors.** The conditions to be met by a nonexempt individual in year 1 of enrollment as a condition for not being liable for monthly contributions in year 2 are completing a health risk assessment and wellness exam (annual exam). A health risk assessment is considered part of the individual's medical record and is afforded all associated privacy and confidentiality protections afforded to such documents by federal and state law, regulations, and policy.

- c. **Grace Period.** Nonexempt individuals will be given a 30 day healthy behavior grace period. If the individual completes the required healthy behaviors in the first 30 days of year when premiums are due, no premiums will be due for the remainder of the year.

**33. Healthy Behaviors and Premiums Protocols.** Authority to charge premiums and to implement the Healthy Behaviors component described in this section shall apply to the extent that the state establishes the protocols, subject to CMS approval, described here:

- a. Year 1 Healthy Behaviors and Premiums Protocols. By March 31, 2014, the state shall submit for approval a protocol describing the state's plan for implementing year 1 Healthy Behavior Incentives and Premiums including, at a minimum, the following:

**Healthy Behaviors**

- i) The purpose and objectives of the Healthy Behaviors Incentive program.
- ii) The methodology for obtaining, and content of, the health risk assessment used to identify unhealthy behaviors such as alcohol abuse, substance use disorders, tobacco use, obesity, and deficiencies in immunization status.
- iii) The criteria to be met for completing a wellness exam.
- iv) The process by which an enrollee is deemed compliant with healthy behaviors in year 1.
- v) The positive incentives that could be used both for purposes of reducing premiums or other health-related purposes, and the amount of positive incentives that can be earned on an annual basis which should be at least as much as the annual premium contributions required.
- vi) A list of stakeholders consulted in the development of the protocol.
- vii) A description of how healthy behaviors will be tracked and monitored at the enrollee and provider levels, including standards of accountability for providers.
- viii) A description of how the state will notify and educate enrollees about the Healthy Behaviors Incentives program.
- ix) Access data standards for which the state will supply baseline data establishing statewide access per STC 33(a)(ix) to allow for CMS approval of year 2 premium implementation:

- (1) Statewide Access Standards. The state must achieve in any preceding year to the implementation of the premiums (and continue to maintain or improve), at a minimum, all of the following standards.
  - (a) Statewide and/or regional access standards
  - (b) Medicaid network slots to member ratio standards
  - (c) Access to care standards including timeliness and actual primary care utilization in the enrolled population.
  - (d) NCQA Element B standards
  - (e) Data from monitoring of member hotline/complaint mechanism
  - (f) Data from consumer surveys

**Premiums**

- x) The process by which the state will identify individuals who are exempt from the premium requirements

- xi) The notices beneficiaries will receive regarding premiums and/or Healthy Behaviors and the schedule for such notices.
- xii) The process by which beneficiaries will be able to remit payment, including ways individuals who cannot pay by check will be accommodated.
- xiii) The process by which the state will collect past due premiums.

- b. **Future Year Healthy Behaviors Incentives Standards.** By August 1, 2014 (and succeeding years), the state will submit for approval, the protocol with the following Healthy Behaviors Incentive Program standards:
  - i) A description of any provisions that will be provided to assist enrollees in addressing unhealthy behaviors identified through the health risk assessment.
  - ii) A description of selected healthy behaviors to be met by an individual in year 2 (or subsequent years), whereas, an individual will be deemed compliant with healthy behaviors resulting in a waiver of monthly contributions in year 3 (or subsequent years). Iowa will further evaluate, define and refine healthy behavior requirements for subsequent years of the demonstration. Iowa must obtain CMS approval before the state can introduce new requirements to enrollees.
  - iii) Any access data standards and an updated monitoring protocol related to healthy behaviors to be met in year 2 (or subsequent years).
- c. **Premium Monitoring Protocols.** By August 1, 2014 the state will submit for approval, criteria by which the state will monitor premiums and thresholds for modification and/or termination of premium collection in the event of unintended harm to beneficiaries. This monitoring shall include data related to premium payment/non-payment. The state shall include the data it will report to CMS in quarterly reports which must include but is not limited to the number of:
  - i) Individuals subject to premium requirements (i.e. number of nonexempt individuals),
  - ii) Individuals whose premiums have been waived due to compliance with healthy behaviors,
  - iii) Individuals exempt due to hardship.
  - iv) Individuals with overdue premiums including those with premiums past due less than and greater than 90 days.
  - v) Information about the state's collection activities.
  - vi) The number of individuals who have premiums that have become collectible debt.
- d. **CMS Review of the Protocols.** Once approved by CMS, the Healthy Behaviors and Premiums Protocols will become Attachment A of these STCs, and will be binding upon the state. The state may request changes to the approved Healthy Behaviors and Premiums Protocols, which must be approved by CMS, and which will be effective prospectively.

**34. Data Establishing Statewide Access.** The state will supply baseline data, in accordance with the protocol approved in STC 33(a)(ix), establishing statewide access by August 1, 2014, to allow for CMS approval of year 2 premium implementation

## VII. APPEALS

**35.** Beneficiary safeguards of appeal rights will be provided by the State, including fair hearing rights. No waiver will be granted related to appeals. The State must ensure compliance with all federal and State requirements related to beneficiary appeal rights. Pursuant to the Intergovernmental Cooperation Act of 1968, the State may submit a State Plan Amendment delegating certain responsibilities to the Iowa Insurance Division or another state agency.

Dental services appeals are governed by the contract between the State and the dental managed care organization.

## VIII. GENERAL REPORTING REQUIREMENTS

**36. General Financial Requirements.** The State must comply with all general financial requirements under Title XIX, including reporting requirements related to monitoring budget neutrality, set forth in Section XI of these STCs.

**37. Reporting Requirements Related to Budget Neutrality.** The State must comply with all reporting requirements for monitoring budget neutrality set forth in Section XI of these STCs.

**38. Monthly Monitoring Calls.** CMS will convene periodic conference calls with the State. The purpose of these calls is to discuss any significant actual or anticipated developments affecting the demonstration; including planning for future changes in the program or intent to further implement the Marketplace Choice plan beyond December 31, 2016. CMS will provide updates on any amendments or concept papers under review, as well as federal policies and issues that may affect any aspect of the demonstration. The State and CMS will jointly develop the agenda for the calls. Areas to be addressed include, but are not limited to:

- a. Transition and implementation activities,
- b. Stakeholder concerns,
- c. ACO and MCO operations and performance,
- d. Enrollment,
- e. Cost sharing,
- f. Quality of care,
- g. Access,
- h. The benefit package,
- i. Audits,
- j. Lawsuits,
- k. Financial reporting and budget neutrality issues,
- l. Progress on evaluations,
- m. Legislative developments, and
- n. Any demonstration amendments the state is considering submitting.

**39. Quarterly Progress Reports.** The state will provide quarterly reports to CMS.

- a. The reports shall provide sufficient information for CMS to understand implementation progress of the demonstration, including the reports documenting key operational and other challenges, underlying causes of challenges, how challenges are being addressed, as well as key achievements and to what conditions and efforts successes can be attributed. For the dental benefit, the State must report on a quarterly basis how many people had a dental need but could not access an appointment in a timely manner based on member services call data.
- b. Monitoring and performance metric reporting templates are subject to review and approval by CMS. Where possible, information will be provided in a structured manner that can support federal tracking and analysis.

**40. Compliance with Federal Systems Innovation.** As MACBIS or other federal systems continue to evolve and incorporate 1115 waiver reporting and analytics, the State shall work with CMS to revise the reporting templates and submission processes to accommodate timely compliance with the requirements of the new systems.

**41. Demonstration Annual Report.** The annual report must, at a minimum, include the requirements outlined below. The State will submit the draft annual report no later than 90 days after the end of each demonstration year. Within 30 days of receipt of comments from CMS, a final annual report must be submitted for the demonstration year (DY) to CMS.

- a. All items included in the quarterly report pursuant to STC 39 must be summarized to reflect the operation/activities throughout the DY;
- b. Total annual expenditures for the demonstration population for each DY, with administrative costs reported separately; and
- c. Yearly enrollment reports for demonstration enrollees for each DY (enrollees include all individuals enrolled in the demonstration) that include the member months, as required to evaluate compliance with the budget neutrality agreement;

**42. Final Report.** Within 120 days following the end of the demonstration, the state must submit a draft final report to CMS for comments. The state must take into consideration CMS' comments for incorporation into the final report. The final report is due to CMS no later than 120 days after receipt of CMS' comments.

## **IX. GENERAL FINANCIAL REQUIREMENTS**

This project is approved for Title XIX expenditures applicable to services rendered during the demonstration period. This section describes the general financial requirements for these expenditures.

**43. Quarterly Expenditure Reports.** The State must provide quarterly Title XIX expenditure reports using Form CMS-64, to separately report total Title XIX expenditures for services provided through this demonstration under section 1115 authority. CMS shall provide Title XIX FFP for allowable demonstration expenditures, only as long as they do not exceed the pre-defined limits on the costs incurred, as specified in section XII of the STCs.



**44. Reporting Expenditures under the Demonstration.** The following describes the reporting of expenditures subject to the budget neutrality agreement:

- a. **Tracking Expenditures.** In order to track expenditures under this demonstration, the State will report demonstration expenditures through the Medicaid and State Children's Health Insurance Program Budget and Expenditure System (MBES/CBES), following routine CMS-64 reporting instructions outlined in section 2500 and Section 2115 of the SMM. All demonstration expenditures subject to the budget neutrality limit must be reported each quarter on separate forms CMS-64.9 WAIVER and/or 64.9P WAIVER, identified by the demonstration project number assigned by CMS (including the project number extension, which indicates the DY in which services were rendered or for which capitation payments were made). For monitoring purposes, and consistent with annual CSR reconciliation, cost settlements must be recorded on the appropriate prior period adjustment schedules (forms CMS-64.9 Waiver) for the summary line 10B, in lieu of lines 9 or 10C. For any other cost settlements (i.e., those not attributable to this demonstration), the adjustments should be reported on lines 9 or 10C, as instructed in the SMM. The term, "expenditures subject to the budget neutrality limit," is defined below in STC 54.
- b. **Cost Settlements.** For monitoring purposes, and consistent with annual CSR reconciliation, cost settlements attributable to the demonstration must be recorded on the appropriate prior period adjustment schedules (form CMS-64.9P Waiver) for the summary sheet sine 10B, in lieu of lines 9 or 10C. For any cost settlement not attributable to this demonstration, the adjustments should be reported as otherwise instructed in the SMM.
- c. **Premium and Cost Sharing Contributions.** To the extent Iowa collects premiums, Premiums and other applicable cost sharing contributions from enrollees that are collected by the state from enrollees under the demonstration must be reported to CMS each quarter on Form CMS-64 summary sheet line 9.D, columns A and B. In order to assure that these collections are properly credited to the demonstration, premium and cost-sharing collections (both total computable and federal share) should also be reported separately by DY on the form CMS-64 narrative. In the calculation of expenditures subject to the budget neutrality expenditure limit, premium collections applicable to demonstration populations will be offset against expenditures. These section 1115 premium collections will be included as a manual adjustment (decrease) to the demonstration's actual expenditures on a quarterly basis.
- d. **Pharmacy Rebates.** Pharmacy rebates must be reported on Forms CMS-64.9 Waiver or 64.9 Waiver schedules and allocated to forms named for different EGs described below as appropriate. In the calculation of expenditures subject to the budget neutrality expenditure limit, pharmacy rebate collections applicable to demonstration populations shall be offset against expenditures.
- e. **Use of Waiver Forms for Medicaid.** For each DY, separate Forms CMS-64.9 Waiver and/or 64.9P Waiver shall be submitted reporting expenditures for individuals enrolled in

the demonstration, subject to the budget neutrality limit (Section XII of these STCs). The State must complete separate waiver forms for the following eligibility groups/waiver names:

- i. MEG 1 – “New Adult Group”
- f. The first Demonstration Year (DY1) will begin on January 1, 2014. Subsequent DYs will be defined as follows:

Demonstration Year 1 (DY1)	January 1, 2014	12 months
Demonstration Year 2 (DY2)	January 1, 2015	12 months
Demonstration Year 3 (DY3)	January 1, 2016	12 months

**45. Administrative Costs.** Administrative costs will not be included in the budget neutrality limit, but the State must separately track and report additional administrative costs that are directly attributable to the demonstration, using Forms CMS-64.10 Waiver and/or 64.10P Waiver, with waiver name State and Local Administration Costs (“ADM”).

**46. Claiming Period.** All claims for expenditures subject to the budget neutrality limit (including any cost settlements) must be made within 2 years after the calendar quarter in which the State made the expenditures. Furthermore, all claims for services during the demonstration period (including any cost settlements) must be made within 2 years after the conclusion or termination of the demonstration. During the latter 2-year period, the State must continue to identify separately net expenditures related to dates of service during the operation of the section 1115 demonstration on the Form CMS-64 and Form CMS-21 in order to properly account for these expenditures in determining budget neutrality.

**47. Reporting Member Months.** The following describes the reporting of member months for demonstration populations:

- a. For the purpose of calculating the budget neutrality expenditure cap and for other purposes, the State must provide to CMS, as part of the quarterly report required under STC 39, the actual number of eligible member months for the demonstration populations. The State must submit a statement accompanying the quarterly report, which certifies the accuracy of this information.

To permit full recognition of “in-process” eligibility, reported counts of member months may be subject to revisions after the end of each quarter. Member month counts may be revised retrospectively as needed.

- b. The term “eligible member months” refers to the number of months in which persons are eligible to receive services. For example, a person who is eligible for three months contributes three eligible member months to the total. Two individuals who are eligible

for two months each contribute two eligible member months to the total, for a total of four eligible member months.

**48. Standard Medicaid Funding Process.** The standard Medicaid funding process must be used during the demonstration. The State must estimate matchable demonstration expenditures (total computable and federal share) subject to the budget neutrality expenditure cap and separately report these expenditures by quarter for each federal fiscal year on the Form CMS-37 for both the Medical Assistance Payments (MAP) and State and Local Administration Costs (ADM). CMS will make federal funds available based upon the State's estimate, as approved by CMS. Within 30 days after the end of each quarter, the State must submit the Form CMS-64 quarterly Medicaid expenditure report, showing Medicaid expenditures made in the quarter just ended. The CMS will reconcile expenditures reported on the Form CMS-64 quarterly with federal funding previously made available to the State, and include the reconciling adjustment in the finalization of the grant award to the State.

**49. Extent of FFP for the Demonstration.** Subject to CMS approval of the source(s) of the non-federal share of funding, CMS will provide FFP at the applicable federal matching rate for the demonstration as a whole as outlined below, subject to the limits described in STC 54:

- a. Administrative costs, including those associated with the administration of the demonstration.
- b. Net expenditures and prior period adjustments of the Medicaid program that are paid in accordance with the approved State plan.
- c. Medical Assistance expenditures made under section 1115 demonstration authority, including those made in conjunction with the demonstration, net of enrollment fees, cost sharing, pharmacy rebates, and all other types of third party liability or CMS payment adjustments.

**50. Sources of Non-Federal Share.** The State must certify that the matching non-federal share of funds for the demonstration are state/local monies. The State further certifies that such funds shall not be used as the match for any other federal grant or contract, except as permitted by law. All sources of non-federal funding must be compliant with section 1903(w) of the Act and applicable regulations. In addition, all sources of the non-federal share of funding are subject to CMS approval.

- a. CMS may review the sources of the non-federal share of funding for the demonstration at any time. The State agrees that all funding sources deemed unacceptable by CMS shall be addressed within the time frames set by CMS.
- b. Any amendments that impact the financial status of the program shall require the State to provide information to CMS regarding all sources of the non-federal share of funding.

- c. The State assures that all health care-related taxes comport with section 1903(w) of the Act and all other applicable federal statutory and regulatory provisions, as well as the approved Medicaid State plan.

**51. State Certification of Funding Conditions.** The State must certify that the following conditions for non-federal share of demonstration expenditures are met:

- a. Units of government, including governmentally operated health care providers, may certify that State or local tax dollars have been expended as the non-federal share of funds under the demonstration.
- b. To the extent the State utilizes certified public expenditures (CPEs) as the funding mechanism for Title XIX (or under section 1115 authority) payments, CMS must approve a cost reimbursement methodology. This methodology must include a detailed explanation of the process by which the State would identify those costs eligible under Title XIX (or under section 1115 authority) for purposes of certifying public expenditures.
- c. To the extent the State utilizes CPEs as the funding mechanism to claim federal match for payments under the demonstration, governmental entities to which general revenue funds are appropriated must certify to the State the amount of such tax revenue (State or local) used to satisfy demonstration expenditures. The entities that incurred the cost must also provide cost documentation to support the State's claim for federal match.
- d. The State may use intergovernmental transfers to the extent that such funds are derived from State or local tax revenues and are transferred by units of government within the State. Any transfers from governmentally operated health care providers must be made in an amount not to exceed the non-federal share of Title XIX payments.

Under all circumstances, health care providers must retain 100 percent of the reimbursement amounts claimed by the State as demonstration expenditures. Moreover, no pre-arranged agreements (contractual or otherwise) may exist between the health care providers and the State and/or local government to return and/or redirect any portion of the Medicaid payments. This confirmation of Medicaid payment retention is made with the understanding that payments that are the normal operating expenses of conducting business (such as payments related to taxes—including health care provider-related taxes—fees, and business relationships with governments that are unrelated to Medicaid and in which there is no connection to Medicaid payments) are not considered returning and/or redirecting a Medicaid payment.

## **X. MONITORING BUDGET NEUTRALITY FOR THE DEMONSTRATION**

**52. Limit on Title XIX Funding.** The State shall be subject to a limit on the amount of federal Title XIX funding that the State may receive on selected Medicaid expenditures during the period of approval of the demonstration. The limit is determined by using the per capita cost method described in STC 54, and budget neutrality expenditure limits are set on a yearly basis with a cumulative budget neutrality expenditure limit for the length of the entire

demonstration. The data supplied by the State to CMS to set the annual caps is subject to review and audit, and if found to be inaccurate, will result in a modified budget neutrality expenditure limit. CMS' assessment of the State's compliance with these annual limits will be done using the Schedule C report from the CMS-64.

- 53. Risk.** The State will be at risk for the per capita cost (as determined by the method described below) for demonstration populations, but not at risk for the number of enrollees in the demonstration population. By providing FFP without regard to enrollment in the demonstration populations, CMS will not place the State at risk for changing economic conditions that impact enrollment levels. However, by placing the State at risk for the per capita costs of current eligibles, CMS assures that the demonstration expenditures do not exceed the levels that would have been realized had there been no demonstration.
- 54. Calculation of the Budget Neutrality Limit.** For the purpose of calculating the overall budget neutrality limit for the demonstration, separate annual budget limits will be calculated for each DY on a total computable basis, as described in STC 55 below. The annual limits will then be added together to obtain a budget neutrality limit for the entire demonstration period. The federal share of this limit will represent the maximum amount of FFP that the State may receive during the demonstration period for the types of demonstration expenditures described below. The federal share will be calculated by multiplying the total computable budget neutrality limit by the Composite Federal Share, which is defined in STC 56 below.
- 55. Demonstration Populations Used to Calculate the Budget Neutrality Limit.** For each DY, separate annual budget limits of demonstration service expenditures for the tiered dental benefits will be calculated as the product of the trended monthly per person cost times the actual number of eligible/member months as reported to CMS by the state under the guidelines set forth in STC 47. The trend rates and per capita cost estimates for each Mandatory Enrollment Group (MEG) for each year of the demonstration are listed in the table below.

MEG	TREND	DY 1 – Dental PMPM	DY 2 – Dental PMPM	DY 3 – Dental PMPM
New Adult Group	4.7%	\$ 24.71	\$ 25.87	\$ 27.09

If the State's experience of the take up rate for the new adult group and other factors that affect the costs of this population indicates that the PMPM limit described above in paragraph (a) may underestimate the actual costs of medical assistance for the new adult group, the State may submit an adjustment to paragraph (a), along with detailed expenditure data to justify this, for CMS review without submitting an amendment pursuant to STC 7. Adjustments to the PMPM limit for a demonstration year must be submitted to CMS by no

later than October 1 of the demonstration year for which the adjustment would take effect.

- a. The budget neutrality cap is calculated by taking the PMPM cost projection for the above group in each DY, times the number of eligible member months for that group and DY, and adding the products together across DYs. The federal share of the budget neutrality cap is obtained by multiplying total computable budget neutrality cap by the federal share.
- b. The State will not be allowed to obtain budget neutrality “savings” from this population.

**56. Composite Federal Share Ratio.** The Composite Federal Share is the ratio calculated by dividing the sum total of federal financial participation (FFP) received by the State on actual demonstration expenditures during the approval period, as reported through the MBES/CBES and summarized on Schedule C (with consideration of additional allowable demonstration offsets such as, but not limited to, premium collections) by total computable demonstration expenditures for the same period as reported on the same forms. Should the demonstration be terminated prior to the end of the extension approval period (see STC 8), the Composite Federal Share will be determined based on actual expenditures for the period in which the demonstration was active. For the purpose of interim monitoring of budget neutrality, a reasonable estimate of Composite Federal Share may be developed and used through the same process or through an alternative mutually agreed upon method.

**57. Future Adjustments to the Budget Neutrality Expenditure Limit.** CMS reserves the right to adjust the budget neutrality expenditure limit to be consistent with enforcement of impermissible provider payments, health care related taxes, new federal statutes, or policy interpretations implemented through letters, memoranda, or regulations with respect to the provision of services covered under the demonstration.

**58. Enforcement of Budget Neutrality.** CMS shall enforce budget neutrality over the life of the demonstration rather than on an annual basis. However, if the State’s expenditures exceed the calculated cumulative budget neutrality expenditure cap by the percentage identified below for any of the demonstration years, the State must submit a corrective action plan to CMS for approval. The State will subsequently implement the approved corrective action plan.

Year	Cumulative target definition	Percentage
DY 1	Cumulative budget neutrality limit plus:	3%
DY 2	Cumulative budget neutrality limit plus:	1.5%
DY 3	Cumulative budget neutrality limit plus:	0%

**59. Exceeding Budget Neutrality.** If at the end of the demonstration period the cumulative budget neutrality limit has been exceeded, the excess federal funds will be returned to CMS.

If the demonstration is terminated prior to the end of the budget neutrality agreement, an evaluation of this provision will be based on the time elapsed through the termination date.

## **VII. EVALUATION**

- 60. Submission of Draft Evaluation Design.** The state shall submit an amended draft evaluation design including details on evaluation of the healthy behaviors protocol of the dental benefit and delivery system to CMS no later than 60 days after the award of the demonstration. CMS shall provide comment within 30 days of receipt from the state.
- 61. Submission of Final Evaluation Design.** The state shall provide the Final Evaluation Design within 30 days of receipt of CMS comments of the Draft Evaluation Design. If CMS finds that the Final Evaluation Design adequately accommodates its comments, then CMS will approve the Final Evaluation Design within 30 days.
- 62. Evaluation Requirements.** The State shall engage the public in the development of its evaluation design. The evaluation design shall incorporate a final evaluation and will discuss the following requirements as they pertain to each:
- a. The scientific rigor of the analysis;
  - b. A discussion of the goals, objectives and specific hypotheses that are to be tested;
  - c. Specific performance and outcomes measures used to evaluate the demonstration's impact;
  - d. Data strategy including sources of data, sampling methodology, and how data will be obtained;
  - e. The unique contributions and interactions of other initiatives; and
  - f. How the evaluation and reporting will develop and be maintained.

The demonstration evaluation will meet the prevailing standards of scientific and academic rigor, as appropriate and feasible for each aspect of the evaluation, including standards for the evaluation design, conduct, interpretation and reporting of findings. The demonstration evaluation will use the best available data; use controls and adjustments for and reporting of the limitations of data and their effects on results; and discuss the generalizability of results.

The State shall acquire an independent entity to conduct the evaluation. The evaluation design shall discuss the State's process for obtaining an independent entity to conduct the evaluation, including a description of the qualifications the entity must possess, how the State will assure no conflict of interest, and a budget for evaluation activities.

- 63. Evaluation Design.** The Evaluation Design shall include the following core components to be approved by CMS:
- a. Research questions and hypotheses: This includes a statement of the specific research questions and testable hypotheses that address the goals of the demonstration. At a minimum, the research questions shall address the goals of improving access, improving quality of care thereby leading to enhanced health outcomes, and lowering costs. The

research questions will be examined using appropriate comparison groups and studied in a time series. The amended draft evaluation should include robust metrics and methods for evaluating the healthy behaviors incentives component and dental benefits that take effect on May 1, 2014.

The following are among the hypotheses to be considered in development of the evaluation design and will be included in the design as appropriate:

- i. Not assuring non-emergency transportation has no impact on healthy behaviors and does not pose a barrier to access to care.
  - ii. Health and Wellness enrollees will use preventative care services at a greater rate.
  - iii. Health and Wellness beneficiaries will have satisfactory access and experience without a non-emergency transportation benefit.
  - iv. Additional types of payments above the regular fee-for-service payment for Primary Care Physicians (PCPs) incentive wellness activities in Health and Wellness enrollees will increase preventative services at a greater rate.
  - v. Premiums incentivize enrollees to complete healthy behaviors and do not pose an access to care barrier.
  - vi. Beneficiaries will experience greater access to dental providers.
- b. Study Design: The design will consider through its research questions and analysis plan the appropriate application of the following dimensions of access and quality including consumer satisfaction and other indicators of consumer experience.
- c. The design will include a description of the quantitative and qualitative study design (e.g., cohort, controlled before-and-after studies, interrupted time series, case-control, etc.), including a rationale for the design selected. The discussion will include a proposed baseline and approach to comparison; examples to be considered as appropriate include the definition of control and/or comparison groups or within-subjects design, use of propensity score matching and difference in differences design to adjust for differences in comparison populations over time. The discussion will include approach to benchmarking, and should consider applicability of national and state standards. The application of sensitivity analyses as appropriate shall be considered.
- d. Study Population: This includes a clear description of the populations impacted by each hypothesis, as well as the comparison population, if applicable. The discussion may include the sampling methodology for the selected population, as well as support that a statistically reliable sample size is available.
- e. Access, Service Delivery Improvement, Health Outcome, Satisfaction and Cost Measures: This includes identification, for each hypothesis, of quantitative and/or qualitative process and/or outcome measures that adequately assess the effectiveness of the demonstration. Nationally recognized measures should be used where appropriate. Measures will be clearly stated and described, with the numerator and denominator clearly defined. To the extent possible, the State will incorporate comparisons to national data and/or measure sets. A broad set of performance metrics will be selected from nationally



recognized metrics, for example from sets developed by the Center for Medicare and Medicaid Innovation, for meaningful use under HIT, and from the Medicaid Core Adult sets. Among considerations in selecting the metrics shall be opportunities identified by the State for improving quality of care and health outcomes, and controlling cost of care. The State must include a study of network adequacy for dental providers using beneficiary survey data on access.

- f. **Data Collection:** This discussion shall include a description of the data sources; the frequency and timing of data collection; and the method of data collection. The following shall be considered and included as appropriate:
  - i. Medicaid encounter and claims data,
  - ii. Enrollment data,
  - iii. Provider Network data,
  - iv. Consumer and provider surveys, and
  - v. Other data needed to support performance measurement relative to access and quality metrics.
- g. **Assurances Needed to Obtain Data:** The design report will discuss the State's arrangements to assure needed data to support the evaluation design are available including from health plans.
- h. **Data Analysis:** This includes a detailed discussion of the method of data evaluation, including appropriate statistical methods that will allow for the effects of the demonstration to be isolated from other initiatives occurring in the State. The level of analysis may be at the beneficiary, provider, and program level, as appropriate, and shall include population stratifications, for further depth. Sensitivity analyses shall be used when appropriate. Qualitative analysis methods shall also be described, if applicable.
- i. **Timeline:** This includes a timeline for evaluation-related milestones, including those related to procurement of an outside contractor, if applicable, and deliverables.
- j. **Evaluator:** This includes a discussion of the State's process for obtaining an independent entity to conduct the evaluation, including a description of the qualifications that the selected entity must possess; how the state will assure no conflict of interest, and a budget for evaluation activities.

**64. Public Access.** The State shall post the final approved Evaluation Design on the State Medicaid website within 30 days of approval by CMS.

**65. Electronic Submission of Reports.** The State shall submit all required plans and reports using the process stipulated by CMS, if applicable.

**66. Cooperation with Federal Evaluators.** Should CMS undertake an evaluation of the demonstration or any component of the demonstration, the State shall cooperate fully with

CMS and its contractors. This includes, but is not limited to, submitting any required data to CMS or the contractor in a timely manner and at no cost to CMS or the contractor.

**67. Cooperation with Federal Learning Collaboration Efforts.** The State will cooperate with improvement and learning collaboration efforts by CMS.

**68. Evaluation Budget.** A budget for the evaluation shall be provided with the evaluation design. It will include the total estimated cost, as well as a breakdown of estimated staff, administrative and other costs for all aspects of the evaluation such as any survey and measurement development, quantitative and qualitative data collection and cleaning, analyses, and reports generation. A justification of the costs may be required by CMS if the estimates provided do not appear to sufficiently cover the costs of the design or if CMS finds that the design is not sufficiently developed.

**69. Final Evaluation and Implementation.** The State must implement the evaluation design, and submit to CMS a draft of the evaluation 120 days after the expiration of the demonstration. CMS shall provide comments within 60 days of receipt of the draft evaluation. Within 60 days of receipt of comments from CMS, a revised final report must be submitted. The State must provide an interim evaluation on access during the first 12 months of access to the enhanced dental benefit.

**70. Deferral for Failure to Provide Final Evaluation Reports on Time.** The State agrees that when Final Evaluation Reports are due, CMS may issue deferrals in the amount of \$5,000,000 if they are not submitted on time to CMS or are found by CMS not to be consistent with the evaluation design as approved by CMS.

## **VIII. MONITORING**

**71. Evaluation Monitoring Protocol.** The State shall submit for CMS approval a draft monitoring protocol no later than 60 days after the award of the demonstration. The protocol is subject to CMS approval. CMS shall provide comment within 30 days of receipt from the State. The State shall provide the final protocol within 30 days of receipt of CMS comments. If CMS finds that the final protocol adequately accommodates its comments, then CMS will approve the final protocol within 30 days.

- a. The monitoring protocol, including metrics and network characteristics shall align with the CMS approved evaluation design.
- b. The State shall make the necessary arrangements to assure that the data needed from the health plans, and data needed from other sources, are available as required by the CMS approved monitoring protocol.
- c. The monitoring protocol and reports shall be posted on the State Medicaid website within 30 days of CMS approval.

**72. Quarterly Evaluation Operations Report.** The State will provide quarterly reports to CMS. The reports shall provide sufficient information for CMS to understand implementation progress of the demonstration and whether there has been progress toward the goals of the demonstration. The reports will document key operational and other challenges, to what they attribute the challenges and how the challenges are being addressed, as well as key achievements and to what conditions and efforts they attribute the successes.

**73. Rapid Cycle Assessments.** The State shall specify for CMS approval a set of performance and outcome metrics, including their specifications, reporting cycles, level of reporting (e.g., the State, health plan and provider level, and segmentation by population) to support rapid cycle assessment in trends under the Health and Wellness Plan, and for monitoring and evaluation of the demonstration.

## **XV. HEALTH INFORMATION TECHNOLOGY AND PREMIUM ASSISTANCE**

**74. Health Information Technology (HIT).** The State will use HIT to link services and core providers across the continuum of care to the greatest extent possible. The State is expected to achieve minimum standards in foundational areas of HIT and to develop its own goals for the transformational areas of HIT use.

- a. Health IT: Iowa must have plans for health IT adoption for providers. This will include creating a pathway (and/or a plan) to adoption of certified electronic health record (EHR) technology and the ability to exchange data through the State's health information exchanges. If providers do not currently have this technology, there must be a plan in place to encourage adoption, especially for those providers eligible for the Medicare and Medicaid EHR Incentive Program.
- b. The State must participate in all efforts to ensure that all regions (e.g., counties or other municipalities) have coverage by a health information exchange. Federal funding for developing health information exchange (HIE) infrastructure may be available, per State Medicaid Director letter #11-004, to the extent that allowable costs are properly allocated among payers. The State must ensure that all new systems pathways efficiently prepare for 2014 eligibility and enrollment changes.
- c. All requirements must also align with Iowa's State Medicaid HIT Plan and other planning efforts such as the ONC HIE Operational Plan.

## **XVI. T-MSIS REQUIREMENTS**

On August 23, 2013, a State Medicaid Director Letter entitled, "Transformed Medicaid Statistical Information System (T-MSIS) Data", was released. It states that all States are expected to demonstrate operational readiness to submit T-MSIS files, transition to T-MSIS, and submit timely T-MSIS data by July 1, 2014. Among other purposes, these data can support monitoring and evaluation of the Medicaid program in Iowa against which the premium assistance demonstration will be compared.

Should the MMIS fail to maintain and produce all federally required program management data and information, including the required T-MSIS, eligibility, provider, and managed care encounter data, in accordance with requirements in the SMM Part 11, FFP may be suspended or disallowed as provided for in federal regulations at 42 CFR 433 Subpart C, and 45 CFR Part 95.

## **IOWA MEDICAID HEALTHY BEHAVIORS PROGRAM AND PREMIUM MONITORING PROTOCOLS**

### **HEALTHY BEHAVIORS PROGRAM PROTOCOLS**

Iowa's Healthy Behaviors Program is designed to influence how consumers interact with their health care system, emphasizing primary care access and utilization. The Healthy Behaviors Program is designed to reward members through 1) encouraging completion of healthy behaviors by rewarding them with waiver of contributions (premiums) in subsequent enrollment periods and 2) encouraging completion of additional healthy behaviors by rewarding them with financially-based rewards.<sup>1</sup> Correspondingly, providers will be encouraged to assist members in completion of specific healthy behaviors through related financial incentives described below. Iowa has identified the following goals of the Healthy Behavior Program (HBP) in 2014:

- Empower members to make healthy behavior changes.
- Establish future member healthy behaviors and rewards.
- Begin to integrate HRA data with providers for clinical decisions at or near the point of care.
- Encourage members to take specific proactive steps in managing their own health and provide educational support.
- Encourage providers to engage member in completion of the healthy behaviors by offering incentive payments.
- Comply with CMS requirements for Healthy Behaviors Program.

### **Contribution Waiver for Healthy Behaviors Program**

Iowa has designated completion of a Health Risk Assessment (HRA) and a wellness exam as the 2014 healthy behaviors that will qualify members for waiver of their contributions in their subsequent enrollment period.<sup>2</sup>

### **Healthy Behavior 1: Completion of a Health Risk Assessment**

In an effort to improve patient outcomes and engage members in their health care, the Iowa Medicaid Enterprise (IME) has selected an HRA tool called How's Your Health (HYH), that uses a set of patient assessment tools developed by Dartmouth Medical School.<sup>3</sup> HYH has been heavily researched and has generated numerous peer-reviewed publications in major journals.

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<sup>1</sup> Financially-based rewards are described in 'Member Rewards for the Healthy Behavior Program' section below.

<sup>2</sup> All members who enroll in IHAWP in 2014 will have these Healthy Behaviors. So, if a member enrolls in December 2014, they will need to complete an HRA and wellness exam. Consistent with CMS guidelines, Iowa will select future year Healthy Behaviors by August 1, 2014.

<sup>3</sup> IME developed a Health Risk Assessment white paper that is available at:  
[http://www.dhs.state.ia.us/uploads/HRA%20Whitepaper\\_03122014\\_Final.pdf](http://www.dhs.state.ia.us/uploads/HRA%20Whitepaper_03122014_Final.pdf)

Also appealing to Iowa is that HYH has been specifically tested with Safety Net providers on the low income population.<sup>4</sup>

HYH covers a wide range of health-related domains including: experience of care, socioeconomic status, functional capacity, confidence with self-management, health habits (smoking, exercise), burden of pain and emotional problems, and community/family support among other factors. HYH is an online tool in English and Spanish written at the eighth grade reading level. A person with computer access can take the assessment in 15 minutes (if healthy), but in some cases it may take up to 40 minutes, if a person has very high needs and low computer literacy. The assessment may expand based on specific responses: e.g. if someone identifies themselves as having diabetes, they are asked an additional series of questions about that condition.

In the Iowa Wellness Plan, when a member completes the survey, the response is distilled into a one-page report that the member receives and may also be provided automatically and securely to that member's primary care provider. In the MPC, when a member completes the survey, the response is distilled into a one-page report that the member receives and that they may share with their primary care provider. Providers will be able to use this tool to address the member's self-identified needs such as the need for help to quit smoking or how to begin a weight-loss program. Providers will also be able to address other risk determinants including lack of adequate family/social support, functional limitations, chronic condition management, and the member's potential for emotional or substance abuse disorders. The use of HYH will give providers meaningful information that will improve interactions with the people they serve. The IME is developing a training methodology for providers to ensure their understanding of the HYH tool.

Iowa Wellness Plan providers can earn an additional, one-time payment of \$25 to utilize the results of HYH in the course of the member's care, such as during creation of the member's care plan or at the time of a wellness exam.<sup>5</sup> This payment is valid for the HYH tool only and is being offered for the first year of operation. Additional details around how to submit a claim for this additional reimbursement are still being developed.

At a future point for the Iowa Wellness Plan, the IME plans to use HYH by examining the broad domains of need identified through HYH to obtain a sophisticated understanding of population needs. The IME can help medical practices and Accountable Care Organizations (ACOs) identify the number of people in their practice within these domains of need. This enables providers to develop a planned-care management strategy tailored to the population they serve. Smaller practices can collaborate on shared resources based on aggregate needs.

Although members are encouraged to use HYH, any qualified HRA tool will help members achieve their Healthy Behaviors. As part of the Healthy Behaviors notifications members will receive (discussed below in 'Member Notification and Education' section) information about any

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<sup>4</sup> John H. Wasson, MD and Regina Benjamin, MD, MBA, "Health Disparity and Collaborative Care," Journal of Ambulatory Care Management 29:3 (July-September 2006): 235-237

<sup>5</sup> This payment is only available to the Wellness Plan provider network.

additional qualified HRAs that may be available for completion.<sup>6</sup> A qualified HRA tool must comply with the following:

- Provide members with a health summary report;
- Report member completion information to the IME; and
- Report basic health data points identified by the IME, such as smoking status

The IME will ensure members are aware of their HRA tool options through the notice and education efforts described in the ‘Member Notification and Education’ section below. To ensure members are not charged contributions in their second year of enrollment, the IME will monitor individuals who have completed an HRA and wellness exam. The IME will monitor member completion of the HRA either through reports received from the HYH vendor or through the submission of reports from a provider entity that has been qualified by IME. IME anticipates receiving this information on a monthly basis and will report it to CMS through the Quarterly Progress Reports. Members will be given their enrollment year and an additional 30-day grace period to qualify to have their contributions waived in their subsequent enrollment year. During this grace period, members will also be given the opportunity to self-report completion of the HRA.

Healthy Behavior 2: Completion of a Wellness Exam

Members are encouraged to complete an annual preventive wellness exam as part of an emphasis on pro-active healthcare management. *Wellness: IME is also encouraging primary care providers to engage members in their healthcare through offering an annual incentive payment when at least 50 percent of their patients complete an annual wellness exam.*<sup>7</sup> Wellness exam have been defined by the following codes:

New Patient CPT Codes		Established Patient CPT Codes	
99381	Less than 1 year of age	99391	Less than 1 year of age
99382	1-4 years of age	99392	1-4 years of age
99383	5-11 years of age	99393	5-11 years of age
99384	12-17 years of age	99394	12-17 years of age
99385	18-39 years of age	99395	18-39 years of age
99386	40-64 years of age	99396	40-64 years of age
99387	65 years of age and older	99397	65 years of age and older

*Iowa Wellness Plan providers received Informational Letter (IL) NO.1337 on December 19, 2013, to provide further clarification to providers about how to bill for a wellness exam. The IL is available at:*

*<http://www.dhs.state.ia.us/uploads/1337%20Billing%20a%20Wellness%20Exam%20and%20a%20Sick%20Visit%20Revised.pdf>*

As mentioned above, IME will ensure members who have completed their healthy behaviors are not charged contributions in their second year of enrollment. IME will monitor member completion of the wellness exam through analysis of the claims data submitted (including claims

<sup>6</sup> Added per CMS request on 03.24.14 call that IME identify ‘monitoring’ activities.

<sup>7</sup> The Wellness Exam incentive payment is further described in the Medical Home Bonus Value Index Score (VIS) Document located at: <http://www.ime.state.ia.us/iowa-health-and-wellness-plan.html>

data from the managed care organization and Qualified Health Plans). IME anticipates receiving this information on a monthly basis and will report it to CMS through the Quarterly Progress Reports. Members will be given their enrollment year and an additional 30-day grace period to qualify to have their contributions waived in their subsequent enrollment year. During this grace period, members will also be given the opportunity to self-report completion of the wellness exam.

### **Member Financially-Based Rewards for the Healthy Behaviors Program**

National studies indicate a positive correlation between specific incentives and reduced health care costs over time. Findings also show rewards for wellness visits result in more favorable outcomes than rewards that involve lifestyle changes such as quitting smoking or weight loss.<sup>8</sup> The reward program will be designed to increase individual responsibility for personal health and support healthier behaviors. The long-term goal is to reduce health care costs for preventable conditions.

The IME intends to implement a healthy behaviors reward benefit in 2015 to further drive the quality of member health and ultimately reduce unnecessary costs. Beyond the potential to earn a waiver of contributions, IME intends to layer the ability for all Iowa Health and Wellness Plan members to earn Financially-Based Rewards consistent with program goals. These rewards are intended to be available only after the waiver of contributions has been earned (if applicable: as those below 50 percent FPL or who have a Medically Exempt status will have no contributions to waive). IME will contract with a vendor to assist with the administration of the reward benefits. Essential functionality for this program includes:

- Interface with IME to determine members eligible for rewards
- Production and issuance of rewards cards
- Tracking of account balances as rewards are added and benefits spent
- Respond to replacement cards
- Open, maintain and close accounts
- Regular reporting on account activity
- Call center/customer service for card services support

Members under 50 percent of FPL and those who are deemed ‘Medically Exempt’ are able to participate in the Healthy Behaviors program. Because these individuals will not be assessed monthly contributions, beginning in 2015, they will be able to receive the financially-based rewards for completion of their healthy behaviors. Participating in the program will encourage increased responsibility for personal health and support healthier behaviors consistent with the goals of the program.

### **Rewards**

Rewards will be based on completion of a ‘menu-style’ of preventive, health-related activities such as completion of a smoking cessation program, annual dental exam, or obtaining chronic

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<sup>8</sup> Kane, et al. Economic Incentives for Preventive Care. Evidence Reports/Technology Assessments, No. 101. Rockville: Agency for Healthcare Research and Quality, August 2004.



disease management education.<sup>9</sup> Members will be eligible to receive rewards after completion of their Healthy Behaviors that exempt them from contributions in their subsequent year of enrollment. Rewards will be financial in nature and will be tied to health care or healthy activities such as over-the counter pharmacy products, tobacco cessation supplies, dental supplies, gym memberships, and weight loss programs. At minimum, reward amounts will equal the annual contribution amounts in the Iowa Wellness Plan (\$60) and in the Marketplace Choice Plan (\$120).

To gain additional information about the functionality of this type of program, Iowa recently issued a Request for Information (RFI). Responses will be permitted until June 11, 2014. The RFI has been included as Attachment A.

### **Stakeholder Engagement in Protocol Development**

Iowa began engaging stakeholder input for the Iowa Health and Wellness Plan by holding public hearings and education sessions. Each hearing included initial details regarding the Healthy Behaviors Program, with the specific activities added into the discussion once finalized. Two public hearings were held in July 2013. Thereafter, another six public hearings were held statewide in conjunction with the State Innovation Model grant outreach. Each session was attended by a variety of community members, providers and stakeholder organizations.

Iowa has also undertaken an extensive and comprehensive stakeholder approach as part of the State Innovation Model (SIM) Design Grant project in the summer and fall of 2013. A broad spectrum of stakeholders were involved, including providers, payers, physicians, practitioners, managed care organizations, and state agencies like Iowa Department of Public Health and Iowa Department on Aging. Iowa also sought consumer input through two specific Consumer Focused workgroups and a series of public meetings called Listening Sessions. One workgroup was tasked with identifying goals and approaches to engaging members in their own health care and encouraging them to be active participants in becoming healthier. All workgroups discussed the importance of member engagement strategies and specifically the Healthy Behaviors Program for the Iowa Health and Wellness Program.

The SIM stakeholder process, a list of stakeholder participants, meeting agendas, meeting minutes, workgroup summaries and the State Healthcare Innovation Plan are all available at: <http://www.ime.state.ia.us/state-innovation-models.html>.

Iowa also sought input from the Patient-Centered Health Advisory Council and presented the 2014 Healthy Behavior Program for Iowa Health and Wellness Plan at the November 15, 2013 meeting.

Additional stakeholder feedback has been received throughout the fall of 2013 with a variety of organizations. A special meeting of the Medical Assistance Advisory Council (MAAC) was held on August 15, 2013. This session focused on details on the Iowa Health and Wellness Plan, and included a discussion on the Healthy Behavior programs. On November 21, 2013, the Healthy Behaviors were again discussed with the full MAAC membership. The meeting was open to the

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<sup>9</sup> Per STC requirements, these activities will be more fully detailed in the 'Future Year Health Behaviors Incentive Standards' document due to CMS on 08.01.14

public. The Healthy Behaviors, including member outreach and education, will be a key topic of the upcoming MAAC Executive Committee meeting in April 2014, and the next full council meeting in May 2014.

Other key stakeholder organizations have held meetings on the Iowa Health and Wellness Plan, all meetings including discussion of the Healthy Behaviors Program. Some of the organizations include:

- Iowa Hospital Association
- Iowa Mental Health Planning Council
- Epilepsy Foundation
- Coalition for Family and Children’s Services
- Iowa Behavioral Health Association
- Iowa Primary Care Association
- Visiting Nurse Services of Iowa
- Iowa Safety Net Providers
- Iowa State Association of Counties
- Susan G. Komen Foundation, Iowa Chapter
- Family Development and Self Sufficiency Program
- Iowa Rural Health Association
- AmeriCorps

Further, Iowa has accepted written comments from the Child and Family Policy Center.

Specifically related to the HRA requirement, the IME decided to use the HYH tool after meeting with various stakeholders including the following:

Coventry Health Care of Iowa	November 26, 2013
CoOpportunity Health	December 5, 2013
University of Iowa Public Policy Center	December 6, 2013
The University of Iowa Alliance	December 17, 2013
UnityPoint Health	December 19, 2013
Meridian Health Plan	December 19, 2013
Treo Solutions	December 24, 2013

From the stakeholders who are provider entities, the IME learned that, if the entity uses an HRA, it is to gauge their members’ health status and to subsequently implement incentives to encourage healthier behaviors with the long-term goal of reducing health care costs.<sup>10</sup> The University of Iowa Public Policy Center provided HRA research consistent with the information presented by the provider entities. The research showed that HRA are helpful to engage patients in their care and help primary care practices and patients work in close

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<sup>10</sup> This information was used in development of Iowa’s Positive Incentive/Healthy Behaviors Reward Benefit

cooperation.<sup>11</sup> Additionally, the IME found that HRAs have been widely used in employer sponsored plan for a number of years as a means to control costs.

The IME has additional stakeholder engagement activities planned wherein the progress of both 1115 waivers, including the Healthy Behaviors Program, will be discussed. On April 9, 2014, the IME will hold the Medical Assistance Advisory Committee (MAAC) Executive Committee meeting. Also during the month of April, the IME will collaborate with Delta Dental to hold eight public meetings throughout the state.<sup>12</sup> Finally, on (or near) May 21, 2014, the IME will hold a MAAC meeting that will be open to the public.<sup>13</sup>

### **Member Notification and Education**

Iowa has taken an active role in informing members that contributions will not be charged in 2014. The State has also communicated to stakeholders that a Healthy Behaviors program is under development and will be used as a mechanism to waive member contributions. The State has contracted with communications firm LS2 Group to help with member outreach and education efforts. The State is working with LS2 Group to develop a communication plan to ensure members receive timely and pertinent information on the Healthy Behaviors Program. Members are currently receiving information about how to select their primary care provider or Qualified Health Plan as part of the enrollment process.<sup>14</sup> Members will begin receiving messages about the Healthy Behaviors Program starting in spring of 2014. Mailings will continue throughout summer and fall. Fall and winter mailings will be targeted to those who have not completed Healthy Behaviors.<sup>15</sup> All messages will include information of how to contact the IME to self-report and appeal completion of Healthy Behaviors. Messages to members include but are not limited to the following:

- Traditional Member Letter Campaign
  - Members will receive two traditional letters. The first letter will be mailed in the month of April, providing members with detailed information about the Healthy Behaviors Program. The first letter will detail how the program benefits the member and how to complete each healthy behavior. The second letter will be mailed to the member in the month of October, serving as a reminder to complete each healthy behavior and emphasizing the possible contribution waiver.
- Member Postcard Campaign
  - Three postcards will be developed with information about the Iowa Health and Wellness Plan to encourage enrollment in the programs and promotion of healthy

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<sup>11</sup> Wasson, J. H., Godfrey, M. M., Nelson, E. C., Mohr, J. J., & Batalden, P. B. *Microsystems in health care: Part 4. Planning patient-centered care. Joint Commission Journal on Quality Safety*, 2003 29, 227–237.

<sup>12</sup> Although the main focus of these meetings will be the Dental Wellness Plan, the IME will present an overview of both 1115 waivers and the Healthy Behaviors Program.

<sup>13</sup> This meeting will serve as IME's 'post award forum' to comply with STC requirement 10 in both 1115 waivers.

<sup>14</sup> See attachments entitled, Sample WellnessPlan Enroll Packet and Sample Enrollment Packet MktplaceChoicePlan

<sup>15</sup> See attachment entitled, HBP member notification timeline

behaviors. The campaign will specifically be geared toward uninsured Iowans and Iowans enrolled in the Iowa Health and Wellness Plan. These direct mail postcards will also be made available to providers and other stakeholders to distribute as they deem appropriate. Distribution will begin in May, continuing over the summer and fall months.

- Member Newsletter
  - A quarterly newsletter will be developed to communicate directly with the member. Distribution of the newsletters will begin in the second quarter (spring) of 2014 and share with members details related to their Iowa Health and Wellness Plan benefits, the Healthy Behaviors Program, and the importance of playing a role in their health care.
  
- Website Promotion
  - The Iowa Medicaid Enterprise website ([www.ime.state.ia.us](http://www.ime.state.ia.us)) will have a webpage specifically targeted to members of the Iowa Health and Wellness Plan. This page will share with members plan details, information on how to communicate with their provider about HRAs and other health concerns. The custom page will be available to members by May 2014.
  
- Member Email Campaign
  - Members who share an email address during their application process will receive recurring emails from the IME. Emails to members will include instructions on how to complete the HRA process, what to expect and how to prepare for their physical exam. Members will also be provided contact information for assistance with further questions. Member emails will begin during the month of May 2014.
  
- Social Media Promotion
  - A Facebook page will be created which meets members where they may spend a significant amount of time and increases the likelihood that they may share messaging across their networks.
    - Three Facebook ads will be created to target members and promote healthy behaviors. The ads will be released for public view during the months of June, September, and December.
    - Status updates relating specifically to the Healthy Behaviors Program will be shared with page followers at least twice per month. These posts may then be shared by providers, members, and stakeholders who have an interest in its message through their respective Facebook pages.

The IME will also outreach to stakeholders, providers and the community. Messages will include but are not limited to the following:

- Stakeholder and Provider Outreach
  - Education Toolkit



- The three aforementioned postcards that will be developed and provided to members will also be made available to stakeholders and providers. These postcards will focus on member healthy behaviors and enrollment into the Iowa Health and Wellness Plan. Providers may distribute the postcards as they deem necessary. Distribution will begin in May, continuing over the summer and fall months.
  - ACO Outreach
    - Healthy behavior materials will be shared with ACOs through a toolkit. The toolkit will include a healthy behavior fact sheet/overview, contact information and instructions on how to complete the HRA, talking points for communication with members and clients, and social media suggestions. The information will be shared with ACOs as early as April 2014

To ensure IME effectively reaches members, when returned mail is received, the IME will cross reference the address with the MMIS system to see if there has been an update to the mailing address. If an address has been updated, the mail is repackaged and sent to the new address. Member Services also notifies the IM Call Center of the update address. IME is also exploring additional methods of address verification including: federal database checks, adding address update reminders on member notifications, and calling members if a phone number is available.

**Provider Access Standards** (*This section applies only to the Iowa Wellness Plan*)

Iowa’s current standards for timely access to care under Medicaid managed care will be mirrored in the Iowa Health and Wellness Plan to ensure that the infrastructure for delivering access to members is appropriate.

**Statewide or Regional Access Standards**<sup>16</sup>

Please see “Access to Care Standards...” below.

**Medicaid Network Slots to Member Ratio Standards**

Each county must meet provider access standards prior to launching the Wellness Plan Patient Manager Program. There must be a sufficient number of provider slots available, which is generally 1.5 times the number of potential enrollees. Once access standards are met, managed care may begin in the county. This information will be reported in the quarterly and annual reports that Iowa submits to CMS.

**Access to Care Standards Including Timeliness and Actual Primary Care Utilization**

Iowa will ensure ninety-five percent of members reside in counties that meet timely access to care standards as described below. Iowa will implement an alternative but similar set of

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<sup>16</sup> Per CMS, STC #24(a)(ix)(1)(a), statewide or regional access standards, is met in the ‘Access to Care Standards’ section. Enrollment numbers for both plans are available at the following link:  
[http://dhs.iowa.gov/sites/default/files/IHAWPEnrollment%20Maps\\_April2014.pdf](http://dhs.iowa.gov/sites/default/files/IHAWPEnrollment%20Maps_April2014.pdf)

measures that are currently in place in our managed care programs.<sup>17</sup> Through a random sampling of Wellness Plan providers, Iowa will ensure the following:

- Medical service delivery sites<sup>18</sup> are located within 30 miles of enrolled recipients.
- Patients with urgent symptoms shall be seen within one day of contacting their primary care provider.
- Patients with persistent symptoms shall be seen within 48 hours of reporting of the onset of the symptoms.
- Patient routine visits shall be scheduled within four to six weeks of the date of the patient request the appointment.
- The provider shall provide or arrange for 24-hour, 7-day provider availability to enrolled recipients.

#### NCQA Element 1B Standards

NCQA Element 1B standards are as follows:

1. Providing access to routine and urgent-care appointments outside regular business hours
2. Providing continuity of medical record information for care and advice when office is not open
3. Providing timely clinical advice by telephone when the office is not open (critical factor)
4. Providing timely clinical advice using a secure, interactive electronic system when the office is not open
5. Documenting after hours clinical advice in patient records

From our research the NCQA Element 1B after-hours access standards are not “pass/fail” but based on a range of percentage points depending on how many factors are met. In Element 1B, factor 3 must be met along with two other factors to receive a score of 50 percent. Achieving factor 3 with three other factors must be met to receive a score of 75 percent. Achieving all five factors receives a score of 100 percent.

Iowa is a rural state. People living in rural towns routinely drive 20-30 miles for employment, to get groceries, or to school; they may drive further to reach a hospital or larger health provider. Iowa has many counties with only one small health care provider that may only be open on a part-time basis and may not utilize electronic health records (EHR); Iowa also has counties without a hospital. Therefore a standard that requires ALL five NCQA Element 1B factors to be

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<sup>17</sup> Iowa’s managed care requirements are detailed in the Iowa Administrative Code 441 Chapter 88; Iowa intends to comply with most but not all these requirements as the NCQA criteria described below are slightly different than the managed care requirements. Iowa’s Managed care rules are located at the following link: <https://www.legis.iowa.gov/docs/ACO/chapter/05-28-2014.441.88.pdf>

<sup>18</sup> Medical service delivery sites are expressly defined in the Iowa Administrative Code 441 Sub-rule 88.7(2) and essentially mean all providers who meet the enrollment criteria for IME and therefore have a distinct legacy number in IME’s MMIS.

met in every county or almost every county is not feasible. Considering this, Iowa proposes the following reasonable alternative:

In 2014, Iowa will ensure that 90 percent of Iowa Health and Wellness Plan members either 1) live in a county that has at least 1 provider that has an NCQA Element 1B score of at least 50 percent or 2) live within 30 miles of a provider that has an NCQA Element 1B score of at least 50 percent.

#### Reporting on Access to Care and NCQA Standards

On a quarterly basis, Iowa will select 60 providers to take part in a survey that will capture the information detailed above in the sections entitled ‘Access to Care Standards Including Timeliness and Actual Primary Care Utilization’ and ‘NCQA Element 1B Standards.’<sup>19</sup> During each quarter of the calendar year, Iowa will ensure that the providers selected for surveying are unique from those surveyed in previous quarters; this will ensure a total of 240 providers are surveyed annually. Providers will be first selected based on the county in which they practice; this will ensure that at least one provider from each of Iowa’s managed care counties are surveyed. After all counties are surveyed, Iowa will conduct random sampling across the state. This will help create a sample of rural and urban providers that is representative of Iowa’s Medicaid providers. Iowa will begin conducting this survey in the second quarter of calendar year 2014. Survey results will be reported in the quarterly and annual reports that Iowa submits to CMS.<sup>20</sup>

#### Data from Monitoring Member Complaints

IME Member Services tracks a variety of data from member phone calls, letters, and emails. IME will continue to track and categorize Iowa Health and Wellness Plan member complaints. Categories of ‘Complaints’ include:

- Benefits and Services
- Access
- Substance Abuse/Mental Health Access
- Quality of Care
- Medical Provider Network
- Cost Sharing/Contributions
- Healthy Behaviors
- NEMT
- EPSDT

When IME receives member ‘complaints,’ Member Services will assist the member with the appropriate resolution. IME will also report this information to CMS on the monthly Monitoring Calls and via the Quarterly Reports submitted to CMS.

#### Data from Consumer Surveys

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<sup>19</sup> The Access to Care standard requiring medical service delivery sites be located within 30 miles of enrolled recipients will not be captured in the survey. Rather, Iowa will utilize geo access mapping to verify this standard.

<sup>20</sup> This survey process will be conducted in conjunction with the current survey process Iowa has for its MediPASS program. As CMS is aware, the MediPASS survey results are also reported quarterly.



Iowa will conduct a member survey each year modeled after CAHPS or other member experience surveys. The survey will be performed in an expedited manner to provide compiled survey data during Year 2 to monitor member experience of access as well as care issues. *NOTE: Member experience via survey is also a component of the Value Index Score used in the medical home/ACO incentive program.*

### **Premium/Contribution Protocols**

During their first year of eligibility, all members will be exempt from any contribution payments. This will permit the member the opportunity to 1) gain an understanding of the Healthy Behaviors Program and 2) to complete those Healthy Behaviors that will qualify the member for contribution waiver in the second year of eligibility. In each enrollment year that the member completes the Healthy Behaviors, the member will qualify to have their contributions waived in the subsequent year. During the 2014 enrollment year, members may complete an HRA and a wellness exam to qualify for contribution waiver in the subsequent year. The IME will monitor member completion of the 2014 Healthy Behaviors through analysis of reports sent from the HYH vendor or other provider entity and through analysis of the claims data.

Regardless of whether they complete their Healthy Behaviors, the following members will be exempt from contribution payments:

- Persons with income below 50 percent the FPL
- Persons with a Medical Exempt status
- American Indians/Alaska Natives

These members will, however, have the opportunity receive Healthy Behaviors Rewards for completion the ‘menu-style’ of preventive, health-related activities that will be further detailed in later reports to CMS.

Members who do not complete their Healthy Behaviors during the first year of enrollment will be subject to the contribution payments in their second year of enrollment. Contributions will be charged as follows:

- Persons with income from 50–100 percent of the FPL = \$5 monthly contribution
- Persons with income from 101-133 percent of FPL = \$10 monthly contribution

As part of the Healthy Behaviors notice and education, the IME will educate members about these monthly contribution requirements and opportunity to qualify for contribution waiver. More detail about IME’s notice and education efforts is described above in the ‘Member Notification and Education’ section.

The IME will give members a 30 day grace period after their enrollment year to complete their Healthy Behaviors and qualify for contribution waiver. After that time, if the member has not qualified for contribution waiver, the IME will begin sending monthly billing statements including a hardship exemption request form. The billing statement will be mailed to the member prior to the first day of the month in which the contribution is due. Members will have until the last day of the contribution month to either mail in their contribution, or request a hardship exemption for the month. Members may pay by check or with cash. Directions of

where to mail the contribution, how to pay in person, how to request a hardship exemption, and who to call with questions will be clearly detailed on the billing statement.

Unpaid contributions will be reflected on the member's next monthly billing statement. *In the Iowa Wellness Plan, all unpaid contributions will be considered a debt owed to the State of Iowa but will not, however, result in termination from the Iowa Wellness Plan. If, at the time of re-enrollment, the member does not reapply for or is no longer eligible for Medicaid coverage, the member's debt will be forgiven.* To further develop this process, policy decisions need to be made in consideration of the operation constraints.

*In the MPC, if a member fails to pay any monthly contributions for 90 days, the IME will terminate the member's enrollment status. The member's outstanding contributions will be considered a collectable debt and subject to recovery. A member whose Marketplace Choice Plan benefits are terminated for nonpayment of monthly contributions, must reapply for Medicaid coverage. The IME will permit the member to reapply at any time, however, the member's outstanding contribution payments will remain subject to recovery.*

The IME is currently developing the systems structure to effectively monitor the contributions protocols described above. As part of this development, IME will track member completion of each healthy behavior. The IME will ensure this system has the ability to accept healthy behavior completion from a review of claims data as well as through member's self-reporting. The IME will record this information so that it may be reported to CMS on a regular basis, such as through the monthly monitoring calls, quarterly reports, and as requested by CMS.<sup>21</sup> By August 1, 2014, the IME will provide more detailed information about the Future Year Health Behaviors and the Premium Monitoring Protocols as required by the Special Terms and Conditions.<sup>22</sup>

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<sup>21</sup> Added per CMS request on 03.24.14 call that IME identify 'monitoring' activities.

<sup>22</sup> See Wellness Plan STC 33 (p. 14, 15) and Marketplace Choice Plan STC 49 (p.18, 19).

## **IOWA MEDICAID HEALTHY BEHAVIORS PROGRAM AND PREMIUM MONITORING PROTOCOLS FOR YEAR 2**

### **HEALTHY BEHAVIORS PROGRAM PROTOCOLS**

As described in the Iowa's Healthy Behaviors Protocol for Year 1 approved by CMS on July 3, 2014, Iowa's Healthy Behaviors Program is designed to influence how consumers interact with their health care system, emphasizing primary care access and utilization. The Healthy Behaviors Program is designed to reward members through 1) encouraging completion of healthy behaviors by rewarding them with waiver of contributions (premiums) in next enrollment periods and 2) encouraging completion of additional healthy behaviors by rewarding them with financially-based rewards. Correspondingly, providers will be encouraged to assist members in completion of specific healthy behaviors through related financial incentives described below. Iowa has identified the following goals of the Healthy Behavior Program (HBP):

- Empower members to make healthy behavior changes.
- Establish future member healthy behaviors and rewards.
- Begin to integrate HRA data with providers for clinical decisions at or near the point of care.
- Encourage members to take specific proactive steps in managing their own health and provide educational support.
- Encourage providers to engage member in completion of the healthy behaviors by offering incentive payments.
- Comply with CMS requirements for Healthy Behaviors Program.

### **Contribution Waiver for Healthy Behaviors Program**

In Iowa's Healthy Behaviors Protocol for Year 1, Iowa defined the healthy behaviors, a wellness exam and a health risk assessment (HRA), as the behaviors a member must complete to qualify for waiver of contributions in their next enrollment period. As the definition and description of these healthy behaviors was provided in Iowa's Protocol for Year 1 document, further detail will not be provided in this document. Iowa's Healthy Behaviors Protocols for Year 1 is available at: <http://dhs.iowa.gov/sites/default/files/FINALHealthyBehaviorsProgramProtocolYear1.pdf>.

Based on stakeholder and provider feedback<sup>23</sup>, Iowa requests to expand the definition of a wellness exam to allow providers more flexibility to make prudent clinical decisions about what level of service is most appropriate for their individual patients. Essentially, providers will be able complete a routine medical examination in lieu of a more comprehensive annual physical depending on the needs of the individual. Allowing the definition of a wellness exam to be expanded retroactively will benefit both the provider and the member. Providers will benefit as they will have more flexibility in completing an appropriate exam for their patients and still receive the incentive for doing so. Members will benefit by having a greater chance to achieve their healthy behaviors and have their contributions waived in their next enrollment year. [For](#)

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<sup>23</sup> The Iowa Medicaid Enterprise (IME) received requests to expand the definition of a wellness exam from several ACO's, including the University of Iowa Health Alliance, Unity Point and Broadlawn.

[more detailed information about the expanded definition of a wellness exam see Informational Letter 1425 Wellness Exam Expanded available in the link below:  
<https://dhs.iowa.gov/sites/default/files/1425%20Healthy%20Behaviors%20Wellness%20Exam.pdf>](https://dhs.iowa.gov/sites/default/files/1425%20Healthy%20Behaviors%20Wellness%20Exam.pdf)

With CMS approval, Iowa will begin using this expanded definition of a wellness exam with a January 1, 2014 effective date. This expanded definition of a wellness exam will be used for the healthy behaviors program in 2014, 2015, and beyond.

### **Financially-Based Healthy Rewards for Healthy Behaviors Program (Healthy Rewards)**

The healthy rewards portion of the HBP will be designed to allow the member to receive financially-based rewards for completion of set of healthy behaviors defined by the Iowa Medicaid Enterprise (IME).<sup>24</sup> Only members who earn a waiver of contributions in their next enrollment year will be eligible to receive healthy rewards. The member will be encouraged to complete all behaviors simultaneously, but will not receive the finally-based rewards until completion of the wellness exam and HRA have occurred.<sup>25</sup> The behaviors that qualify for rewards will vary annually based on IME's aggregate findings of the HRA as well as input received from the accountable care organizations (ACOs) and the qualified health plans (QHPs). By allowing annual flexibility of the healthy rewards, the IME will be able to address the aggregate areas of need of the total population. Further, allowing flexibility of rewards will give IME the opportunity to explore whether incorporating healthy rewards for completion of social determinates of health activities will be beneficial to the population.<sup>26</sup>

On April 24, 2014, the Iowa Medicaid Enterprise (IME) issued a Request for Information (RFI) to further develop the healthy rewards part of the HBP and to detail the role of the vendor. The HBP RFI is available at: [http://bidopportunities.iowa.gov/?pgname=viewrfp&rfp\\_id=10201](http://bidopportunities.iowa.gov/?pgname=viewrfp&rfp_id=10201). The IME accepted comments and input from interested stakeholders and vendors on the member healthy rewards design of the HBP. The IME also held a public meeting May 30, 2014, to allow all interested parties to provide input on the RFI and the healthy rewards of the HBP. Input received varied from suggestions regarding the types of behaviors that should qualify for rewards to the types of rewards that should be offered to the methods of managing the program. The majority of those who provided input stressed the need to keep the program simple enough to be understood by the Iowa Health and Wellness Plan population.

Through input from the RFI responses and comments received at the public meeting, the IME drafted a request for proposal (RFP) to solicit a vendor to manage the healthy rewards portion of the HBP. The vendor will design a rewards program that includes four distinct components necessary to implement and ensure success: the reward benefit itself, member outreach and

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<sup>24</sup> The STC's require the rewards to at least be equal to the amount of premiums/contributions to which a member would be subject to pay. The HBP rewards will be at least \$120; the exact amount is yet to be determined.

<sup>25</sup> This standard will also apply to persons who are mandatorily exempt.

<sup>26</sup> The IME's HRA captures social determinates of health information and the ACOs are contractually required to address social determinates of health. The IME envisions having more info of the population's needs by calendar year of 2015.

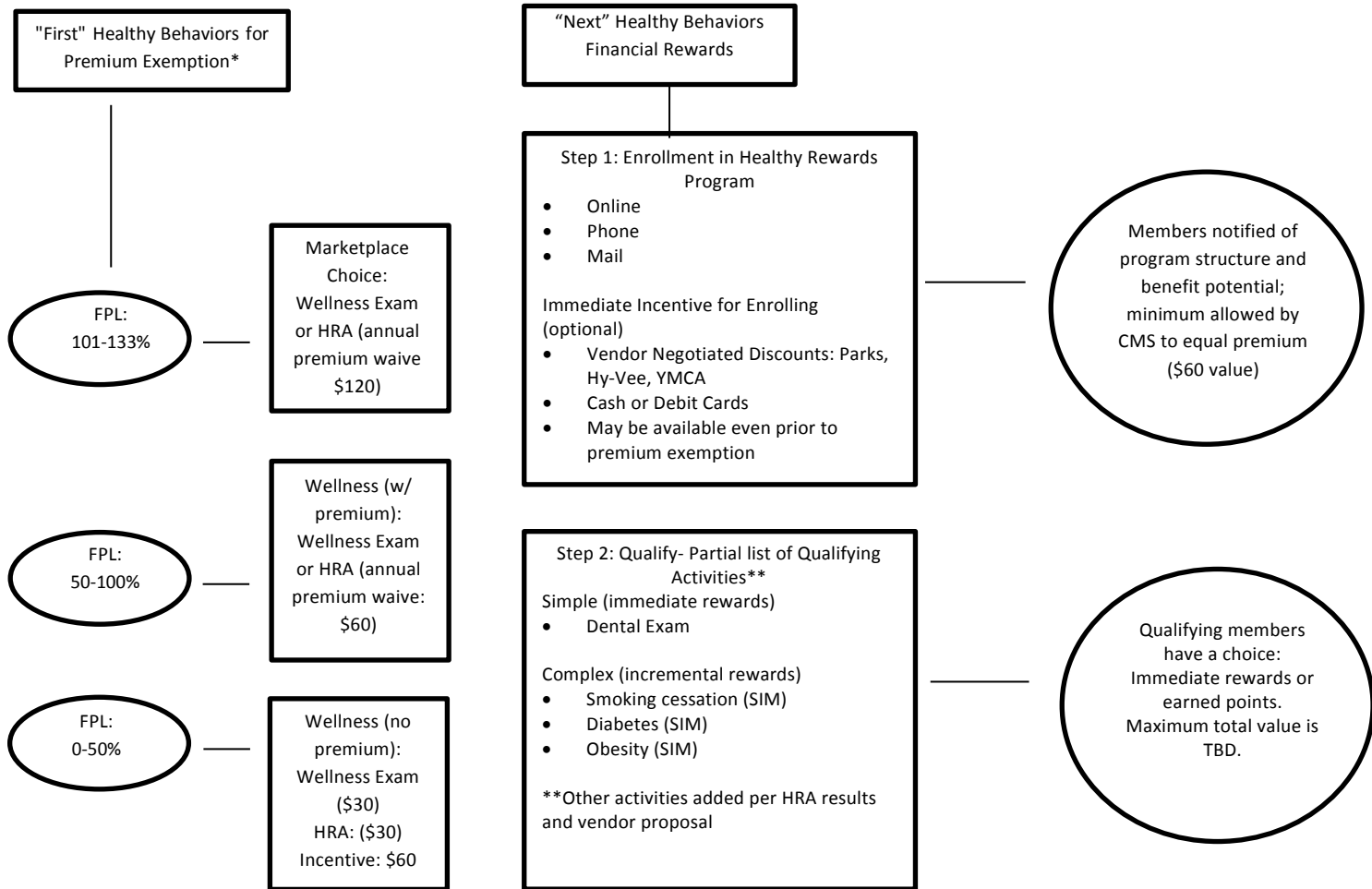
education, engagement of partners and monitoring results. The RFP release and other pertinent dates are listed in the table below.

<b>Event</b>	<b>Date</b>
RFP Notice to Targeted Small Business Website (48 hours)	<b>July 30, 2014</b>
Agency Issues RFP to Bid Opportunities Website	<b>August 1, 2014</b>
Bidder Letter of Intent to Bid Due By	<b>August 29, 2014 3:00 p.m.</b>
<b>Bidder Proposals and any Amendments to Proposals Due By</b>	<b>October 27, 2014 3:00 p.m.</b>
Bidder Presentations of Bid Proposals will be held on the following dates via web conference	<b>November 19-21, 2014</b>
Agency Announces Apparent Successful Bidder/Notice of Intent to Award	<b>December 1, 2014</b>

The RFP may be accessed at: [http://bidopportunities.iowa.gov/?pgname=viewrfp&rfp\\_id=10201](http://bidopportunities.iowa.gov/?pgname=viewrfp&rfp_id=10201)  
 As part of this process, the IME received one RFP. After the IME evaluated the proposal, the IME determined that it was not sufficient to meet the needs of the program. This was largely because the IME did not provide clear direction as to the program’s design. To ensure the healthy rewards portion of the HBP is most effective for members, the IME will need additional time to research and develop the best program design. As described above, the IME will review the aggregate findings of the HRA as well as solicit program design input from the accountable care organizations (ACOs) and the qualified health plans (QHPs). The IME will also analyze the results of contribution waiver portion of the HBP including member engagement levels and healthy behavior completion levels, in developing the program design. The IME intends to conduct this research during calendar year 2015 and thereafter, submit to CMS an additional Protocols document with the developed program design.

See the diagram on the following page for additional details.

# Healthy Behaviors Program Structure



**Key Vendor Requirements:**  
 Assist with identification of types of rewards, final amounts  
 Program administration including identification of eligibility and processing/tracking of member reward  
 Member portal, communication/marketing, integration with the IME, including at least one on-site FTE

## **Healthy Behaviors Program Communication Campaign**

The IME has designed an extensive communications campaign to educate the members, providers, and stakeholders about the HBP.

### ***Member Outreach***

Members received an initial letter informing them of the HBP in May. That mailing is available at: [http://dhs.iowa.gov/sites/default/files/HealthyBehaviors\\_MemberComm\\_Wellness.pdf](http://dhs.iowa.gov/sites/default/files/HealthyBehaviors_MemberComm_Wellness.pdf).<sup>27</sup> A second mailing is scheduled to go out to members in early August; this mailing will be targeted to the individual member. The mailing will notify the member which healthy behavior(s) the member has completed (if any) and which healthy behavior(s) the member has yet to complete to avoid contribution payments in the member's subsequent enrollment period.

The IME is also planning to send the following correspondence on or near the dates listed below:

- September 1: Member HBP reminder postcard.
- September 15: Assessment of total HBP completed.
- October 15: Initial contribution notification (if applicable).
- November 15: Member HBP reminder postcard.
- December 15: Second premium notice that will include information the 30-day grace period and information on how to self-report completion of healthy behaviors (in the event that provider has not yet billed for the service).

On July 3, 2014, the IME launched a new website to provide information on the Iowa Health and Wellness Plan and the HBP. On this site, members can access information on benefits, plan details, enrollment information, news and announcements, member materials, and HBP toolkits. This website is accessible at: <http://www.iahealthlink.gov/>

When HBP vendor is selected, the IME will work with the vendor to develop messaging about the financially-based rewards associated with the HBP. This information will be incorporated into correspondence sent to the member and included on the new website. The IME will work with the vendor to develop communication strategies for a launch in January 2015.

### ***Provider and Stakeholder Outreach***

The IME recognizes the importance of engaging providers and stakeholders to assist in helping member complete their healthy behaviors. Pursuing the member through several different avenues will best ensure the member receives information about the HBP and knows where to go with questions.

To assist providers in engaging members, the IME has developed a 'Healthy Behaviors Program Toolkit for Providers' that describes the following:

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<sup>27</sup> The first page of this document is the first mailing; the second and third pages are what was included on the double-sided post card sent in the second mailing.

- Why it is important for the member to complete their healthy behaviors;
- The financial incentives a provider may receive for assisting the member;
- Specific details of how the provider needs to bill for the healthy behaviors’;
- Members FAQs; and
- Sample promotional information including newsletter content, social media posts, and flyers.

The provider toolkit is available on the IME website at: [http://dhs.iowa.gov/sites/default/files/Provider%20Healthy%20Behaviors%20Toolkit\\_05092014\\_2.pdf](http://dhs.iowa.gov/sites/default/files/Provider%20Healthy%20Behaviors%20Toolkit_05092014_2.pdf)

To ensure Wellness plan providers and the managed care organization (MCO), Meridian Health Plan, have a thorough understanding of the HBP, the IME provider services unit is providing HBP information at its annual provider enrollment trainings. The IME is holding 22 training sessions in 11 cities located throughout the state. Trainings are being held from June 11, 2014 through August 27, 2014. To date over 1,600 providers have attended or have scheduled to attend trainings. Details about specific dates and training locations are available at: <http://dhs.iowa.gov/ime/Providers/tools-trainings-and-services/ATRegistration/APT>

Since April 2104, eleven formal ACO trainings that emphasize HBP have been conducted to ACO provider groups across various Iowa locations. Over 130 ACO staff have participated in the trainings, representing senior leadership at a corporate and regional level for both hospital-based and physician group-based staff. The ACO trainings have taken a top-down approach to engage leadership in an effort to immediately implement processes at the clinic level that will ensure a successful HBP.

Additionally, numerous ad hoc trainings have been conducted for a variety of provider and stakeholder groups. See Attachment 1 – IHAWP Events Tracking Log for more details.

The IME is also providing financial incentives for primary care providers and ACOs who assist members in completing their healthy behaviors. Those incentive payments are described in the chart on the following page.



<u>Payment</u>	<u>Performance</u>	<u>Paid To</u>	<u>Purpose</u>
<u>\$4 Primary Care Case Management</u>	<u>Per Member Per Month (PMPM) Paid Monthly</u>	<u>Patient Manager (PM)</u>	<u>Ensures Access</u>
<u>\$10 Wellness Exam</u>	<u>Per Member annually if threshold achieved</u>	<u>PM or ACO</u>	<u>Aligns with Healthy Behaviors</u>
<u>\$25 HRA AssessMyHealth</u>	<u>To integrate results into member's plan of care</u>	<u>PM or ACO</u>	<u>Aligns with Healthy Behaviors</u>
<u>\$4 Medical Home VIS</u>	<u>PMPM – Paid quarterly if quality target achieved</u>	<u>PM or ACO</u>	<u>Aligns w/ multipayer SIM Strategy</u>
<u>\$4 ACO Member Engagement</u>	<u>PMPM for member engagement and access activities</u>	<u>ACO</u>	<u>Aligns with Healthy Behaviors &amp; Medicaid Waiver</u>

As of July 1, 2014, there were three ACO's enrolled with Iowa Medicaid: UnityPoint, the University of Iowa Health Alliance, and Broadlawns Medical Center. These three ACO's will facilitate services for over 26,000 members of the Iowa Wellness plan. The ACO's have a vested interest in ensuring their attributed members complete a wellness exam and HRA in that the \$4 ACO Member Engagement incentive payment (described above) is contingent upon the ACO achieving a healthy behaviors completion goal for at least fifty percent of their members. The goals are detailed in the chart below.

<b>Organization</b>	<b>Attributed Members</b>	<b>Completion Goal</b>
<b>UnityPoint ACO</b>	7,738	50% = 3,869 Members
<b>UI Health Alliance ACO</b>	11,142	50% = 5,571 Members
<b>Broadlawns Medical Center</b>	7,315	50% = 3,658 Members

The IME is targeting other high volume providers and health plans that do not have ACO affiliation to encourage that they also achieve a fifty percent completion goal. These providers do not have an incentive payment tied to this goal. These providers will, however, receive the incentive payments tied to completion of the wellness exam and HRA completion.

The health plans are actively working with their members to ensure they understand the HBP. Meridian Health Plan is sending letters and phoning members to ensure they complete Meridian's HRA. The QHPs that provide services to members of the MPC<sup>28</sup> are also engaged in informing their members about the HBP. When an MPC member calls the QHP call center, both call centers inform the members of their requirement to complete an HRA and wellness exam so they may continue to be exempt from monthly contributions. Both QHPs have also agreed to provide additional information about the HBP (when available) through their call centers. Both QHPs are also going to add HBP information into their enrollment packet that will be distributed in 2015.

The IME is also working with stakeholders to ensure Iowa Health and Wellness plan members are aware of the HBP. In conjunction with the United Way, the IME formed the Healthy Behaviors Community Partner Steering Committee. The committee will provide advice on community-level outreach, best practices, collaboration opportunities and progress of the HBP. Committee members include the following:

- Key leadership from the Department of Human Services, including Director Palmer;
- IME Communications Manager;
- The United Way;
- Polk County Health Department;
- Broadlawns Medical Center;
- Unity Point ACO;
- The University of Iowa Health Alliance ACO;
- Free Clinics of Iowa;
- The Iowa Department of Public Health; and
- The Iowa Primary Care Association
- Visiting Nurse Services

To ensure stakeholders have the tools to effectively engage member in completing their healthy behaviors, the IME has developed a toolkit that provides fact sheets, talking points, and sample media materials. More details about this toolkit are available at: <http://www.iahealthlink.gov/partner-toolkit>

To ensure providers and stakeholders have the most up-to-date information about the Iowa Health and Wellness plan, the IME sends weekly updates to an email distribution list of over 700 people. The weekly updates can be accessed at: <http://dhs.iowa.gov/ime/about/iowa-health-and-wellness-plan/Archives-Weekly-Iowa-Health-and-Wellness-Plan-Updates>

Additionally, all providers and stakeholders have access to the new website launched in July and described above. The website is available at: <http://www.iahealthlink.gov/>

## **ACCESS STANDARDS**

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<sup>28</sup> The QHPs are CoOpportunity Health and Coventry Health Care of Iowa.

As discussed in the Healthy Behaviors Protocols for Year 1, the IME will ensure members of the Iowa Health and Wellness plan have sufficient access to providers so that they may complete the healthy behaviors required for contribution exemption. The IME will gauge member access through completion of a provider survey that gathers information about the access to care standards and NCQA Element B1 standards that were detailed (and approved by CMS) in Iowa's Healthy Behaviors Protocol for Year 1. The IME has consulted with a biostatistician from the University of Iowa Public Policy Center (PPC) to develop a survey methodology to capture responses from rural, urban, and near-urban providers. The PPC methodology will ensure the providers surveyed accurately reflect the ratio of providers to which members have access. The PPC methodology categorizes Iowa's 99 counties into four groups and applies a weighted scale to each group based on the population size. The IME will complete this survey by Oct 31, 2014 and report results to CMS at that time. For more details, see Attachment 2 – Iowa Physician Survey Methodology and Attachment 3 – Iowa Physician Survey County Groupings. The NCQA and Access standards survey results will identify those counties that do and do not meet the access standards. Regarding counties that do not meet the standards, the IME member services call centers will target individual members in those counties through outbound calls to ensure members have an understanding of the HBP and premium waiver mechanism. The call centers will encourage wellness exam completion by ensuring the member is aware of the providers in his area and how to contact their provider to schedule an appointment. Additionally, if the member requests support in scheduling an appointment, the call centers will provide that support. The call centers will also facilitate HRA completion by assisting members in taking the survey over the phone.<sup>29</sup> The IME provider services unit will also attempt to engage the providers who do not meet the standards to encourage them to do so.

As another method of guaranteeing members of the Iowa Health and Wellness plan have sufficient access, the IME has a goal of ensuring at least forty percent of members with income above fifty percent of the Federal Poverty Level (FPL) and who were enrolled in the program on January 1, 2014, complete the healthy behaviors required for contribution exemption. To reach this goal, the IME must have at least 13,656 persons complete the wellness exam and HRA by December 31, 2014.<sup>30</sup>

### **PREMIUM MONITORING STANDARDS**

All Iowa Health and Wellness plan members are exempt from monthly contributions during their first continuous twelve months of enrollment. Some members will be mandatorily exempt from monthly contributions by virtue of having a Medically Exempt status, having income below fifty percent FPL, or by being an American Indian/Alaska Native.

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<sup>29</sup> The call centers are already supporting members in this manner. As of July 31, 2014, the calls centers have assisted over 2,300 members in completing their HRA.

<sup>30</sup> There were 78,148 persons enrolled in the Iowa Health and Wellness plan with an effective date of January 1, 2014. Of those persons, 34,139 had income about 50% FPL. Forty percent of 34,139 = 13,656. In capturing completion rates for this goal, the IME will measure the completion rate of all persons enrolled in the Iowa Health and Wellness plan, regardless of effective date or FPL rate. This will encourage providers to complete healthy behaviors for all their members without scrutiny as to effective date or FPL rate thus ensuring all members are treated equally.

A member who does not fit into a mandatorily exempt category will have twelve months of continuous enrollment to complete the healthy behaviors (a wellness exam and HRA) to be exempt from monthly contribution in the next enrollment period. In each enrollment period that the member completes a wellness exam and HRA, the member will be exempt from monthly contributions in the next enrollment period.

### ***Systems Monitoring***

The IME Medicaid management information system (MMIS) has been coded to detect all persons who are mandatorily exempt. The IME is also coded to capture those members who complete both a wellness exam<sup>31</sup> and an HRA during a twelve month period of continuous enrollment in the Iowa Health and Wellness plan. Ensuring a member has twelve months of continuous enrollment prior to being subject to monthly contributions will avoid any unintended harm to the member if the member's coverage options change periodically (aka churn). For example, there may be situations wherein the member loses Iowa Health and Wellness plan eligibility if they becomes eligible for another Medicaid program, gains access to employer sponsored insurance (ESI), or their economic situation improves such that they can access insurance through the Health Insurance Marketplace. If the member churns back to the Iowa Health and Wellness plan, the MMIS system will detect that the member had a break in coverage and has not had twelve months of continuous coverage in the Iowa Health and Wellness plan and will therefore not be subject to monthly contributions. Essentially, a break in the member's coverage will begin a new twelve month period during which the member will be exempt from contributions. See the examples below:

#### **Example: Member A**

- 01.01.14 enrolled in MPC
- 07.01.14 gains access to ESI and is disenrolled from MPC
- 09.01.14 loses access to ESI, applies for Medicaid and is determined eligible for MPC

Member A did not have 12 months of continuous MPC eligibility. Member A will be exempt from monthly contributions during his enrollment period that begins 09.01.14. Member A will have 12 full months to complete a wellness exam and HRA to continue to be exempt from monthly contributions in the next enrollment year.

#### **Example: Member B**

- 01.01.14 enrolled in Iowa Wellness plan
- 12.31.14 Member B does not complete healthy behaviors; at re-enrollment she is determined eligible for Mothers and Children (MAC) program
- 01.01.15 – 12.31.15 Member has MAC coverage
- 0.1.01.16 Re-enrollment determines Member is eligible for Iowa Wellness plan.

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<sup>31</sup> This coding is based on the definition of a wellness exam from the Protocols for Year 1 document. Pending CMS approval, the IME will expand the list of codes that count towards completion of a wellness exam.

Although Member B had 12 months of Wellness plan coverage, there has been a 12 month break in that coverage. Member B will be exempt from monthly contributions and have 12 full months to complete a wellness exam and HRA to continue to be exempt from monthly contributions in the next enrollment year.

***Member Experience***

After a member has been enrolled for ten months and if applicable, the IME will send a reminder notice of the need to complete a wellness exam and HRA to avoid monthly contributions in the subsequent year. A member will receive an initial contribution billing statement during his final month of enrollment. The billing statement will reflect the member’s monthly premium amount and instructions on how to claim a hardship exemption. With this initial billing statement the member will also receive notification of the thirty day grace period he will be afforded to report healthy behaviors completion. Essentially, the member will have thirteen months to complete the healthy behaviors or to contact IME member services unit to self-report completion of the healthy behaviors if they were incorrectly recorded as incomplete. This situation could arise, for example, if a provider is not timely with billing a member’s wellness exam. If the member completes or reports to be complete the healthy behaviors during this thirty day grace period, the member will be exempt from monthly contributions during the next enrollment year.

A member who is subject to monthly contributions will receive a billing statement before the first day of the month in which the payment is due. The payment or request for hardship exemption will be due by the end of the contribution month. The IME will, however, allow a grace period of five business days before the payment or hardships exemption request is considered past due. A member can pay the contribution by sending a check or money order in the postage paid, self-addressed envelope included with the billing statement. A member may claim a hardship exemption for the month in which the contribution is due by checking the appropriate box on the billing statement or calling the IME member services unit. Payments will be applied to the most outstanding month in which payment is due. Hardship exemption requests will be allowed for the current billing statement.

Member Situation	December 2014	January 2015	February 2015
H.B. complete	End of Dec, receives Jan billing statement and notice of 30-day grace period	Member self-reports H.B. complete, qualifies for exemption from contribution	No contributions due
H.B. NOT complete	Same as above	Member has Jan to pay contribution or claim hardship	Jan contribution or hardship request accepted for 5 business days

In the Wellness plan, members will not be disenrolled for past due contributions. The member will continue to accrue contributions until he goes through the re-enrollment process. If the member does not re-enroll or is no longer eligible for coverage under the Iowa Health and Wellness plan, the IME will review the claims data associated with the member. If the member did not access services after the last contribution payment, the past due contributions will be forgiven. This will allow members who no longer wish to utilize Wellness plan services,

perhaps because they have access to ESI, to avoid having outstanding debt with the State. A Wellness plan member who continues to utilize services, does not pay monthly contributions, and who does not re-enroll with the Iowa Health and Wellness plan, will have the unpaid contribution amount sent to the Iowa Department of Inspections and Appeals (DIA) for debt collection.

An MPC member who has unpaid contributions that are at least 90 days past due will have the unpaid contribution amount sent to the DIA for debt collection. An MPC member may also be disenrolled; he may, however, re-enroll at any time by completing a new application. To appropriately monitor the premium process and member impact, the IME will report the information required by the Special Terms and Conditions in the Iowa Health and Wellness plan quarterly reports. This information will include but is not limited to the number of:

- Individuals subject to contribution/premiums requirements (i.e. number of nonexempt individuals);
- Individuals whose premiums have been waived due to compliance with healthy behaviors;
- Individuals exempt due to hardship;
- Individuals with overdue premiums including those with premiums past due less than and greater than 90 days;
- Information about the state's collection activities; and
- Individuals who have premiums that have become collectible debt.