



UnitedHealthcare

A MO HealthNet Managed Care Health Plan



United
Healthcare®

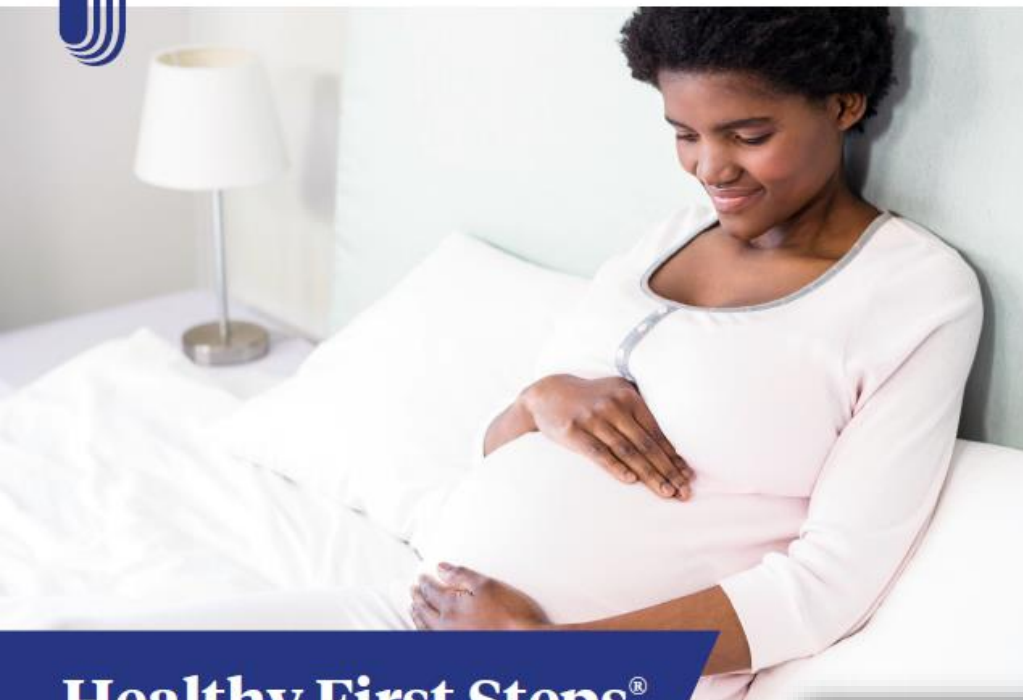


Agenda

- Healthy First Steps - Baby Scripts
- Member Rewards
- Value-Added Benefits
- Provider Incentives

UHC Maternal Incentive Programs





Healthy First Steps[®]

Helping you get a great start to
a healthy pregnancy

The Healthy First Steps team is here for you



Have questions about your pregnancy?
We've got answers.



Looking for a doctor or nurse midwife?
We can help find one close to you.



Need rides to and from your prenatal checkups?
We can arrange them for eligible members.



Want to earn great rewards?
Sign up for our maternity rewards program by downloading
the **Babyscripts myJourney app** on your smartphone.



Babyscripts - Benefits

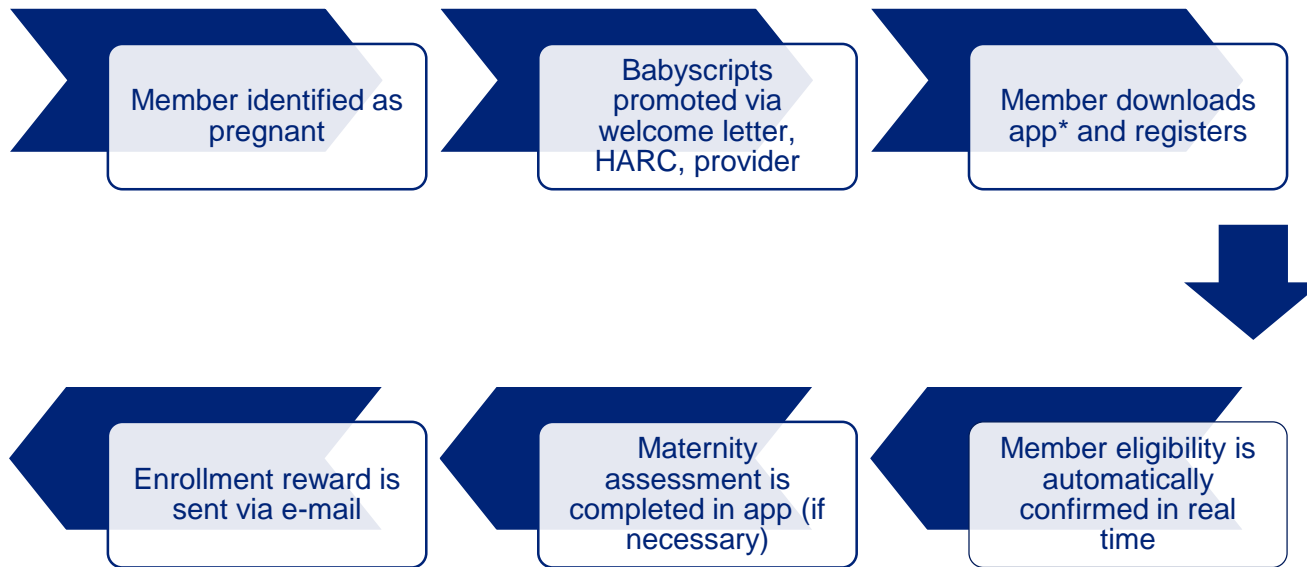
How Members Earn Great Rewards

- The Babyscripts program rewards members for going to prenatal and postpartum visits
- Member can earn up to 3 rewards in all for:
 - Enrollment
 - Prenatal Visit
 - Postpartum Visit
- To sign up, members visit the Apple App Store® or Google Play™ store on any smartphone. Download the **Babyscripts myJourney app**. Or call **1-800-599-5985**. It's that simple.

The cards are restricted to prohibit the purchase of alcohol, tobacco and firearms, as well as electronics, toys, jewelry, seasonal items, and items at register aisles.



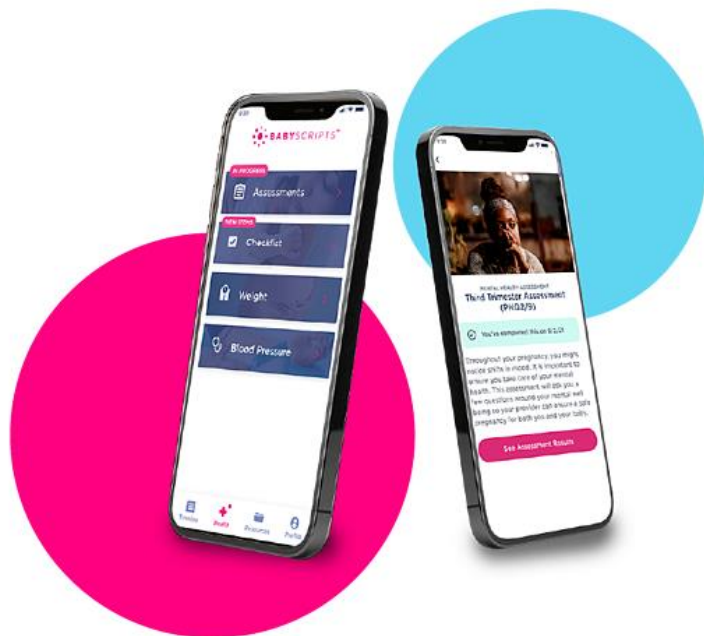
Babyscripts - How it works



*Members will not be required to register on MyUHC before enrolling



Babyscripts - Features

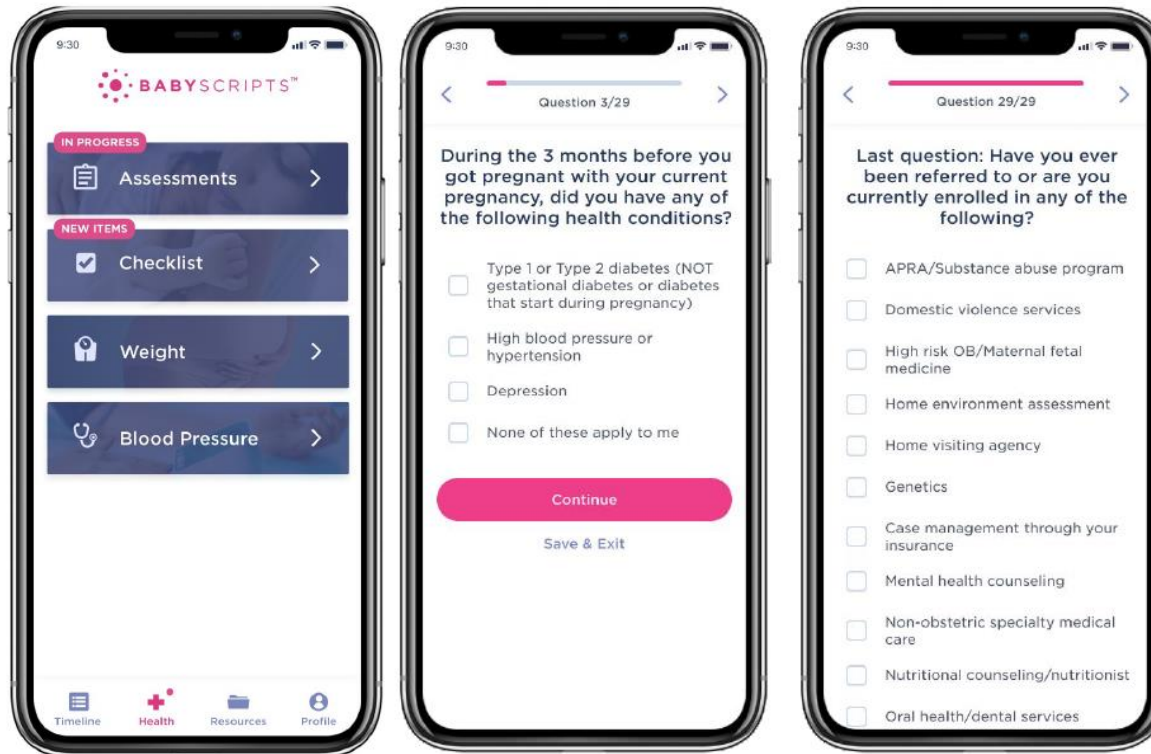


New Content to Include

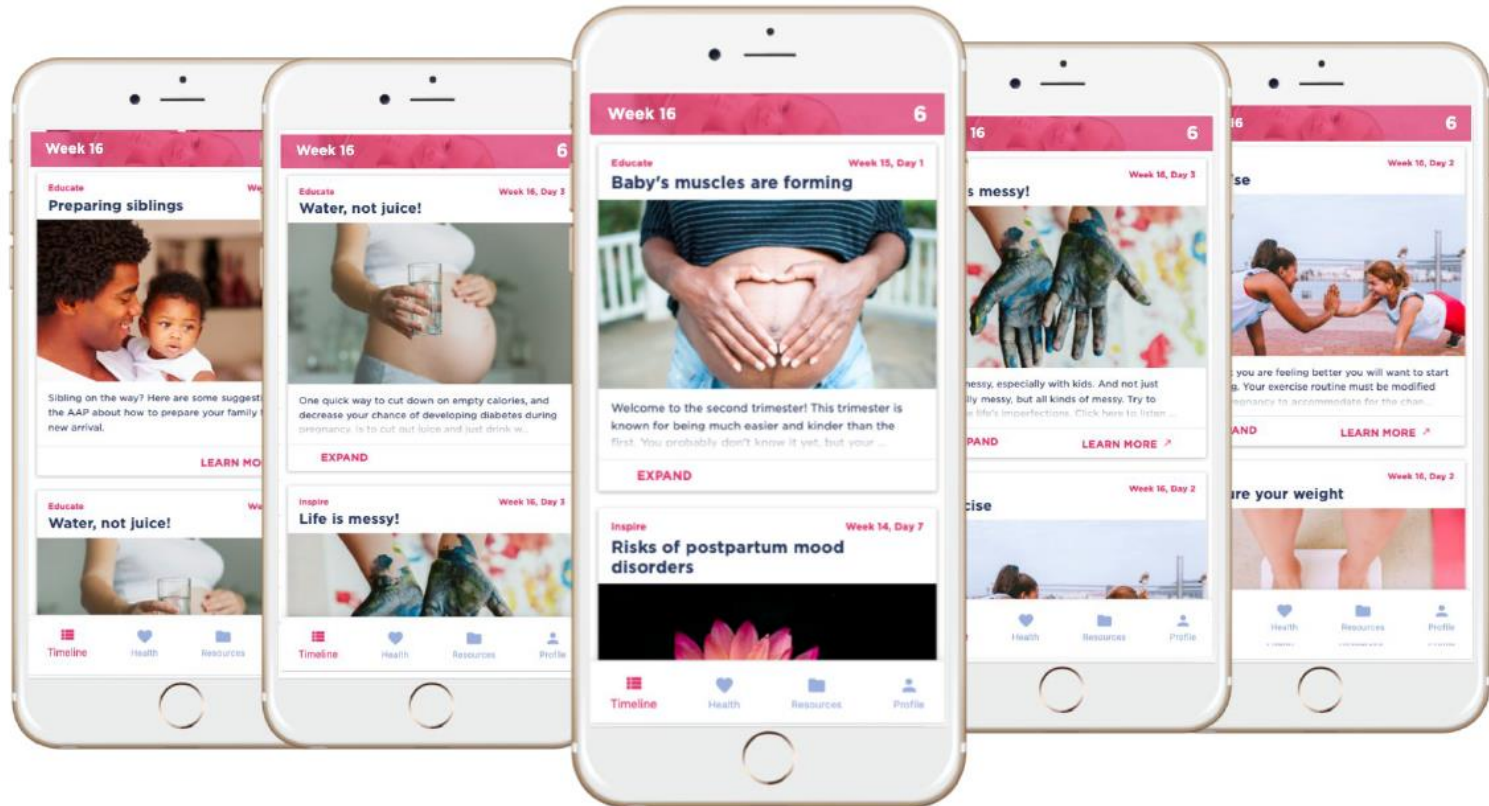
- Daily Educational Content
- Detailed Resources on Key Topics
- Rewards Module
- In-App Notifications
- Weight-Tracking
- C&S Digital Assessment with Community Care Integration
- Real-Time Eligibility Verification
- Custom C&S Content



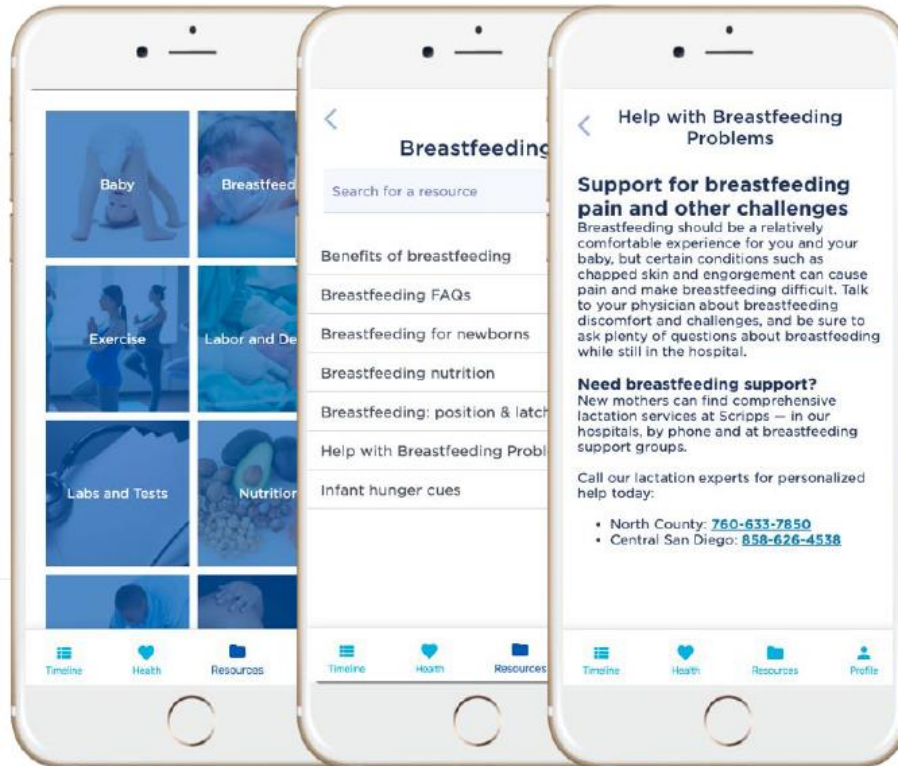
Digital Assessment



Daily Educational Content



Educational Resources

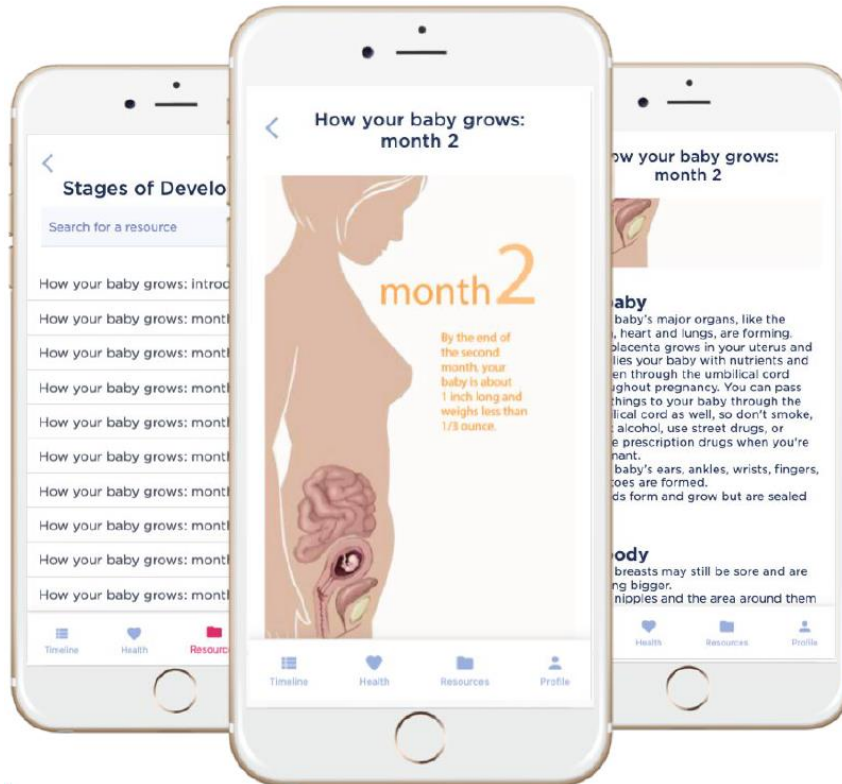


Resources include:

- Nutrition
- Exercise
- Newborn Care
- Labs & Tests
- Pregnancy Stages
- Labor & Delivery
- Breastfeeding
- Videos
- Weight Tracking



Content Partnerships



Member Rewards



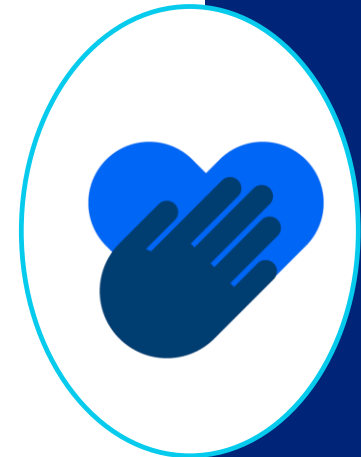
UnitedHealthcare 2023 MO Member Rewards

- **ALL UHCCP MO** members are eligible for one or more incentive for completing a specific preventive care appointment or service
- Rewards are generated by claims data; **no action is required by member or provider**
- Website, app, live agent support is available to members for info on where member can spend reward dollars, balance info
- Members are encouraged to spend their incentive dollars earned on healthy foods and mom/baby products
- Benefits are put on a reloadable card that member holds onto for future rewards, ATF purchases prohibited



UnitedHealthcare **2023 MO Member Rewards**

- **1st newborn outpatient well-visit** (by 3 months old)
- **Well-Child Visit by 15 mo/W15-** Completing 6 well-visits between 0-15 months of age
- **Childhood Immunization Status/CIS-** Completing immunization series of CDC recommended immunizations by 2 years old
- **Annual dental visit/ADV-** (2-5 years old) complete at least one dental visit in calendar year
- **Well-Child Visits by 30 mo/W30-** Complete at least 2 well-child visits between 15-30 months of age
- **Well-Child Visits/WCV-**, complete one well-child visit between 3-21 years old
- **Adult Access to Preventive/Ambulatory Health Services/ AAP-** Complete one ambulatory or wellness visit a year between 22-64 years old





Value Added Benefits

2023 UHCCP Value-Added Benefits, Resources, and Programs

YMCA Membership

Members 17 and under will have access to a youth membership at their local YMCA (Can include youth sports, Tiny Tots of toddlers, etc. depending on the programs the specific Y covers but does **not** include summer camp)

One Pass

Members 18 and older will have access to this membership which gets them into over 300 gyms across Missouri including the YMCAs, Planet Fitness, Anytime Fitness, and many small local gyms

Electronic breast pump

Enrolled pregnant members are eligible for an electronic breast pump (limit one).

Mom's Meals

Pregnant members can receive 30 pre-cooked meals (2 per day for 15 days) post delivery.

Wellhop for Mom and Baby App

This application connects expectant moms for support during pregnancy. Through Wellhop Mom and Baby can connect and share, join group conversations every other week with a group leader and women at the same stage in pregnancy, stay in touch, chat with moms from their group anytime through discussion boards, and visit the online library to see articles and videos.

Enhanced Transportation

Unlimited Rides to Medical, Dental, WIC, Pharmacy, Grocery Store, Food Pantries, Weight Management Classes, Job Training, Vocational Rehab, and Substance abuse for pregnant moms

Peer support specialists: Coaches can provide support for substance use disorder (SUD) recovery.

24-hour NurseLine

Coaches can provide support for substance use disorder (SUD) recovery.



2023 UHCCP Value-Added Benefits, Resources, and Programs



Quit for Life®

Supplies and support for when you're ready to stop smoking.



Sanvello Application

An app that offers clinical solutions to dial down the symptoms of stress, anxiety, and depression. The app includes daily mood tracking, coping tools, guided materials, personalized progress, and community support.



Doctor Chat

UHC members can video chat with a doctor 7 days a week, 24 hours a day.



KidsHealth®

Reliable information on health topics about, and for, kids and teens



Community resources

We can connect you with local programs and services, including those for housing, food and job training.



Asthma support

Special supplies are available, including a hypoallergenic mattress cover and pillow-case.



UnitedHealthcare 2023 MO Provider Incentives

Care providers who participate with the UnitedHealthcare Community Plan of Missouri network can receive a reward by addressing the measures in the following chart for United Healthcare Community Plan attributed members.

The chart shows the measure name, target score for addressing the measure and the incentive amount able to be earned for each closed care opportunity once the target score is met or exceeded. If the target score is not met a reward can still be earned for reaching a percentage point improvement threshold. The threshold goal for all the measures is to increase the number of care opportunities closed by the percentage points listed as compared to the prior year. If that goal is reached, the incentive amount listed is earned.

| Measure Name | Target Score | Payment for Each Closed Care Opportunity | Percentage Point Improvement Threshold 1 | Payment for Each Closed Care Opportunity | Percentage Point Improvement Threshold 2 | Payment for Each Closed Care Opportunity |
|-------------------------------------------------------------------------------|--------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|
| Prenatal and Postpartum Care - Postpartum care (PPC) ⁴ | 77.37% | \$70 | 4 Percentage Point Improvement | \$50 | 2 Percentage Point Improvement | \$25 |
| Prenatal and Postpartum Care - Timeliness of prenatal care (PPC) ⁴ | 85.40% | \$70 | 4 Percentage Point Improvement | \$50 | 2 Percentage Point Improvement | \$25 |





Thank you!

