

Positive The Influence Incentives Have on Medicaid Engagement



Immediate rewards are most effective



Incentives are most effective on short-term behaviors



Positive rewards are motivating where penalties prove ineffective



Size matters - larger rewards show more positive outcomes



Marketing reward is critical - targets must be aware of the program & how it works

medicaid program

with[out] incentives

with incentives



the results



Well Baby/Baby Exam

63%
of members completed health checks

71%
of members completed health checks

cash & nutrition incentives

12.7%



Prenatal & Postnatal Visits

83% & 64%
prenatal postpartum
completed well visits

90% & 71%
prenatal postpartum
completed well visits

\$25 cash rewards / \$100 raffle entries

7%



Child Blood Screening (Lead)

59.7%
completed blood screening

68.1%
completed blood screening

\$25 gift card

13%



Smoking Cessation Program

5%
quit smoking

15%
quit smoking

\$750 incentive

10%



Weight Loss Program

-3.9lbs
average weight lost

-16lbs
average weight lost by
47.4% of participants

varying incentives based on pounds

47.4%

Financial incentives such as Gift Cards have proven:

- ✓ To improve vaccination rates in vulnerable communities
- ✓ To increase the uptake of cancer screening
- ✓ To promote adherence to TB testing and treatment
- ✓ To increase attendance and prenatal and postnatal appointments
- ✓ To aid in smoking cessation

GiftCard
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1- Do Incentives Work for Medicaid Members, A Study of Six Pilot Projects, <https://www.dhs.wisconsin.gov/publications/p0/p00499.pdf>
2- Medicaid to Offer Rewards for Healthy Behavior, <http://kaiserhealthnews.org/news/medicaid-incentives/>
3- Financial Incentive- Based Approaches for Weight Loss, <http://jama.jamanetwork.com/article.aspx?articleid=183047>
4- Healthy Behavior Incentives: Opportunities for Medicaid, https://www.statereforum.org/system/files/healthy-behavior-incentives_opportunities-for-medicaid.pdf