



**NEW HAMPSHIRE DEPARTMENT OF HEALTH AND HUMAN SERVICES
MEDICAID CARE MANAGEMENT PROGRAM**

Reference Number	19-0012
Authorized by	Henry Lipman, Medicaid Director Jane Hybsch, Administrator, Medicaid Medical Services Unit
Division/Office/Bureau	Division of Medicaid Services
Issue Date	June 24, 2019 (Revised 8/5/2019)
Effective Date	Immediately
Subject	Discretionary Services and Items
Description	Contract guidance relative to value-added services, in lieu of services, and member incentives

1 OVERVIEW

The Medicaid Care Management Services Contract describes requirements for discretionary services and items (e.g., value-added services, in lieu of services, and member incentives) offered by a MCO, including requirements for approval as described below.

2 DISCRETIONARY SERVICES AND ITEMS

2.1 Types of services and items

Refer to Appendices 19-0012A and 19-0012B for guidance relative to value-added services, in lieu of services, and members incentives.

2.2 Related marketing requirements

In marketing and all plan materials:

- Ensure cash and non-cash descriptions are clear (e.g., "local," "annual," "per year," "\$X", "Member" (child, mother, age specificity), "value" (in dollars)).
- Define ambiguities (e.g., new mothers (describe whether new or first time mothers)).
- Describe member rules, including what the member needs to know about the \$250 monetary and non-monetary fiscal year limit per member.
 - Minimally, must include an asterisk and footnote whenever the reward program or a reward/incentive item or service are referenced, including cash and non-cash goods and services. For example: “*Some restrictions and limitations apply. Each member can earn up to \$250 in cash and non-cash goods and services each State fiscal year ending June 30th.”

- When listing non-cash goods and services in plan materials, include a dollar value. For example “Bike helmet (\$50 cash value)”.

3 SPECIFICATIONS FOR DHHS REVIEW

3.1 Value-added services

The MCO shall submit a value-added services list as described in this guidance during Program Start as listed in MCM Document Inventory CM-38. Thereafter, the MCO shall submit the list at least annually in the format prescribed by DHHS.

Refer to Appendix 19-0012A and 19-0012B for additional guidance.

3.2 In lieu of services

Through its MCM Services Contract, DHHS has authorized medical nutrition, diabetes self-management, and assistance in finding and keeping housing (not including rent), as In Lieu of Services. The list of services may be modified by DHHS through future contract amendments.

At the MCO’s option, the plan may introduce other In Lieu of Services for DHHS’s review and approval. The MCO shall submit an annual list of proposed In Lieu of Services for all such services offered by the plan in the format prescribed by DHHS.

Refer to the Appendix 19-0012A and 19-0012B for additional guidance.

3.3 Member incentives

Member incentives must describe how the service or item meets Healthy Behavior or Reference-based Pricing Incentive goals and complements at least one (1) of the MCM Services Contract’s incentive models (e.g., APM, Withhold, Physician Incentive, PIP, or other State priorities). Member incentives of any kind may not be convertible to cash.

Refer to Appendix 19-0012A, 19-0012B, and Exhibit O for additional guidance and reporting.

Revision History

Activity Date	Version	Description of Activity	Author	Approved By
6/24/2019	20190624vF	Plan material and other clarifications	S. Iacopino	H. Lipman
8/26/2019	20190826vF	Member incentive and in lieu of services clarifications	S. Iacopino	H. Lipman