

Essential Plan Wellness Guidance

In accordance with applicable law, Essential Plan issuers may offer incentives related to preventive services and establish wellness programs, provided that they promote the health and wellness of the member.

If an issuer is offering an incentive for the use of preventive services, such as a flu shot, the value of the reward should be proportional to the health-related activity and must not exceed \$25.00 per incentive.

Issuers are also encouraged to establish wellness programs to promote consumer health outcomes and address social determinants of health. The EP model contract language contains examples of wellness benefits (Section XIV); and the EP Model Contract requires initiatives to foster patient involvement and a quality strategy that addresses wellness and health promotion (Appendix C).

Rewards for participation in a wellness program may include full or partial reimbursement for the designated program and limited-use gift cards for uses that promote health and wellness (i.e. a grocery gift card that excludes alcohol and tobacco).

In accordance with existing federal guidance on tools and supports related to health and wellness, rewards may not exceed \$500.00 annually and may not be in the form of cash or convertible to cash such as a Visa/Amex gift card or a gift card to a big-box retailer, except for specific categories, such as health & wellness, groceries, fitness, parenting essentials, transportation, or gas, or are restricted by SKU (stock keeping unit) to similar categories.

NYSOH Plan Management must review and approve wellness program proposals prior to implementation.