

MIPCD State Summary: California

The Medicaid Incentives for the Prevention of Chronic Disease grant program, which will provide a total of \$85 million over five years, will test the effectiveness of providing incentives directly to Medicaid beneficiaries of all ages who participate in MIPCD prevention programs, and change their health risks and outcomes by adopting healthy behaviors. Awards are for a 5-year period, but are subject to annual renewal of funding. Grants must address at least one of the following prevention goals: tobacco cessation, controlling or reducing weight, lowering cholesterol, lowering blood pressure, and avoiding the onset of diabetes or in the case of a diabetic, improving the management of the condition.

State	California
Project Title	Medicaid Incentives for Prevention of Chronic Diseases: Increasing Quitting among Medi-Cal Smokers
Organization and Partners	<p>Grantee: California Department of Health Care Services</p> <p>Partners:</p> <ul style="list-style-type: none"> • California Tobacco Control Program (California Department of Public Health) • California Medicaid Research Institute (multi-campus program based at the University of California, San Francisco) • California Smokers' Helpline (University of California, San Diego) • California Diabetes Program (University of California, San Francisco) • Institute of Health & Aging (University of California, San Francisco)
Condition	Tobacco cessation
Target Population	All Medi-Cal beneficiaries, with an emphasis on those at high risk due to diabetes and other chronic conditions. Specific populations of concern include those marginalized by homelessness/housing instability, food insecurity, and mental health and substance use disorders, as well as American Indians with diabetes.
Goals	<ul style="list-style-type: none"> • Increase tobacco cessation among Medi-Cal beneficiaries who smoke. • Improve the management of diabetes and other chronic disease by means of tobacco cessation among Medi-Cal beneficiaries with diabetes.
Activities	<ul style="list-style-type: none"> • Smoking cessation counseling through the Helpline. • A simplified process for acquiring Nicotine patches through the Helpline. • Training to health care providers on the Ask, Advise and Refer intervention and increased awareness of the incentive program.
Recruitment Approach	<ul style="list-style-type: none"> • Proactively reaching out to Medi-Cal members using direct-to-consumer outreach and Department of Health Care Services communication with the health plans. • Promoting referrals from health care providers and plans. • Conducting a media campaign (e.g., social media, flyers, and press releases).
Incentives	<ul style="list-style-type: none"> • Medi-Cal members will be offered a \$20 incentive to call the Helpline, complete the intake protocol, and participate in counseling sessions. • Beneficiaries will also be able to obtain free nicotine replacement therapy (NRT) patches by calling the Helpline. • To encourage callers to maintain their efforts to quit smoking, eligible beneficiaries will also receive \$10 for every relapse-prevention call they complete. • After the first year of the program, eligible beneficiaries who enrolled previously and did not quit or relapsed may receive \$5-40 to re-enroll.

Evaluation Design	<ul style="list-style-type: none">• Quasi-experimental design to determine the effects of outreach strategies on accessing incentives and on the monthly call rate to the Helpline.• Randomized, controlled trial on the effectiveness of barrier-free NRT patches and monetary incentives for Medi-Cal beneficiaries who smoke and have chronic disease.• Health economics evaluation to measure the cost-effectiveness of the incentives for encouraging Medi-Cal patients who smoke to call the Helpline and quit smoking, as well as to estimate the relative cost-effectiveness of different forms of outreach on changes in the rate of beneficiaries calling the Helpline.
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