

MIPCD State Summary: Nevada

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	Nevada
Project Title	Medicaid Incentives for Prevention of Chronic Diseases
Organization and Partners	<p>Grantee: Department of Health and Human Services, Division of Health Care Financing and Policy; Department of Health and Human Services, State Health Division</p> <p>Partners:</p> <ul style="list-style-type: none"> • Lied Clinic Outpatient Facility at University Medical Center • The Southern Nevada Health District • YMCA of Southern Nevada • Children’s Heart Center, Nevada • Division of Health Care Financing and Policy’s contracted managed care organizations: <ul style="list-style-type: none"> ○ Amerigroup ○ Health Plan of Nevada
Condition	Weight reduction, lowering cholesterol, lowering blood pressure, diabetes management or prevention
Target Population	<ul style="list-style-type: none"> • Medicaid Beneficiaries with diabetes who are served by Nevada’s Medicaid Managed Care Organizations. • Adults diagnosed with diabetes and adults at risk of developing type 2 diabetes who are enrolled in fee-for-service Medicaid. • Children between the ages of 7 and 18 with elevated BMI, dyslipidemia, hypertension, hyperinsulinemia, or other co-morbidity who are enrolled in fee-for-service Medicaid.
Goals	Control or reduce weight, lower cholesterol, lower blood pressure, and avoid the onset of diabetes or (in the case of a diabetic) improve the management of the condition.
Activities	<ul style="list-style-type: none"> • Diabetes self-management education to adult Medicaid FFS beneficiaries. • Participation in the YMCA’s Diabetes Prevention Program (YDPP) for those identified as high risk of developing type 2 diabetes. • Participation in a Weight Management Program and Support Group for beneficiaries with a Body Mass Index of 30 or greater. • Individualized nutritional counseling with a registered dietitian; physical fitness assessment and monitored exercise program overseen by an exercise physiologist; and one-on-one counseling and motivational coaching with a psychologist for children at risk for heart disease.

Recruitment Approach	<ul style="list-style-type: none"> • Informing stakeholders and potential participants of the Nevada MIPCD Program via brochures, letters, Web content, and other informational material. • Using outreach and education strategies for potential participants with diabetes enrolled with Medicaid MCOs, including mailers, direct and automated calls to reach eligible participants who have not yet joined the program. • Recruiting through provider referrals of patients, as appropriate. • Conducting outreach to potential participants for YMCA’s Diabetes Prevention Program (YDPP) in coordination with the YMCA to reach out to multiple referral sources in the community to identify and engage individuals who qualify for participation.
Incentives	<ul style="list-style-type: none"> • Based on a point-based incentive technology platform that has been successfully used for employer-based incentive programs, participating Medicaid beneficiaries would receive points, redeemable for rewards, on a tiered basis for participation in programs, efforts at behavior change (including completion of an evidence-based program), and achievement of improved health outcomes. • DHCFP will also explore the use of vouchers that can be used to purchase fruits and vegetables at participating farmers’ markets and local grocers, as well as vouchers for health club memberships. • A third-party incentives administrator will be contracted to set up and maintain the technology platform and distribute incentives to participants.
Evaluation Design	<ul style="list-style-type: none"> • A test of the three hypotheses using three different samples with control and treatment groups within each sample. Individuals will be assigned randomly into one of these groups, and multivariate and multivariate regression analysis will be used to analyze results. • A State-level independent evaluation for the Nevada MIPCD Program conducted by the University of Nevada, Reno.