

MIPCD State Summary: Texas

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	Texas
Project Title	Wellness Incentives and Navigation (WIN) Project
Organization and Partners	<p>Grantee: Texas Health and Human Services Commission</p> <p>Partners:</p> <ul style="list-style-type: none"> • Department of State Health Services, State Mental Health and Substance Abuse Authority • University of Florida, Gainesville (the State’s External Quality Review Organization) • Three Medicaid Contracted Health Maintenance Organizations (HMOs)
Condition	Tobacco cessation, weight reduction, lowering cholesterol, lowering blood pressure, diabetes management or prevention, others
Target Population	Non-elderly adult Medicaid Supplemental Security Income (SSI) and related beneficiaries with behavioral health (mental health and substance abuse) diagnoses who are enrolled in the STAR+PLUS managed care program.
Goals	Improve health self-management; increase use of preventive services and more appropriate use of health care services, as well as greater satisfaction with health care and with personal progress toward wellness.
Activities	<p>A complement of person-centered incentives and supports to empower participants to take charge of their health; these evidence-based incentives include:</p> <ul style="list-style-type: none"> • Person-centered wellness planning facilitated by trained, professional health navigators, who employ Motivational Interviewing (MI) techniques to help participants define and achieve their health goals. • A \$1,150/year flexible wellness account that supports specific health goals defined by the participant. <p>For participants with more severe mental illnesses, additional preparation in the form of Wellness Recovery Action Planning (WRAP) to enable them to take full advantage of person-centered wellness planning.</p>
Recruitment Approach	<p>Asking contracted recruitment staff to use multiple methods for locating individuals, including:</p> <ul style="list-style-type: none"> • Mailings based on hospital records and third-party address updates. • Phone calls on varying days and at varying times of the day using bilingual staff. • The use of call-ins to a toll free number. • Face-to-face recruitment strategies.
Incentives	A flexible spending account will be offered for wellness-related expenses.
Evaluation Design	<ul style="list-style-type: none"> • A longitudinal randomized controlled experimental design, with a comparison group, including a large cohort of participants, using hierarchical general linear models and econometric techniques for cost-effectiveness analyses. • Independent evaluation by the University of Florida, Gainesville’s Institute of Child Health Policy (ICHP).