



Go365 for Humana Healthy Horizons in Florida Healthy Behaviors Yearly Program Review

Overview

Go365 for Humana Healthy Horizons® is a wellness program that offers members who are enrolled in either an MMA Plan (Medical) or Comprehensive (MMA and Long-Term Care) the opportunity to earn rewards for taking healthy actions. We know living and aging well is important, and our Healthy Behaviors Program was designed to:

- Encourage and reward healthy behaviors.
- Help members take steps toward being in their best health.
- Help members reach their health and wellness goals.

It is easy to participate in healthy activities and earn rewards through our Go365 for Humana Healthy Horizons wellness program.

To earn rewards, members must:

1. Download the Go365 for Humana Healthy Horizons app, available on the Apple App Store® or Google Play® on a mobile device.^{i*}
 - Members with a MyHumana account can use the same login information to access Go365 for Humana Healthy Horizons
2. Create an account to access and engage in the program.
 - Members who are 18 and older can register to create a Go365 account. Members must have their Medicaid member ID.
 - Members under the age of 18 must have a parent or guardian register on their behalf to participate and engage with the program. The person completing the registration process on behalf of a minor must have the minor's Medicaid member ID.

Program Activities

Our Healthy Behaviors Program includes 11 types of activities that eligible members can complete to earn a reward.

1. **Health risk assessment (HRA):** Rewards all members when they complete the HRA.
2. **Well-child visit:** Rewards members under 18 years old when they complete a wellness visit with their primary care physician (PCP).
3. **Adult well visit:** Rewards members 18 years and older when they have a wellness visit with their PCP.

4. **HumanaBeginnings®:** Rewards members 13 years and older who enroll and complete our HumanaBeginnings Program, offering them prenatal and postpartum education and care management to help lower the risk of pregnancy complications (such as preterm delivery) associated with high-risk pregnancies. In addition, members are also rewarded when they get a prenatal care visit and a postpartum care visit.
 5. **Weight management:** Rewards members 12 years and older who enroll in the program and complete 6 telephonic coaching sessions with a health coach. Members must complete a well-being visit with their PCP before enrolling in the program.
 6. **Tobacco cessation:** Rewards members 12 years or older who complete 8 telephonic coaching sessions to help them quit smoking or vaping. Complimentary nicotine replacement therapy (NRT), like patches, gum, and lozenges, is only available to eligible members 18 years and older.
 7. **Substance abuse:** Rewards members 18 years or older who complete 6 telephonic coaching sessions with a substance abuse coordinator or actively participate in an outpatient program for 28–30 days to help them live a life free of drugs and/or alcohol. Members have a choice to participate in one or both programs.
 8. **COVID-19:** Rewards members 18 years and older and parents/guardians for members 6 months to 17 years old when they get the complete COVID-19 vaccine and upload a picture/file of their completed COVID-19 vaccine card on Go365.
 9. **Mammogram screening:** Rewards female members 40 years and older when they get an annual mammogram screening. Members less than 40 years old and at high-risk are also encouraged to have an annual screening. A physician-written order (referral) may be required for a mammogram screening. Members are encouraged to check with their PCP or OB/GYN.
 10. **Cervical cancer screening:** Rewards female members 21 years and older when they get an annual cervical cancer screening. Members have open access for OB/GYN visits and **do not require a referral** from their PCP.
 11. **Colorectal cancer screening:** Rewards members 45 years and older when they get an annual colorectal cancer screening. A physician-written order (referral) may be required for colorectal screening. Members are encouraged to check with their PCP.
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Performanceⁱⁱ

Program	Enrollment	Completion	Completion Rate ⁱⁱⁱ
Health Risk Assessment	56,875	56,875	100%
Child Well Visit Program	190,108	190,108	100%
Adult Well Visit Program	43,058	43,058	100%
HumanaBeginnings [®] Program	4,752	3,296	69%
Prenatal Care Visit	11,916	11,916	100%
Postpartum Care Visit	5,137	5,137	100%
Medically Directed Weight Management Program	223	98	44%
Medically Approved Tobacco Cessation Program	269	65	24%
Medically Approved Substance Abuse Program	91	23	25%
COVID-19 Vaccine Program	529	529	100%
Mammogram Screening	9,666	9,666	100%
Cervical Cancer Screening	20,426	20,426	100%
Colorectal Cancer Screening	8,995	8,995	100%

Clinical success measures

The below clinical success measures reflect program and/or activity completion dates between July 1, 2023, and June 30, 2024 (and rewards paid through July 31, 2024).

Health risk assessment (HRA)

Overall, we completed 56,875 HRAs for members of all ages, of which 6,461 were for members diagnosed with diabetes, asthma, serious mental illness, and pregnancy which we report to AHCA quarterly.

- Eligible members identified with asthma and/or diabetes were referred to Humana's disease management programs with the goal of improving health outcomes by assessing their needs and implementing interventions to assist members with complex medical needs.
- Eligible members identified as pregnant were referred to our HumanaBeginnings[®] Program, where they engage with case managers to help improve birth outcomes and encourage prenatal and postpartum visits.
- Eligible members diagnosed with serious mental illness are referred to behavior health specialists who assess their needs and implement interventions and services to assist in managing behavioral health and mental health needs.

HRA Completion by Diagnosis^{iv}

Diagnosis	AHCA Benchmark Requirement	Humana Completion Rate
Pregnancy	70%	76%
Diabetes	50%	78%
Asthma	50%	57%
Serious Mental Illness	50%	64%

Well-Child Visit Program

- The Well-Child Visit Program is designed to encourage and reward all members who are under 18 years to visit their PCP for an annual/wellness check-up, preventive screening, and necessary immunizations.
 - When comparing full year 2022 vs 2023 data, we saw a 7.1% increase in Well-Child Visits.

Adult Well-Visit Program

- The Adult Well-Visit Program is designed to encourage and reward members who are 18 years and older to visit their PCP for screening, examination and assessment of their medical needs.
 - When comparing full year 2022 vs 2023 data, we saw a 0.4% increase in Adult Well Visits.

HumanaBeginnings® Program^v

- The HumanaBeginnings Program is designed to provide health education and care management to pregnant members 13 years and older to decrease the likelihood of pregnancy complications, including preterm delivery associated with high-risk pregnancy.
 - Members engaged in the HumanaBeginnings Program had an 10.9% preterm delivery rate when compared to the general population which had a 12.4% preterm delivery rate.^{vi}
 - Members enrolled in the HumanaBeginnings Program have less hospital readmissions (1.6 per thousand members) when compared to the general population (7.8 per thousand members).^{vii}

Mammogram Screening

- The Mammogram Screening Program is designed to increase compliance and identify potential risk for breast cancer. Finding breast cancer early reduces your risk of dying from the disease by 25-30% or more^{viii}.
 - Compared to the prior fiscal year, there was a 25% increase in Mammogram Screenings by members enrolled in the Healthy Behaviors program.

Cervical Cancer Screening

- The Cervical Cancer Screening Program is designed to increase compliance with testing to identify potential risk for cervical cancer. If cervical cancer is caught at its earliest stage, the chance of survival is more than 85%^{ix}.
 - Compared to the prior fiscal year, there was a 20% increase in Cervical Cancer Screenings by members enrolled in the Healthy Behaviors program.

Colorectal Cancer Screening

- The Colorectal Cancer Screening Program is designed to increase compliance with testing to identify potential risk for colorectal cancer. Many colorectal cancers can be prevented through regular screening and when found early, colorectal cancer is highly treatable.^x
 - Compared to the prior fiscal year, there was a 12% increase in Colorectal Cancer Screenings by members enrolled in the Healthy Behaviors program.

Tobacco Cessation/Weight Management programs/Substance Abuse

Smoking, substance abuse, and weight management can cause adverse health outcomes and complications years or even decades after the successful completion of a program. To encourage long-term behavior change and sustainability of efficacy, we increased health outcome education regarding the consequences of these conditions for members as they enroll and complete any one of these three programs.

Tobacco Cessation Program^{xi}

- The Tobacco Cessation Program is designed to treat tobacco/nicotine dependence through counseling and/or the use of medications (nicotine replacement products) as part of the overall therapeutic process.
 - 65 Members completed the Tobacco Cessation Program in Fiscal Year 2023 – 2024. Of the 65 members, 11 members participated in a telephone survey. The findings of the survey included:
 - 10 (90%) of the 11 members reduced their smoking the number of cigarettes smoked daily from an average of 9.1 cigarettes per day to an average of 4.2 cigarettes per day.
 - Of the 10 members who reduced their smoking, **4 quit entirely.**
 - 39.1% indicated they gained more tools and skills needed to achieve their tobacco cessation goals.
 - 13.5% reported an increase in their confidence and ability to reach/stay smoke-free or vape-free because of the program.
 - 4.6% reported an increase in motivation to become smoke-free or vape-free because of the program.

Weight Management Program

- The weight management program provides ongoing supervision by a physician and may include the use of prescription drugs/supplements depending on the needs and goals of the enrollee, along with diet, exercise, etc.
 - Compared to the prior fiscal year, there was a 6% program completion rate increase by members enrolled in the Weight Management Program.
 - 98 Members completed the Weight Management Program in Fiscal Year 2023 – 2024. Of the 98 members, 42 members completed a telephone survey. The findings of the survey included³:
 - 62% of the 42 members lost an average of 4.46 pounds.
 - 33% of the 42 members lost 10 or more pounds.
 - 30.7% of the members surveyed reported they have gained more tools and skills needed to achieve their weight management goals because of the program.
 - 9.5% reported an increased confidence level in their ability to reach/stay at a healthy weight because of the program.

- 6.8% reported increased motivation to reach a healthy weight because of the program.

Substance Abuse Program

- The medically approved alcohol or substance abuse recovery program is an evidence-based approach to provide effective treatments and methods such as medically assisted detoxification, medication and behavioral therapy, and treatment and relapse prevention as part of the overall therapeutic process.
 - Compared to the prior fiscal year, there was a 39% increase in member enrollment in the substance abuse program.

Next steps

To continuously promote member engagement and improve health outcomes, we have increased efforts to promote and enroll members into the Healthy Behaviors Program via year-round, robust, multi-media approach, including a member welcome kit, email, text, social media, webpage, outbound calls, educational flyers, and videos. We also continue to collaborate with the Agency for Health Care Administration, vendors, and other community engagement programs to help improve the health and well-being of our members.

At Humana Healthy Horizons® in Florida, we continuously look for opportunities to help our members live and lead healthier lives. We do this by incorporating members' feedback into existing Healthy Behaviors Programs and adding new programs.

References

ⁱ All product names, logos, brands, and trademarks are property of their respective owners, and any use does not imply endorsement.

ⁱⁱ Chart information reflects program enrollment and completion between July 1, 2023, thru June 30, 2024 (the Agency for Health Care Administration's fiscal year).

ⁱⁱⁱ Completion percentages are calculated using the member's original program enrollment date, which could occur in a prior reporting period.

^{iv} Humana Healthy Horizons in Florida is required to ensure that health risk assessments are completed within sixty (60) days of enrollment for enrollees who are identified as being pregnant or diagnosed with a serious mental illness, asthma, or diabetes. Required percentages vary by diagnosis.

^v Members enrolled in the HumanaBeginnings Program have higher comorbidities, such as hypertension and behavioral health issues, than those who are not enrolled. In addition, enrollment in the HumanaBeginnings Program increases members' timeliness of prenatal and postpartum visits which is noted above, helps to close gaps with social determinants of health, assesses behavioral health needs and provides access to behavioral health providers.

^{vi} General population is defined as only our Humana FL Medicaid member who meet the criteria for inclusion in the program but did not participate or complete the program.

^{vii} Same as vi reference

^{viii} [Mammography: Benefits, Risks, What You Need to Know \(breastcancer.org\)](https://www.breastcancer.org)

^{ix} [Cervix-Screening-Fact-Sheet-English.pdf \(bccancer.bc.ca\)](https://www.bccancer.bc.ca)

^x [Colorectal Cancer | Early Detection and Screening | CancerCare](#)

^{xi} Humana Wellness Coaching Internal Analysis based off members who completed the program and answer survey questions during the first and last call of their coaching.