



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), Comprehensive (MMA and Long-Term Care), SMI, or HIV/AIDS Specialty Plan 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 years 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 10 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 six (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 eight (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 six (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. **Mammogram screening:** Rewards female members 40 years and older when they get an annual mammogram screening. Members younger 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.
 9. **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.
 10. **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
Medically Approved Tobacco Cessation Program	191	60	31%
Medically Directed Weight Management Program	108	70	65%
Medically Approved Substance Abuse Program	55	15	27%
Health Risk Assessment	75,671	75,671	100%
Adult Well Visit Program	37,475	37,475	100%
Child Well Visit Program	183,576	183,576	100%
Cervical Cancer Screening	14,553	14,553	100%
Colorectal Cancer Screening	7,207	7,207	100%
Mammogram Screening	7,394	7,394	100%
HumanaBeginnings® Program	5,099	3,218	63%
Prenatal Care Visit	12,032	12,032	100%
Postpartum Care Visit	4,309	4,309	100%

Clinical success measures

The below clinical success measures reflect program and/or activity completion dates between July 1, 2024, and June 30, 2025 (and rewards paid through July 31, 2025).

Health risk assessment (HRA)

Overall, 75,671 HRAs were completed for members of all ages; of these 19,152 were for members diagnosed with diabetes, asthma, serious mental illness (SMI), pregnancy, HIV/AIDS, Specialty Plan SMI, Specialty Plan HIV/AIDS, Cancer, iBudget Waiver, or identified with depression. Results are reported to AHCA on a quarterly basis.

- Eligible members identified with asthma, cancer, HIV/AIDS, 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 SMI 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.
- Eligible members diagnosed with depression are referred to Humana’s disease management programs with the goal of listing and describing planned interventions and how to help achieve target goals. Interventions may include, but are not limited to, provider education, member education, medication adherence, rewards and incentives program, care coordination, member outreach, caregiver engagement, outreach to providers, home visits, case management, promotion of lifestyle changes, and community partnerships.
- Eligible members diagnosed with HIV and AIDS who are enrolled in Humana’s HIV/AIDS Specialty Program work with Case Managers to help improve their health outcomes by assessing needs/issues, developing goals, and implementing interventions aimed at members who have complex medical needs/issues related to specific disease processes, high utilization of services, intensive health needs, and/or who consistently access high level of care services.
- Eligible members identified with SMI and enrolled in Humana’s SMI Specialty Program work with Care Managers, who assess member needs through various assessments including HRA (Health Risk Assessment) and SDOH (Social Determinants of Health). The goal is to increase the members knowledge and promote effective management of their behavioral health conditions. Care Managers also perform medication reconciliation and ongoing care monitoring to improve health-related outcomes.
- Eligible members enrolled in iBudget Waiver program work with Care Coordinators who provide necessary support and services to help prevent placement in a nursing home. Services are eligible for children three years or older with a development disability. Services include home modifications, vehicle modifications, consumable medical supplies and residential habilitation.

HRA Completion by Diagnosis^{iv} for Q1 & Q2 Fiscal Year 2024 - 2025 (July 1, 2024 thru December 31, 2024)

Diagnosis	AHCA Benchmark Requirement	Humana Completion Rate
Pregnancy	70%	63%
SMI	50%	55%
Diabetes	50%	69%
Asthma	50%	42%

HRA Completed by Diagnosis^{iv} for Q3 & Q4 Fiscal Year 2024 - 2025 (January 1, 2025 thru June 30, 2025) | New Contract Effective February 1, 2025 with new benchmarks and additional diagnosis.

Diagnosis	AHCA Benchmark Requirement	Humana Completion Rate
Pregnancy	80%	54%
iBudget Waiver	80%	16%
SMI	80%	27%
HIV/AIDS	80%	36%
SP SMI	90%	58%
SP HIV/AIDS	90%	69%
Cancer	80%	42%
Depression	80%	54%
Diabetes	80%	52%
Asthma	80%	30%

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 Fiscal Year 2023-2024 vs. Fiscal Year 2024-2025 Well-Child Visit per thousand, there was a 5% increase (383.91 vs.401.22) in enrollment and completion rate.

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 Fiscal Year 2023-2024 vs. Fiscal Year 2024-2025 Adult Well Visit per thousand, there was an 18% increase (100.67 vs.118.91) in enrollment and completion rate.

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.
 - In Fiscal Year 2024 - 2025, members who engaged in the HumanaBeginnings Program were found to have a lower pre-term delivery rate than members who did not participate (11.2% compared to 12.7%). However, members who engaged in the HumanaBeginnings Program were found to have a higher c-section delivery rate than members who did not participate (37.3% compared to 34.3%).

- When comparing Fiscal Year 2023-2024 vs. Fiscal Year 2024-2025 HumanaBeginnings Program per thousand, there was a 36% increase (14.58 vs. 19.85) in enrollment and a 24% increase (10.12 vs. 12.53) in completion rate.

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^{vi}
 - When comparing Fiscal Year 2023-2024 vs. Fiscal Year 2024-2025 Mammogram Screening per thousand, there was a modest 1% decline (93.37 vs. 92.45) in enrollment and completion rate

Cervical Cancer Screening

- The Cervical Cancer Screening Program is designed to increase compliance with testing to identify potential risk for cervical cancer. When cervical cancer is diagnosed at an early stage, the five-year relative survival rate is around 91%, according to the University of Colorado School of Medicine.^{vii}
 - When comparing Fiscal Year 2023-2024 vs. Fiscal Year 2024-2025 Cervical Cancer Screening per thousand, there was a 6% decline (85.38 vs. 79.86) in enrollment and completion rate

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.^{viii}
 - When comparing Fiscal Year 2023-2024 vs. Fiscal Year 2024-2025 Colorectal Cancer Screening per thousand, there was a 4% increase (66.33 vs. 69.11) in enrollment and completion rate

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^{ix}

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.

- When comparing Fiscal Year 2023-2024 vs. Fiscal Year 2024-2025 Tobacco Cessation Program per thousand, there was a 19% increase (0.11 vs. 0.14) in enrollment rate

- 60 Members completed the Tobacco Cessation Program in Fiscal Year 2024 – 2025. Of the 60 members, 38 members participated in a telephone survey. The findings of the survey included:
 - 29 (76%) of the 38 members reduced the number of cigarettes smoked daily by an average of 10 per day
 - Of the 38 members who participated in a final survey, 46% quit entirely.
 - 55.3% indicated they gained more tools and skills needed to achieve their tobacco cessation goals.
 - 26.3% reported an increase in their confidence and ability to reach/stay smoke-free or vape-free because of the program.
 - 13.2% reported an increase in motivation to become smoke-free or vape-free because of the program

Weight Management Program^{ix}

The weight management program offers comprehensive, physician-led supervision throughout the duration of care. Depending on each member's individual needs and goals, the program may incorporate prescription medications or supplements, in addition to tailored guidance on nutrition, physical activity, and overall lifestyle modifications.

- 70 members completed the Weight Management Program in Fiscal Year 2024 – 2025. Of the 47 members who completed a final survey, 27 members were focused on losing weight. The findings of the survey included:
- 61% of weight-loss focused members lost weight.
 - 28 weight-loss focused members lost an average of 17 pounds.
- 53.2% of the members surveyed reported they have gained more tools and skills needed to achieve their weight management goals because of the program.
- 44.7% reported an increased confidence level in their ability to reach/stay at a healthy weight because of the program.
- 29.8% 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.
 - When comparing Fiscal Year 2023-2024 vs. Fiscal Year 2024-2025 Substance Abuse Program per thousand, there was an 18% decline (0.21 vs. 0.17) in enrollment rate and an 11% decline (0.054 vs. 0.048) in completion rate

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 a 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 (AHCA), 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 Program Performance reflects program enrollment and completion between July 1, 2024 , thru June 30, 2025(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 members who are identified as being pregnant or diagnosed with a serious mental illness, asthma, diabetes, HIV/AIDS, Specialty Plan SMI, Specialty Plan HIV/AIDS, Cancer, iBudget Waiver, or Depression. 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} [Mammography: Benefits, Risks, What You Need to Know \(breastcancer.org\)](https://www.breastcancer.org/mammography/benefits-risks-what-you-need-to-know)

^{vii} [Cervical Cancer](https://www.colorado.edu/cervical-cancer) (University of Colorado)

^{viii} [Colorectal Cancer | Early Detection and Screening | CancerCare](https://www.cancer.org/cancer/colorectal-cancer/early-detection-and-screening)

^{ix} 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.