



SANTÉ COMMUNITY
PHYSICIANS

MEMORANDUM

DATE: May 17, 2019

TO: Santé Community Physicians: Brand New Day Providers

FROM: Kelly Lilles, Director, Physician Services

RE: Brand New Day Member Incentives & Annual Wellness Exam

Brand New Day is pleased to announce their new member incentive program available for 2019. This incentive program is intended to better increase engagement and accountability from your patients while incentivizing them to complete important preventative screenings.

Attached you will find a copy of the BND member incentive program that is also published on the BND member newsletter as well as the letter included in the annual wellness packet. BND is now asking members to play a role in scheduling their preventative care and annual wellness screening. Member incentives range from \$10-\$50 gift cards to Target or Walmart.

You may already have experienced an increase of member requests to complete their Annual Wellness Exam forms. Here are a few key points that should provide clarification to some of your questions:

- The BND annual wellness exam is very similar to the Medicare Wellness Exam, primarily including the physical exam and addressing chronic conditions.
- EMR documentation is acceptable. No need to copy or duplicate efforts or documentation.
- Providers will receive \$150 for every completed exam.

- Members are also receiving a copy of the forms to prompt them to schedule these exams. Once completed, the member will receive a \$50.00 gift card.
- Intention of member outreach is to prompt the member to schedule and complete the exam. Offices do not have to complete a second form or fill out the member form.
- The exams can be faxed or mailed to BND directly by the PCP or the patient. Even if the patient doesn't bring in a copy of the exam they will receive the gift card once the completed exam is submitted and processed by BND.
- When members are contacting the office to "complete forms" a fee should not be charged. Please schedule an annual exam or inform the patient that an exam was already completed.

Should you have any questions, please call Brand New Day Customer Service at 1-866-255-4795.



REWARDS PLUS PROGRAM

Taking care of yourself can be rewarding! **Earn Gift Cards for Your Healthy Efforts.** This is an incentive program to encourage you to take steps towards your good health. Schedule a visit with your doctor and complete the health screenings you are due to finish this year. Review the health screenings with your doctor and complete the preventive health tests **before December 31, 2019** to earn your rewards.

Once we receive the completed screenings from your doctor we will mail out a gift card based on the test or activity reward value (3-4 weeks from the date completed).

Member Rewards Program	Activity Criteria	Reward Value
Annual Wellness Exam	Complete an annual examination with your doctor in 2019.	\$50.00 Gift Card
Colon Cancer Screening <ul style="list-style-type: none"> • Colonoscopy • Stool Test 	<ul style="list-style-type: none"> • A colonoscopy is a procedure that screens for colorectal cancer. It covers 10 years of screenings. Must be done in 2019 to earn an incentive. • A stool test can be completed at home and mailed into the lab for testing. This screening is done yearly. 	\$25.00 Gift Card OR \$10.00 Gift Card
Health Risk Assessment	Complete an annual survey on your current health. This can be completed on the Brand New Day website, calling in to Brand New Day or by completing the questionnaire document and mailing it into Brand New Day.	\$10.00 Gift Card
Annual Exercise Plan	Complete an annual exercise plan either with your doctor, a Brand New Day personal trainer or nurse.	\$10.00 Gift Card
Breast Cancer Screening	Complete a mammogram in 2019.	\$25.00 Gift Card
Diabetic Members <ul style="list-style-type: none"> • Test HbA1c • Diabetic Eye Exam • Urine test for kidney function 	<ul style="list-style-type: none"> • Complete at least one A1C laboratory test in 2019. • Complete an annual retinal eye exam by an eye care provider. • Complete an annual urine test to check for good kidney function. 	\$25.00 Gift Card



Have questions? Please call Brand New Day Member Services Department at **1-866-255-4795, TTY 711**, Monday – Friday 8 am to 8 pm and Monday - Sunday from October 1 - March 31 from 8 am to 8 pm.

BRAND NEW DAY
ATTN: REWARDS PLUS PROGRAM
PO BOX 93122
LONG BEACH, CA 90809



<MEM_FIRST_NAME> <MEM_LAST_NAME>
<MEM_ADDR1>
<MEM_ADDR2>
<MEM_CITY>, <MEM_STATE> <MEM_ZIP>

<PROCESS_DATE>

Dear <MEM_FIRST_NAME> <MEM_LAST_NAME>,

It's time for your **Annual Wellness Examination**.

Seeing your doctor at least once a year to check your health through screenings, tests, and vaccinations is important for you to stay healthy.

Here's what you need to do in **5 EASY STEPS**:

STEP 1: Call your primary care doctor and make an appointment for your **Annual Wellness Examination**.

STEP 2: Bring the following forms to your appointment. They are included with this letter.

1. EXERCISE PRESCRIPTION: Your doctor can help you find the right exercises for you.

2. ANNUAL WELLNESS EXAMINATION FORM: Completely fill out **Pages 1 & 2** and bring the whole form with you to your appointment. This form has important information about you that we collect to help your doctor know more about your health.

STEP 3: Write down **3 questions below that you want to ask your doctor** about your health or talk about any changes or problems that you have noticed.

1. _____

2. _____

3. _____

STEP 4: After you see your doctor, ask your doctor to complete the entire **ANNUAL WELLNESS EXAMINATION FORM** and return the form to us.

STEP 5: After we receive the fully completed form from you or your doctor we will send you a \$50 gift card as a thank you for making your health a priority, within 3-4 weeks. Please send it to the address above or fax number 657-400-1216 or email at CDM@universalcare.com.

If you have any questions or concerns about your healthcare or benefits, please do not hesitate to call Brand New Day Member Services Department at 1-866-255-4795, TTY 711 Monday – Friday from 8 am to 8 pm; 7 days a week, October 1 to March 31 from 8 am to 8 pm.

Wishing you good health,
Brand New Day Health Coach Department

Brand New Day is an HMO with a Medicare contract. Enrollment in Brand New Day depends on annual contract renewal.