



2022 - 2023 Value Added Benefit Overview

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Value Added Benefit Utilization

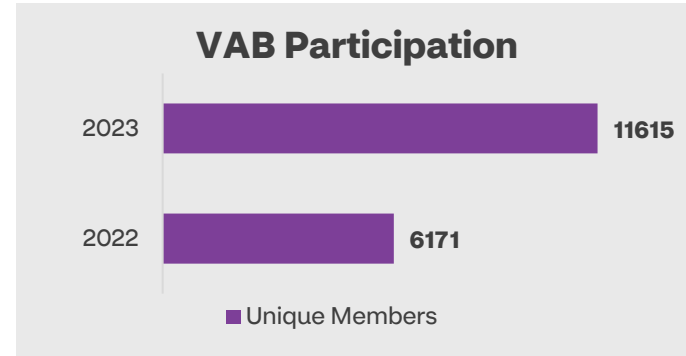
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VAB Member Engagement Highlights 2022 - 2023

In addition to your health coverage, Aetna is proud to offer many exclusive bonus benefits and services at no cost to Aetna and SKY members!

Gift Card Incentive Participation

There were 6,806 unique members who received a gift card incentive in 2023



Gift Card Spend Categories

Service Stations
Utilities
Telecomm
Carpet And Upholstery Cleaning,
Exterminating And Disinfecting Services
Gym Membership



Trending Products

2% Milk
Bananas
Grade A Large Eggs
Beef Ground Chuck
Purified Drinking Water 40pk
Fresh Vegetables
Bread
Diapers



Maternity Matters

Incentives requested:

- 12,342 Subsequent prenatal visits
- 1250 Initial prenatal visits
- 855 Postpartum visits
- 1400 cribs
- 204 car seats



644

Enhanced transportation trips completed

1957

YMCA memberships issued to SKY members in 2023

360k +

Meals delivered

Modes of Aetna to Member Communication and Engagement



Text Messaging Campaigns



Mail/Website Campaigns



Member and Community Engagement Events



Care Management, CHW's, Peer Support, Community Outreach*



Advisory Councils



Quality Outreach –Address Verification and Appt Scheduling to Close Gaps in Care

Website Link to Additional Information about Bonus Benefits: [What Does Medicaid Cover? | Aetna Medicaid Kentucky \(aetnabetterhealth.com\)](https://www.aetna.com/betterhealth/ky/medicaid/what-does-medicaid-cover)

Member Incentive Utilization

Member Incentive	# of Incentives Claimed	
	2022	2023
\$10 Diabetic Dilated Retinal Eye Exam Incentive	1090	1566
\$20 Follow Up Visit with Mental Health Practitioner	220	301
\$25 Annual Dental Exam Incentive	N/A	154
\$25 HRA Incentive	1008	2879
\$50 Breast Cancer Screening Incentive	N/A	314
\$50 Cervical Cancer Screening Incentive	N/A	391
\$50 HbA1c Test Incentive	N/A	945
COVID-19 Vaccine Incentive	460	248


Value Added Benefit Utilization

Value Added Benefit	# of Benefits Claimed	
	2022	2023
Alternatives to Opioids	323	407
Asthma Home Care	423	470
Back to School Assistance Program	718	1007
Blood Pressure Cuff Initiative	N/A	671
GED Certification and Job Skills Training*	152	311
Health Literacy Program	13	10
Lock it Up - Opioid Lockbox	381	631
Maternity Matters	7276	8777
Momentum	3794	6444
Remote Patient Monitoring –Diabetes Solutions	130	190
GA Foods Home Delivered Meals	116,606	243,743
Period Promise/OTC	N/A	7538
Vheda Health (Implemented 2023)	N/A	139
Enhanced Transportation	82	562

*GED utilization reflects # of members referred to the platform not the number of members completing their GED

Value Added Benefit Utilization - SKY

Value Added Benefit	# of Benefits Claimed	
	2022	2023
\$25 SKY Dental Exam Incentive	N/A	36
\$25 SKY Physical Exam Incentive	N/A	15
\$25 SKY Vision Exam Incentive	N/A	13
Birthday in a Box Program	580	1106
Calming Comfort Collection	310	709
Connections for Life	582	833
LACES Program	2	28
SKY Duffle Bag Program	113	392
YMCA Family Membership	N/A	1957



2024 Value Added Benefit Overview

Aetna Better Care Rewards



Aetna Better Health of Kentucky members can get exclusive rewards for healthy behaviors like completing a well child visit.

Aetna Better Care Program™ Incentives require NO action on behalf of the member to receive these benefits. Aetna will automatically send the gift cards following your doctor's appointments.

Aetna Better Care Rewards

- \$10 Diabetic Retinal Eye Exam age 18-75 with Diabetes
- \$50 HBA1c test age 18 and older with Diabetes
- \$50 Mammogram completion females age 50 – 74
- \$50 Pap Test completion females age 21-64
- \$25 Colorectal Cancer Screen age 45-75
- \$25 HRA Incentive

Aetna Better Care Rewards

- \$20 for Follow-Up Visit with Mental Health Practitioner age 6 and up
- \$25 for completion of HPV vaccine series before 13th birthday
- \$25 for completion of two infant flu vaccines
- \$50 for completion of six well child visits before age 15 months
- \$25 annual well child visit age 2-21

Women's Health



Programs and Interventions

Details



- **Maternity Matters** - Whether you are newly pregnant or just had a baby, our Maternity Matters program offers benefits and incentives to help you on your motherhood journey! By completing activities that will help improve the health of yourself and your baby, you will earn rewards via a reloadable card that can be used for healthy foods, maternity supplies, and diapers at a variety of local and online stores.

- Up to \$150 for Prenatal and Postpartum visits
- Earn up to \$90 to purchase crib or car seat



- **Pacify** - Pacify's tech-enabled platform provides 24/7 perinatal and infant feeding support to new and expecting parents via their smartphones. The Pacify app connects families to a nationwide network of doulas, lactation consultants, and registered nurses within minutes.

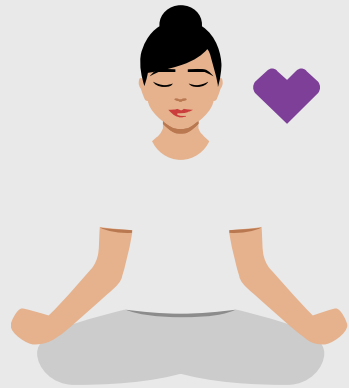
- High Risk pregnant members or new moms



- **Period Promise** – Members can receive a monthly stipend to spend on period products like tampons, pantyliners, maxi pads, flushable feminine wipes, and hand sanitizer.

- Female members in Region 5, ages 15- 55, can receive \$20 / month

Behavioral Health



Programs and Interventions

Details



Pyx- Adult members who experience loneliness can access the Pyx Health platform. Pyx Health takes unlimited time to listen, offer companionship, supply curated SDOH resources, and connect members to things like our 24/7 Informed Health Line, Behavioral Health Crisis Line, Member Services and our Find a Provider tool. The customized app offers 24/7 engagement for the member, as well as connections to health plan resources, community services, crisis and other national support lines.

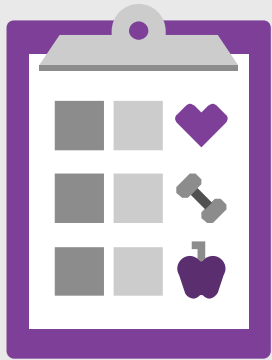
- Adult members age 18 and older



Alternatives to Opioids- Aetna Better Health of Kentucky adult members can receive rewards to use towards pain management services: acupuncture, massage therapy, dry-needling, and yoga.

- Adult members can receive up to \$150 quarterly

Chronic Condition Management



Programs and Interventions

Health Outcomes



- **Remote Patient Monitoring -**

Telemonitoring program that provides our members living with diabetes, COPD, CHF, and/or hypertension access to education and self-management tools that can help keep your condition under control and promote your optimum health and wellness.

- Members who are 18 years and older living with diabetes, COPD, CHF, asthma, and/or hypertension



- **Home Delivered Meals -**

In partnership with GA Foods, members can receive nutritious, medically appropriate meals delivered to their home. Members can also receive tailored nutritional counseling. This is a 4-12 week program with the goal of educating members on healthy eating, food preparation and more.

- Members may be referred by care management for qualifying chronic conditions and after an inpatient stay.



- **Slow Cooker Nutrition -** Online course which consists of a one or two class series. The course offers nutrition 101, wellness activities, healthy meals/recipes for a crock pot and Aetna benefits overview. The course focuses on nutritious and affordable meals using a slow cooker. At completion of the course participants receive an Aetna branded crock pot

- All members eligible to participate with a limit of one crockpot

Social Needs Assistance

Members can receive support if they are facing conditions of extreme hardship threatening their health and safety. The Social Needs Assistance Program combines financial assistance and referrals to resources and programs to help those that need assistance when experiencing extreme hardship.

Children's OTC

Children and youth (0-18) can receive a \$15 monthly stipend covering over-the-counter health and hygiene items. Children's OTC benefits can be accessed by eligible members by visiting any OTC Health Solutions-enabled CVS Pharmacy® store to access a hard copy of the program catalogue or through the OTCHS website at the bottom of the log in page at the following link:

Children's OTC: <http://www.cvs.com/otchs/abhkykids>

Enhanced Transportation

Members can receive transportation to include 10 round trips (up to 60 miles total per round trip) per year to activities, such as job interviews, job training, shopping for professional attire, grocery store or food bank, and accessing community health services not otherwise covered.

Criminal Record Expungement

Members can receive \$40 gift card to assist with certification fees tied to criminal record expungement (as allowed by statute).

Additional Value-Added Benefits

After School Activities

Members can receive \$50 gift card to pay for 4-H, Boys & Girls Clubs of America, Boy Scouts of America, Girl Scouts of the United States of America, Big Brother Big Sisters and other established community organizations, afterschool programs or organized team sport programs.

Back to School Assistance

Aetna's Community Outreach through school-based family resource coordinators offer backpacks filled with school supplies.

GED + Job Skills

Members will have access to a job skills training platform and the opportunity to discover near career paths, earn credentials and certifications, and highlight those skills to local employers actively looking for talent.

Members can receive \$1000 scholarships for trade school, college, or university when they complete Aetna GED Certification & Job Skills Training program.

Keeping Kids Safe

This program is a part of Aetna's national campaign to fight the opiate crisis. This harm reduction intervention is used to support safety by providing members with a lockbox to secure their opioid medications.

Additional Value-Added Benefits

SKY Value Added Benefits

Birthday in a Box

Each child receives a “birthday in a box” that includes party supplies (e.g., paper goods, minimal party decorations), balloons, book/journal, puzzle/game, and a large cupcake. The Birthday in a Box is coordinated by the SKY care manager.

Calming Comfort Collection

Members with high adverse childhood experiences (ACEs) score or an anxiety diagnosis can receive supplies to help calm the impact of trauma. Items include a sound machine, weighted sensory plush, aroma therapy and light therapy products.

Connections for Life

Aetna will provide a smartphone and wireless plan for eligible SKY members ages 13 – 17 years who are not in stable placement (placement with family or in a pre-adoptive or adoptive home) or a laptop for eligible SKY members ages 18+ years of age who are aging out and need a laptop.

Foster Care Duffle Bag Program

Aetna will provide personalized duffle bags filled with personal hygiene items, supplies, and a blanket to SKY care members whose placements have changed from one home to another. Some items include shampoo, conditioner, journal, and coloring book.

LACES

SKY members who have been identified as deaf or hard of hearing will be screened for unidentified language access needs and assessed to provide recommendations, resources, and supports to help improve member’s language acquisition and communication.

SKY Value-Added Benefits

2024 SKY VAB Additions

YMCA Memberships Continued

- SKY members can receive gift card to pay for YMCA memberships to promote better health and well-being; family or individual memberships available

Transition Age Youth Milestones: Moving Expenses

- Members 17-21 receive \$500 gift card to assist with moving expenses

Transition Age Youth Milestones: Tattoo Removal

- Members 17-21 receive \$150 gift card toward tattoo removal services

Transition Age Youth Milestones: Driver's License Fees

- Members 17-21 receive \$150 gift card for Driver's Education School and license fees

Children's Over-the-Counter Benefit

- \$15 monthly stipend covering OTC needs such as pain relievers, bandages, thermometers, and more



Aetna Can Help! Quick Reference Contact Info:

Member Services	1-855-300-5528 (TTY: 711), Monday to Friday, 7 AM to 7 PM ET.
Care Management	If you have a question or would like to speak to the care management team, you can call Member Services at 1-855-300-5528 (TTY: 711).
Grievances and Appeals	File your grievance or appeal online here
SKY Ombudsman	SKY Inquiry Coordinator Jesse Cain CainJ1@aetna.com
Nurse Help Line	1-855-620-3924 (TTY: 711) 24 hours a day, 7 days a week
Behavioral Health Line	1-888-604-6106 (TTY: 711)
Assistance with VAB's	If you have a question about Value Added Benefits, you can call Member Services at 1-855-300-5528 (TTY: 711).
Update Contact Information	To update your address, phone number or email, call the Department for Community Based Services at 1-855-306-8959 .
Sign up for Member Portal	<ul style="list-style-type: none">You can sign up online or call us at 1-855-300-5528 (TTY:711). Be sure to have your member ID and email address handy.
Find a Provider	<ul style="list-style-type: none">https://www.aetnabetterhealth.com/kentucky/find-provider
Pharmacy Benefits	<ul style="list-style-type: none">https://www.aetnabetterhealth.com/kentucky/pharmacy-prescription-drug-benefits.html
Community Health Workers	<ul style="list-style-type: none">PHM_ABHKY@aetna.com

