



Policy Title: Chronic Disease Management Reward			
Department Responsible: THN Operations	Policy Number: BE-100	THN's Effective Date: April 10, 2017	Next Review/Revision Date: September 30, 2026
Title of Person Responsible: THN Director of Operations	THN Approval Council: Operations Committee	Date Approved: June 12, 2025	

PURPOSE: This policy is to provide guidance on the CMS Chronic Disease Management Reward (CDMR) program for ACO REACH beneficiaries. The CDMR is an incentive for beneficiaries to receive care from doctors or providers within the Triad Healthcare Network ACO to help manage their chronic disease. ACO beneficiaries are notified of the health care activities they must complete during the Performance Year to be eligible to participate in the CDMR program. Beneficiaries have the right to opt-out of the CDMR program at any time by calling the THN customer service line.

DEFINITIONS:

Term	Definition
ACO Participant	An entity identified by a Medicare-enrolled billing TIN through which one or more ACO providers/suppliers bill Medicare, that alone or together with one or more other ACO participants compose an ACO, and that is included on the list of ACO participants that is required under 42 C.F.R. § 425.118
ACO Provider/Supplier	An individual or entity that: (1) is a provider or supplier under Medicare regulations; (2) is enrolled in Medicare; (3) bills for items and services furnished to Medicare fee-for-service beneficiaries during the agreement period under a Medicare billing number assigned to the TIN of an ACO participant; and (4) is included on the list of ACO providers/suppliers that is required under 42 C.F.R. § 425.118.
Chronic Disease Management Reward	A reward to the ACO Beneficiary for receiving qualifying services from ACO REACH Participants and Preferred Providers.

POLICY:

Chronic Disease Management Reward Beneficiary Engagement Incentive”) allows the ACO, subject to certain conditions and safeguards, to provide a gift card reward to certain ACO REACH Beneficiaries for the purpose of incentivizing participation in a qualifying Chronic Disease Management Program. The ACO shall implement the Chronic Disease Management Reward Beneficiary Engagement Incentive in accordance with the terms of Appendix Q and the applicable terms of the ACO Participation Agreement.

PROCEDURE:



I. **Implementation Plan**

Timely submit to CMS its selection of the Chronic Disease Management Reward Beneficiary Engagement Incentive as described in Section 8.01 of the Agreement; and 2. Timely submit an Implementation Plan in accordance with Section 10.01.B of the Agreement that includes the information specified in Section I.B of Appendix Q in the CMS ACO Participation Agreement.

- A. The Implementation Plan must set forth the following information: 1. The nature and scope of each qualifying Chronic Disease Management Program (as defined in Section III of this Appendix), including the chronic conditions targeted by each such program. Such chronic conditions may include, but need not be limited to, diabetes, mood disorders, coronary artery disease, hypertension, and congestive heart failure.
- B. The nature, amount, and frequency of the gift card reward that may be obtained by a Reward Eligible Beneficiary (as defined in Section II of Appendix Q in the ACO Participation Agreement) for participation in a qualifying Chronic Disease Management Program.
- C. The criteria that a Reward Eligible Beneficiary must satisfy to obtain a gift card reward for participation in a qualifying Chronic Disease Management Program, including activities or other conduct that the Reward Eligible Beneficiary must engage in (e.g., activities completed, such as the number of smoking cessation counseling sessions attended).
- D. The procedures that will be implemented to ensure that Participant Providers and Preferred Providers have access to the most current information regarding Beneficiary alignment to the ACO.
- E. If the ACO wishes to change the terms of its implementation of the Chronic Disease Management Reward Beneficiary Engagement Incentive, such as the chronic diseases targeted, the ACO must submit a revised Implementation Plan to CMS in accordance with Section 10.01.B of the Agreement that includes the information specified in Section I.B of this Appendix. The revised Implementation Plan is subject to CMS review and may be rejected in accordance with Section I.C of Appendix Q in the ACO Participation Agreement.

II **Beneficiary Eligibility Requirements**

a “**Reward Eligible Beneficiary**” is a REACH Beneficiary who has a chronic disease, as identified by a clinical diagnosis that is targeted by a qualifying Chronic Disease Management Program identified in the ACO’s Implementation Plan.

III. **Qualifying Chronic Disease Management Program**

a “**Chronic Disease Management Program**” is a program described in the ACO’s Implementation Plan that focuses on promoting improved health, preventing injuries and illness, and promoting efficient use of health care resources for individuals with the chronic diseases targeted by the program.

A. For instance, a Chronic Disease Management Program may include utilizing particular services or preventive screening benefits, adhering to prescribed treatment regimens, attending education or self-care management lessons, and meeting nutritional goals.

B. Completing a survey without other activities does not constitute a Chronic Disease Management Program.



IV. Chronic Disease Management Reward

A. the ACO may offer a Reward Eligible Beneficiary the opportunity to receive a gift card as a reward for participating in a Chronic Disease Management Program.

B. A gift card may be provided to a Beneficiary under this Chronic Disease Management Reward Beneficiary Engagement Incentive only if:

1. The Beneficiary was a Reward Eligible Beneficiary at the time he or she was enrolled in, or otherwise began participating in, the Chronic Disease Management Program.
2. The Beneficiary satisfied all criteria for obtaining a gift card reward, as set forth in the ACO's Implementation Plan.
3. The gift card is provided to the Beneficiary directly by the ACO.
4. The cost of the gift card is funded entirely by the ACO.
5. The gift card is programmed to prevent the purchase of, or is otherwise unable to be used to purchase, tobacco, alcohol, and firearm products; and
6. The aggregate value of any and all gift cards provided by the ACO to the Beneficiary during a Performance Year does not exceed \$75.
7. The beneficiary has the right to opt out of CDMR communications and program by calling the THN Now customer service line 336-663-5209

I. V. Record Retention, Compliance and Enforcement

- A. In accordance with Section 16.02 of the ACO Participation Agreement, the ACO and its designated Representative shall maintain the following records regarding the Chronic Disease Management Reward Beneficiary Engagement Incentive:
 - B. 1. The identity of each Beneficiary who received a gift card reward.
 2. The Chronic Disease Management Program(s) in which the Beneficiary's participation is rewarded.
 3. The nature and date(s) of the activities or other conduct engaged in by the Beneficiary to qualify for the gift card reward; and
 4. The nature and amount of each gift card received by the Beneficiary.
- B. At any time, CMS may suspend or prohibit the ACO from participating in this Chronic Disease Management Reward Beneficiary Engagement Incentive if CMS determines that the ACO's participation in this Chronic Disease Management Reward Beneficiary Engagement Incentive might compromise the integrity of the Model.
- C. In accordance with Section 17.01 of the ACO Participation Agreement, CMS may terminate or suspend this Beneficiary Engagement Incentive or take other remedial action if the ACO fails to comply with the terms and conditions of the Chronic Disease Management Reward Beneficiary Engagement Incentive.
- D. If CMS identifies noncompliance with the terms of the Agreement, including Appendix Q of the ACO Participation Agreement, CMS may suspend or prohibit the ACO's future participation in this Beneficiary Engagement Incentive, regardless of whether the ACO has corrected or otherwise resolved the noncompliance.



E. The ACO shall submit reports to CMS, in a form and manner and by a date specified by CMS, regarding its use of the Chronic Disease Management Reward Beneficiary Engagement Incentive. The ACO shall provide CMS with supplemental information upon request regarding its use of the Chronic Disease Management Reward Beneficiary Engagement Incentive.

REFERENCE DOCUMENTS/LINKS:

1. ACO REACH Model Participation Agreement (Second Amended and Restated Participation Agreement for 2022 Starters), Section 10.01.B of the Agreement and Appendix Q.
2. 2. FWA Compliance: Beneficiary Enhancements and Beneficiary Engagement Incentives (FWA-002)

PREVIOUS REVISION/REVIEW DATES:

Date	Reviewed	Revised	Notes
April 10, 2017	N/A	N/A	New Policy
January 2024	Yes	Yes	Revised to align with ACO REACH PA
December 2024		Yes	Updated THN phone number and added “designated representative”
September 2025	Yes		No changes