

Summary: PHP Vaccine Incentive Programs

PHP	Amount	Type	Eligibility Mechanism	Program Timeline	Outreach strategies
AmeriHealth	Pfizer or Moderna 1 st Shot: \$60 Pfizer or Moderna 2 nd Shot: \$100 Johnson & Johnson Single Shot: \$100	Reward added to Care Card	Claims or data sources from the State; secure site for members to upload in development	11/1/21- 1/31/22 (may be extended thru 6/30/22)	Text notification, telephonic outreach, mailed letters, Member website, Member newsletter. ACNC will produce flyers providers can use to inform patients. Additional campaigns and outreach targeted based on vaccination rates.
Carolina Complete Health	\$75.00	My Health Pays Rewards Card.	Claims data and other tracking mechanisms	TBD and 3/31/22	Care Management Outreach, texting Campaigns, Robo Calls, Direct Mail, Provider Communications, Member Enrollment Materials, Website, PR and Social Media, Community Events, Partnerships
Healthy Blue	October: \$50 November: \$25 December: \$25	Digital or physical gift cards from retailers, restaurants, Amazon	Submit photo of CDC vaccination card via the HealthyBlueNC.com member portal or Call Healthy Blue Member Services to verbally provide vaccination information	10/1/21- 12/31/21 (pilot)	Focused outreach using North Carolina publicly available data and/or NC DHHS COVID-19 vaccine registry data/Healthy Blue social media campaigns/ HealthyBlueNC.com member portal account notification/ Live/outbound member calls/Text/IVR messaging campaign/"H2U" community-based events partnering with Healthy Blue network providers and community leaders
UnitedHC	\$50	Walmart GC	Attestation only: portal, inbound call center, paper option	11/1/21- 1/30/22	Invitation to participate via email and direct mail. Focused engagement with historically marginalized populations in communities with low vaccination rates and with high levels of medical and social vulnerability
WellCare	\$50	Walmart GC	Members attest to their or a minor under their care's vaccination status by following a link to a microsite and entering information.	9/1/2021- 6/30/22	N/A