

Feb. 28, 2022

Subject: Centennial Care Rewards Program: Baby Bonuses

Dear Provider,

Our top priority at Presbyterian Health Plan, Inc. and Presbyterian Insurance Company, Inc. (Presbyterian) is to keep our community healthy. Presbyterian achieves this by continuously developing new strategies that help ensure members receive the right care at the right time. It is in that spirit that we are pleased to announce a new incentive program for Presbyterian Centennial Care members called Baby Bonuses.

Baby Bonuses is a gift card incentive program that encourages members who are parents and caregivers to complete six well-baby visits before the baby is 15 months old and two additional visits before the baby is 30 months old.

Members who complete the first five well-baby visits within the first 15 months of the baby's life will receive a \$10 gift card for each visit per baby. When members complete the sixth visit, they will receive a \$15 gift card. If members attend two additional well-baby visits, then they will receive a \$10 gift card for each visit.

Eligible Centennial Care members can enroll in both the Baby Benefits and Baby Bonuses programs. The Baby Benefits program focuses on prenatal and postpartum care, while the Baby Bonuses program focuses on the first 30 months of the baby's life. Please see the following table for a quick overview of the new Baby Bonuses program.

Baby Bonuses Program Overview	
Well Baby Visits	Gift Card Amount
Visits one to five before 15 months of age	\$10 gift card for each visit
Visit six before 15 months of age	\$15 gift card
Visits seven to eight before 30 months of age	\$10 gift card for each visit

Presbyterian's Quality Performance Improvement department is happy to speak to your clinical team to help them learn about our Baby Bonuses program and encourage Presbyterian members with new babies to enroll. To arrange a meeting or request more information on the Baby Bonuses incentive program, please use the information below to contact the Performance Improvement department.

As always, thank you for partnering with us to improve the health of the patients, members and communities we serve.

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Presbyterian exists to improve the health of the patients, members, and communities we serve.

www.phs.org

Performance Improvement Department



Hours: Monday through Friday, 8 a.m. to 5 p.m.



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