



CLIENT INCENTIVE CARD TO INCREASE SCREENING ADHERENCE

Effective March 18, 2015, women who receive a screening as a result of *Women's Way* assistance (includes patient navigation services only such as women on Medicaid Expansion or other health-care coverage who screened because of patient navigation services) are now eligible to receive a \$25 incentive Wal-Mart gift card.

- Local coordinators should submit a list of eligible women for their area on a monthly basis with I&V forms.
- *Women's Way* data manager will confirm screening service via CaST and forward the client's name and type of screening to assigned state staff for distribution of incentive cards.

Eligible clients will receive a letter from the State office and a \$25 incentive card. A client is eligible to receive an incentive card for a permissible screening which includes mammogram, Pap test, CBE and/or pelvic exam.

- Clients are eligible to receive one (1) incentive card per budget period.
- Eligible clients **must be informed prior to the screening** that they will receive an incentive card otherwise it does not meet the Department's definition of incentive.
- Please let them know that it will take us approximately 6 to 8 weeks to process the cards once the State office receives the necessary paperwork.

Clients that received permissible screenings prior to March 18, 2015 are not eligible to receive an incentive card unless they are still due for one of the other acceptable screens. See below for examples:

- If a client received a Mammogram in October 2014 but did not have a CBE or pelvic exam, she is eligible to receive an incentive card if she completes the eligible screen after March 18, 2015.
- If she completes a Mammogram in October 2015, she would be eligible to receive an incentive gift card again since we would be in a new budget period. However if she completes a CBE or pelvic exam in March 2016, she would not be eligible to receive an incentive gift card since she already received one for the current budget period in the fall.