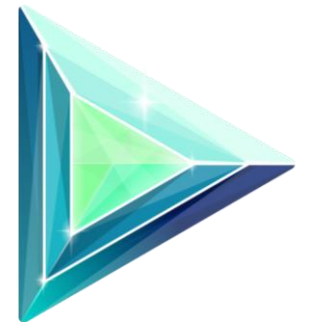


Turning Health Engagement Into Daily Play



Disclaimer

Ashley Sweeny Davis and Tessie Pollock do not have any conflicts of interest, real or perceived aside from perhaps being slightly too invested in improving members' health outcomes.



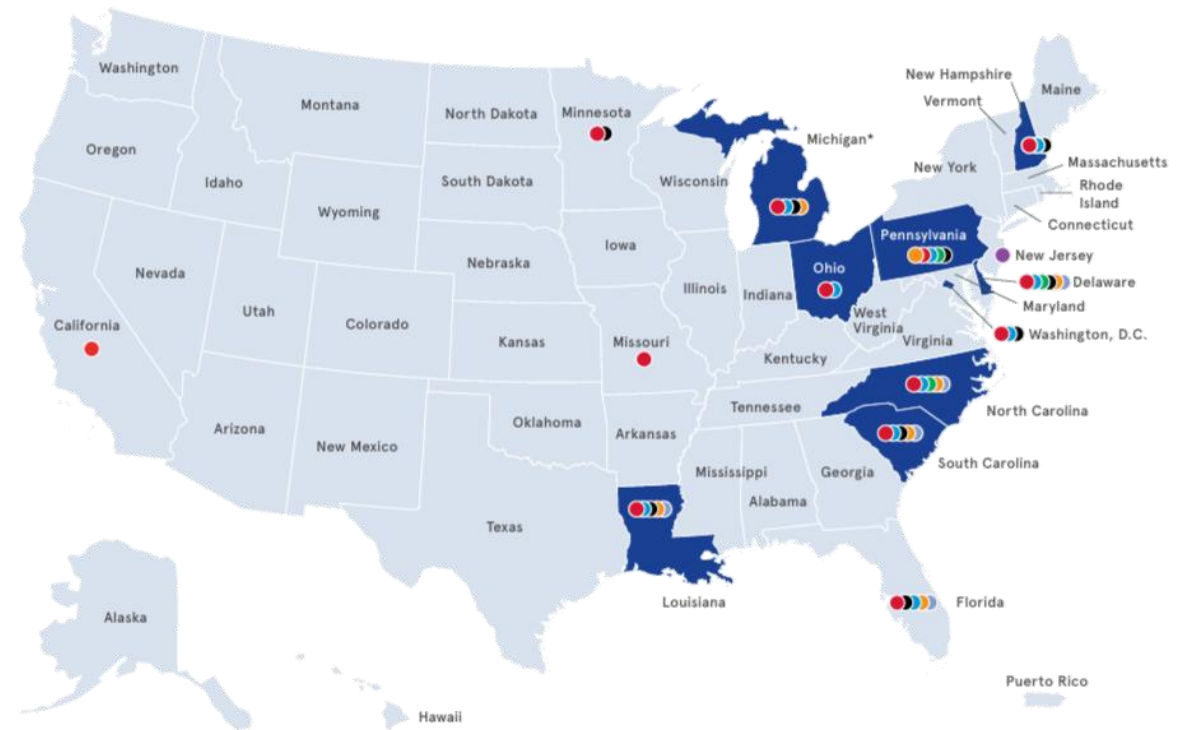
The AmeriHealth Caritas Family of Companies

Our mission:

We help people get care, stay well, and build healthy communities.

Our vision:

To be the national leader empowering those in need, especially the underserved and the disabled, across their full life journey, from wellness to resilience, in order to reach their American Dream.



Blue states Medicaid health plan markets

- Dual-eligible special needs plan (D-SNP)
- Behavioral health managed care
- Specialty pharmacy
- Health Insurance Marketplace
- Long-term services and supports (LTSS) experience
- Pharmacy benefit management
- System of Care Administration

*In Michigan, AmeriHealth Caritas provides management and administration of a partner's Medicaid managed care plan.

Medicaid Managed Care



Providers

- Reducing administrative burden; no surprises
- Working together to ensure patients/members don't lose Medicaid coverage
- AmeriHealth Caritas Ohio removed more than 300 prior authorization requirements



Community & Collaboration

- Collaboration for provider resources like OhioMedicaidResources.org
- Community investments like HAPCAP

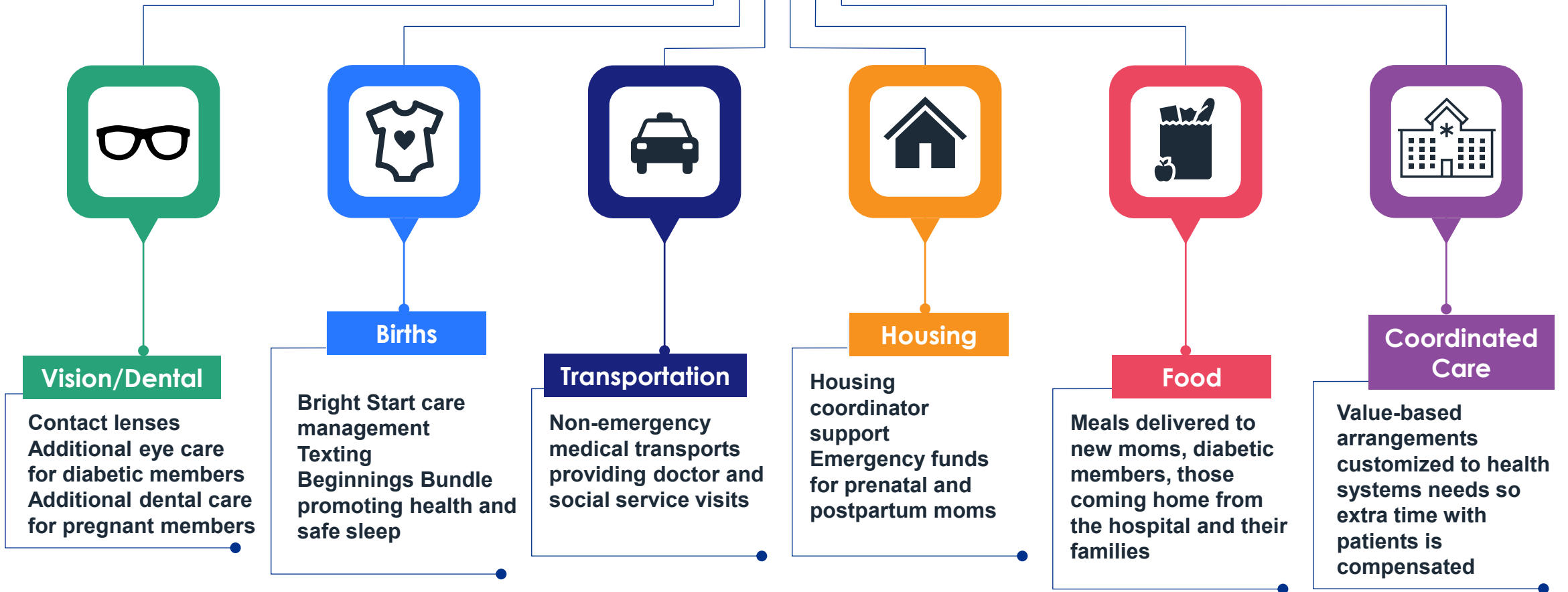


Member Outcomes

- Value-added benefits (non-mandatory, extra services) aim to improve member health outcomes, reduce long-term medical costs, and differentiate their plans to attract enrollment.
- Wellness programs and services designed to address social determinants of health.

AmeriHealth Caritas Ohio

Value-added Services/Extra Benefits



Mobile gaming, a value-added service

Motivv



AmeriHealth Caritas™

Ohio

**PLAY GAMES
EARN REWARDS**
NO ADS. NO COST.

A person is lying on a couch, playing a mobile game. The game interface is overlaid on the scene, showing various colorful icons like a purple gem, a yellow sphere, a green striped ball, a red and white striped ball, a blue bean, a cherry, and a multi-colored ball. Orange confetti is falling from the phone. The Motivv logo is in the bottom right corner.

MOTIVV
health studios

Download on the App Store | GET IT ON Google Play

Your Plan for More

Mobile Gaming

Earn rewards while playing health trivia games on the go

AmeriHealth Caritas
Ohio

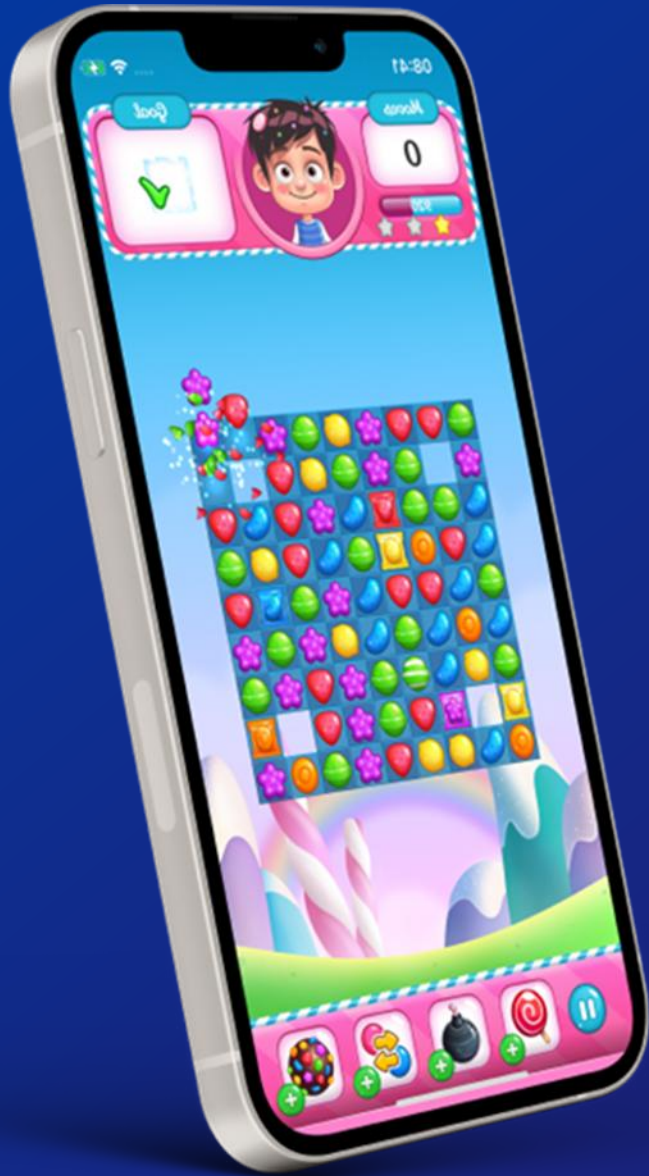
amerihealthcaritasoh.com

All images are used under license for illustrative purposes only. Any individual depicted is a model.

Mobile Gaming

AmeriHealth Caritas Ohio is addressing long-standing gaps in Medicaid member care and engagement with a first-of-its-kind statewide mobile gaming program. For years, Medicaid managed care plans have struggled to reach and engage members because of poor or outdated contact information, low interaction with traditional communications, and solutions that often fail to sustain member interest — making it challenging to drive awareness, deliver information, and build meaningful connections. Understanding these barriers, AmeriHealth Caritas Ohio identified the need for a new, more modern and effective way to connect with members.





- Outdated contact info
- Low response rates
- Low engagement with mail/portals, hard-to-reach populations

- 70%+ of U.S. adults play mobile games
- One-third of players from low-income households
- Accessible across age, geography, and literacy levels
- A trusted, daily digital behavior

Why mobile gaming

>210M

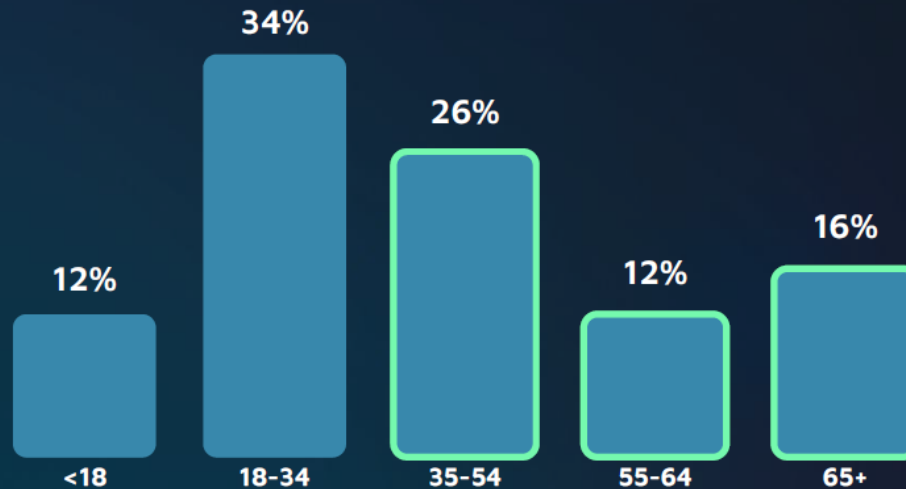
Mobile gamers in US

6.3B

Minutes spent/day in US

100B

Ad Impressions in US



They're the perfect breakthrough engagement channel because of their:

- Broad Appeal
- Quick Gameplay
- Reward Mechanics
- Frequent Interaction



Sources: 1) Time Spend on iOS and Android Devices, Flurry Analytics, ComScore, NetMarketShare, TechCrunch 2) App Usage Statistics in 2023, TechJury 3) Jun Group, 2022 Modern Mobile Gamer

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AmeriHealth Caritas Motivv member journey



Members choose games



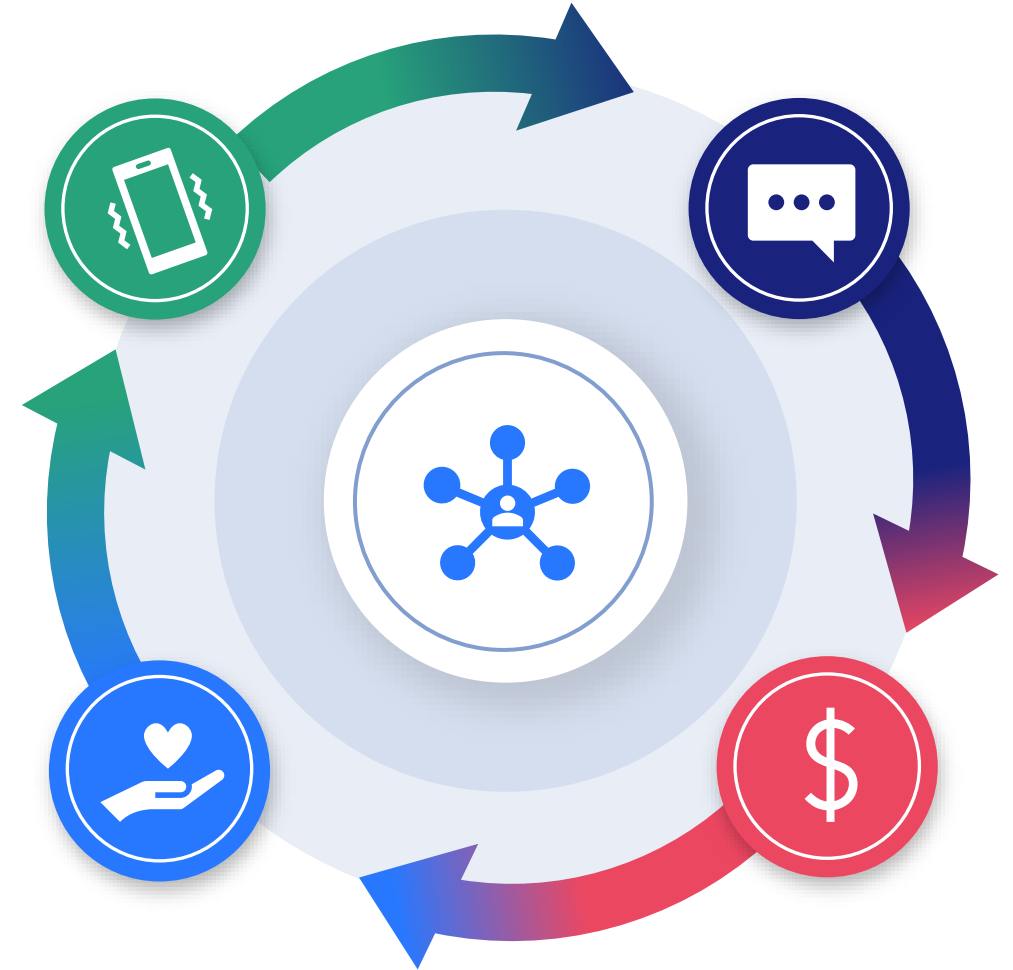
Get trivia/missions, health content replaces ads



Incentive structure includes up to \$20 total in CARE Card incentives in \$5 increments

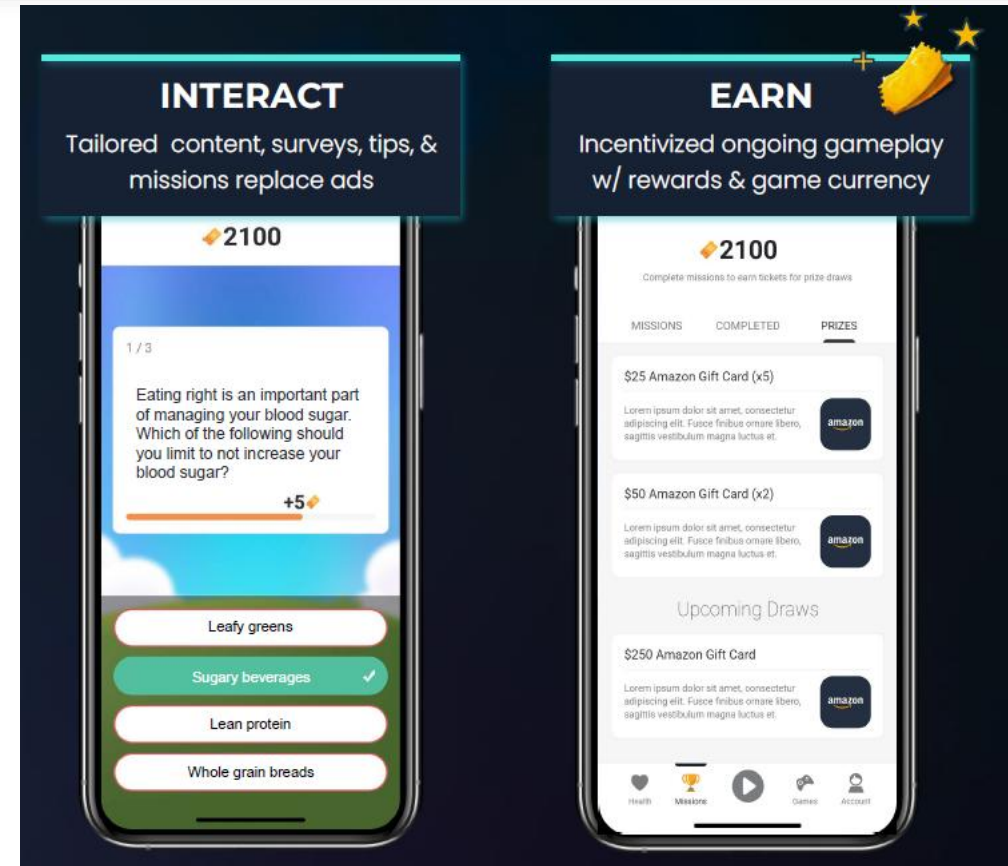


One-tap connections to resources such as finding a provider, urgent care, member handbook



Member journey

- Quick-creation missions
- Streak rewards
- Trivia-based learning
- Intrinsic/extrinsic motivation
- Continuous engagement loops



Adoption and demographics

Recurring Utilization*

31,187

Total User Logins

37%

Monthly Unique Utilization

14%

Platform DAU / MAU

22%

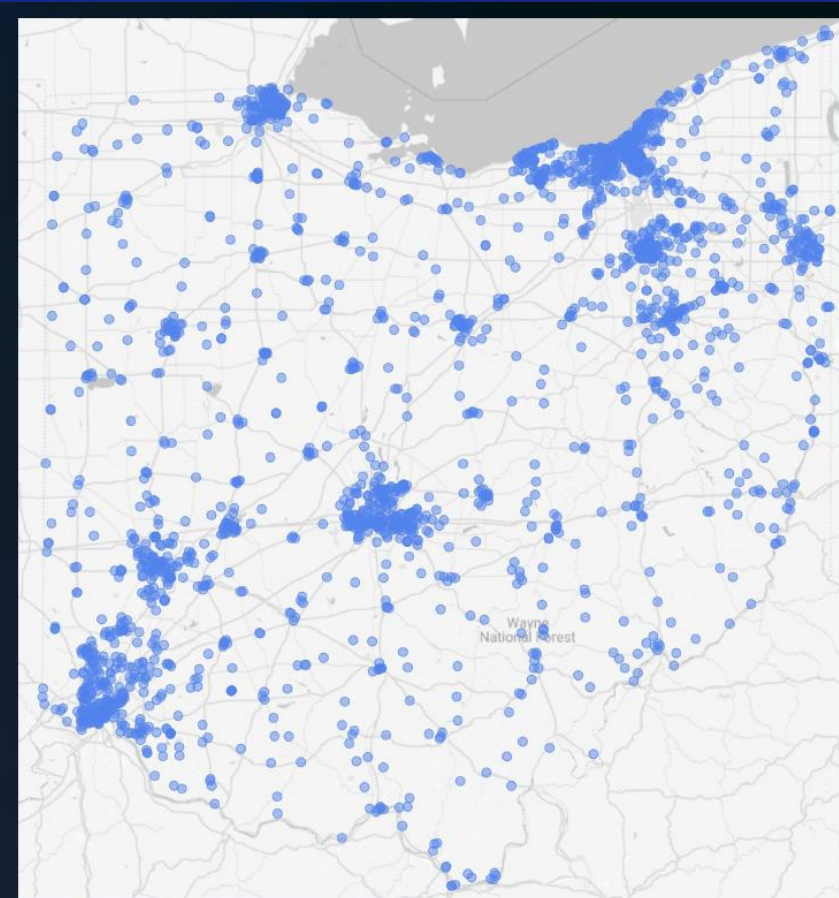
Monthly Recurring Utilization

13%

Weekly Recurring Users

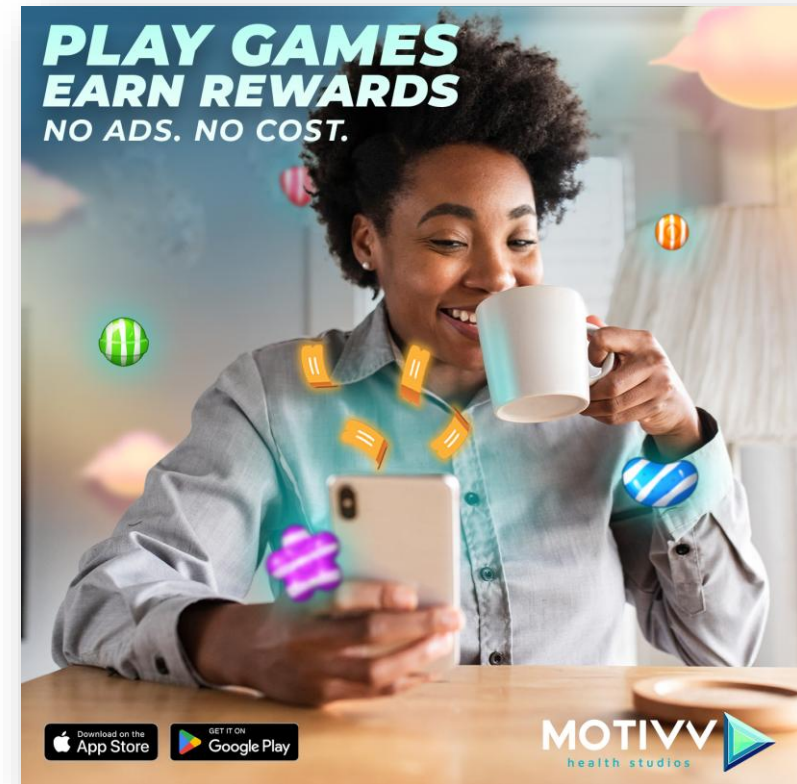
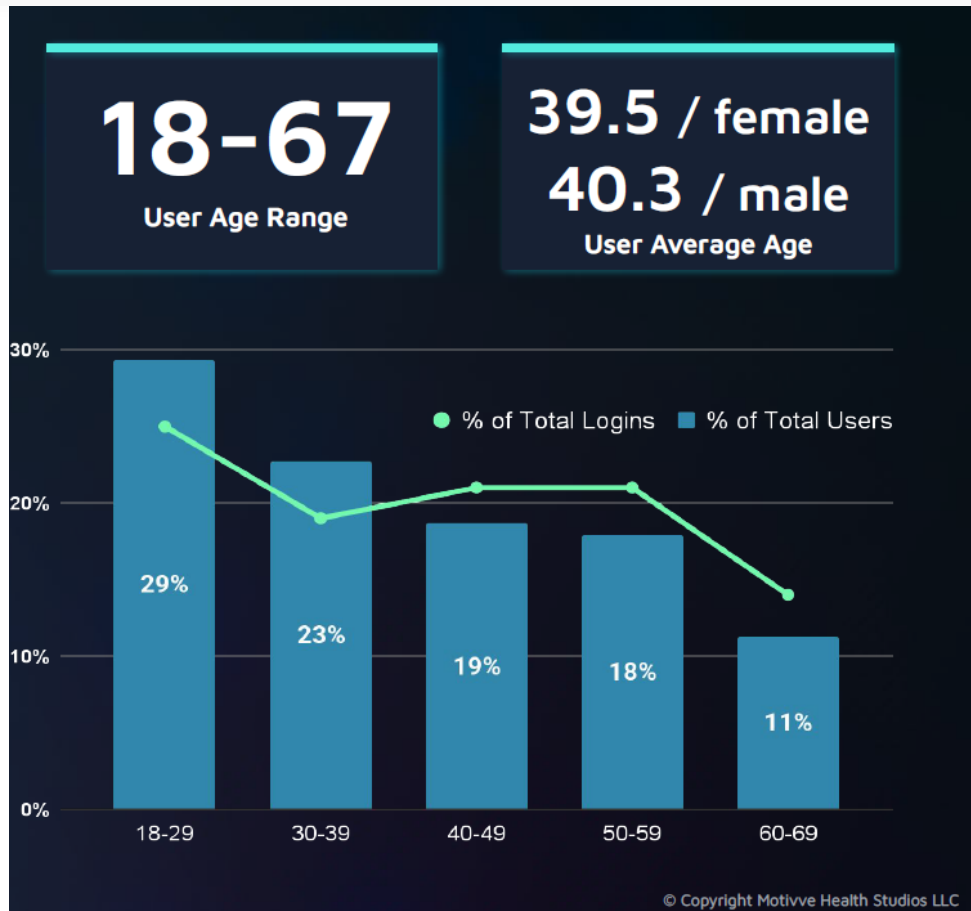
Benchmark for healthcare is <2%; B2C SaaS apps is 11%:

- 20% is considered good
- 50% is world class



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Adoption and demographics



Adoption and demographics

Hourly & Time Utilization

2-10P

Most Popular Window

289,781

Total Minutes Spent

141

Avg Time Per User (Min)

15.2

Avg Session Length (Min)



Reaching members/patients

Data integration allows members to update contact information

Information sent back to Ohio Department of Medicaid to update membership files

Contact Enrichment

91%

New Emails Not On Record

>28%

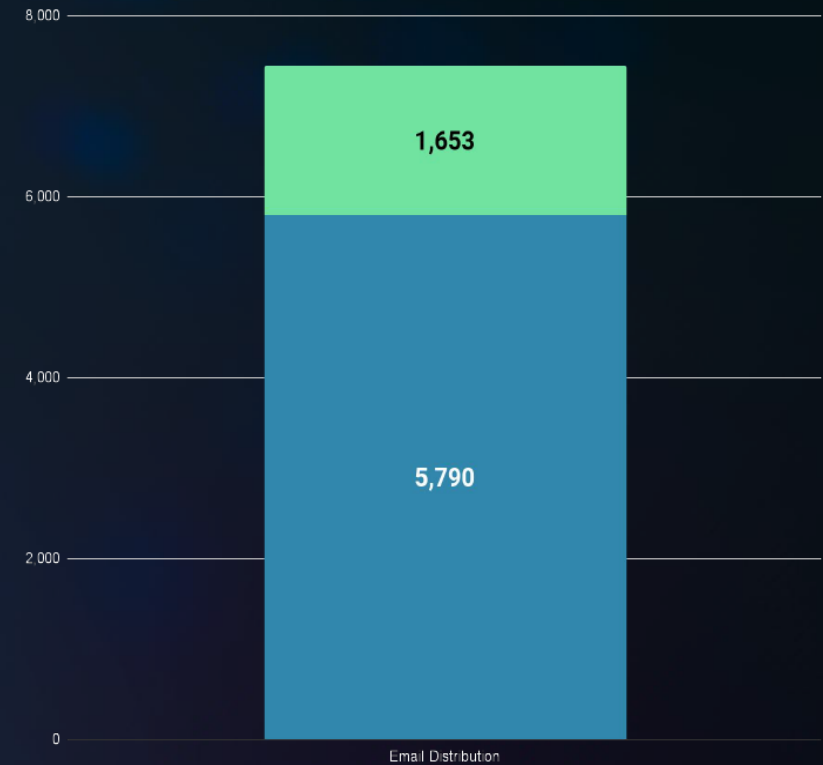
Increase in Plan Emails

>22%

Capture of Emails on Record

6 → 8%

Increase in Email Coverage



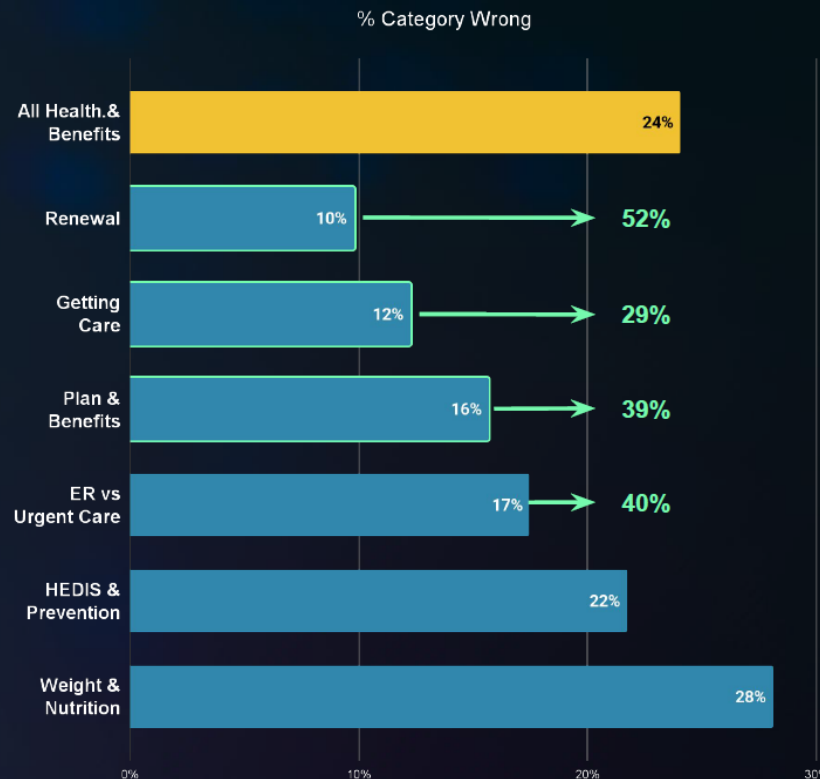
■ Motiv Captured ■ Existing Plan Emails

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Mobile Gaming

Content & Trivia Insights

294,585 Total Question Responses	→	24% Literacy Gap Identified
94,185 Plan & Care Responses	→	31% Learning Rate
9.2 Avg Responses / Login	↓	Learning rate calculated by the # of correct retries for responses previously answered incorrectly



Patients with low literacy had poorer health outcomes, including knowledge, intermediate disease markers, measures of morbidity, general health status, and use of health resources.

Patients with low literacy were generally 1.5 to 3 times more likely to experience a given poor outcome.

NIH National Center for Biotechnology Information
pmc.ncbi.nlm.nih.gov/articles/PMC1492599/

HRA

AmeriHealth Caritas Ohio designed one of the trivia missions to gamify the completion of members' annual Health Risk Assessment (HRA).

Daily files are sent securely from the mobile gaming app platform to AmeriHealth, allowing Care Coordinators to respond to member needs in real time.

Health Risk Assessment Utilization

30,717

Total HRA Responses

87%

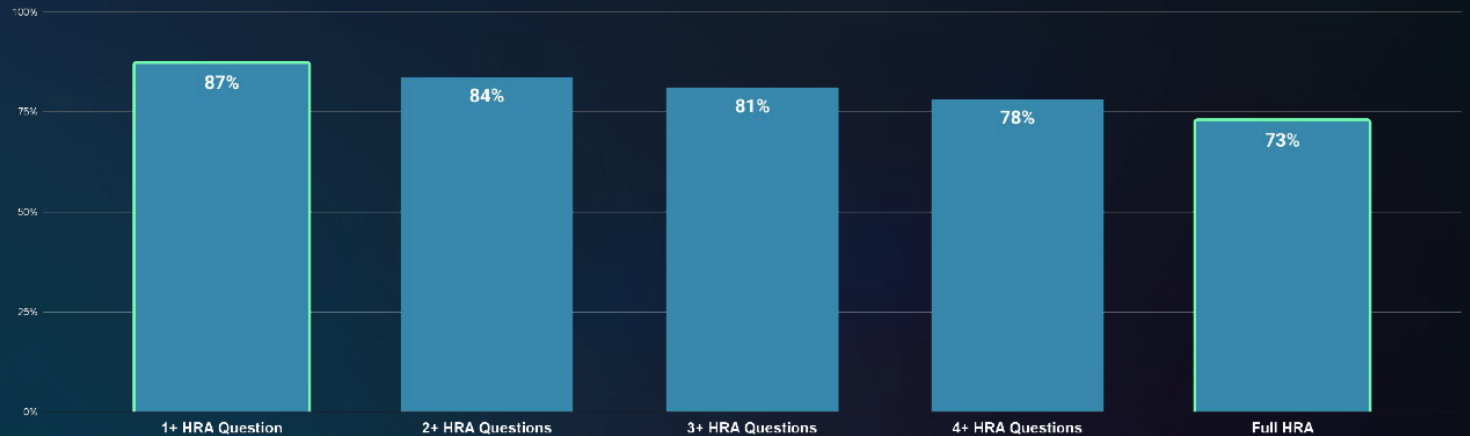
Completed 1+ Question

73%

Completed Full HRA

12.9

Avg HRA Responses / User



Mobile Gaming

Survey Insights

93,727

Total Survey Responses

13,294

Total Survey Completions

3,905

Avg Responses / Month

551

Avg Completions / Month

47

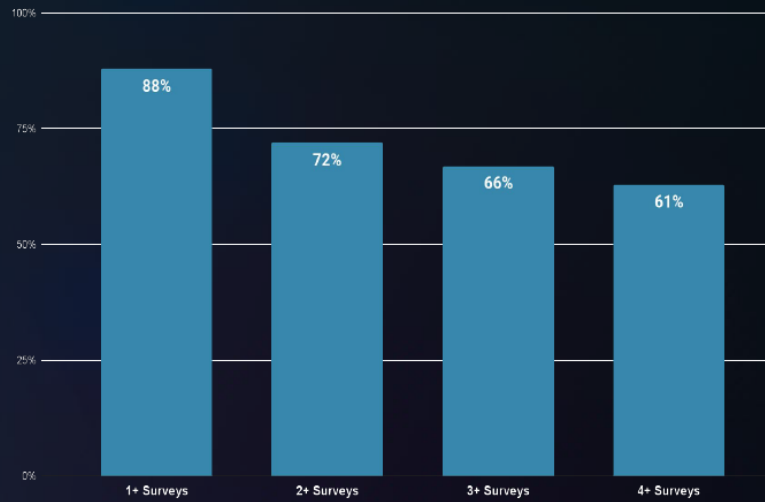
Avg Responses / User

6.6

Avg Completions / User

Available Surveys:

- Health Risk Assessment
- Member Checklist
- Medication Management
- Chronic Pain
- Behavioral Health (PHQ2 & GAD2)
- Access-to-Care
- Plan Satisfaction
- Care Experience
- Provider Satisfaction
- Tobacco Use
- Asthma / COPD
- Member Retention

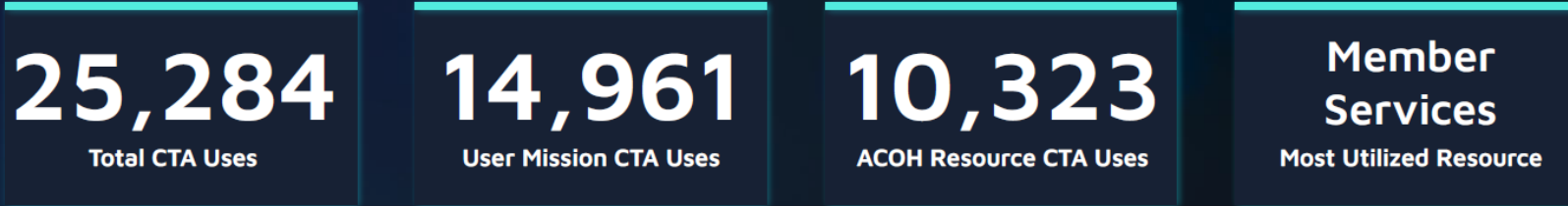


Survey = “mission” and includes a series of trivia questions on the same topic.

Surveys are designed in collaboration with Population Health, Quality, Care Coordination and Member Engagement teams. They are data-driven and often address gaps in care or support improved HEDIS outcomes.

Call to action

Resource Utilization



Certain responses to trivia questions are programmed to connect members to AmeriHealth resources, such as providers in their area, with a single tap on the screen.

Operationalizing the data

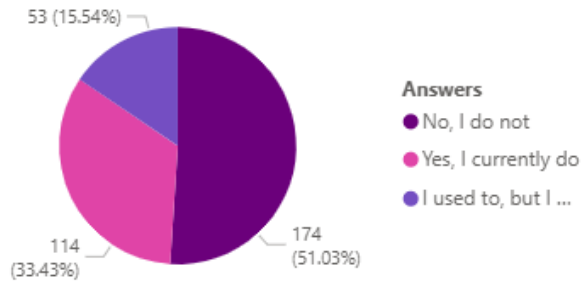
Would you like someone to reach out to you about available mental health or substance abuse services?	Yes I would
Would you like a Care Manager to contact you about tobacco cessation or nicotine replacement therapy?	Yes, please contact me
Would you like someone to reach out to you about available mental health or substance abuse services?	Yes I would
Would you like someone to reach out to you about available mental health or substance abuse services?	Yes I would
Would you like a Care Manager to contact you about tobacco cessation or nicotine replacement therapy?	Yes, please contact me
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Would you like someone to reach out to you about available mental health or substance abuse services?	Yes I would
Would you like someone to reach out to you about available mental health or substance abuse services?	Yes, please contact me
Would you like a Care Manager to contact you about tobacco cessation or nicotine replacement therapy?	Yes, please contact me
Would you like a Care Manager to contact you about COPD or asthma related health concerns?	Yes, please contact me
Would you like a Care Manager to contact you about tobacco cessation or nicotine replacement therapy?	Yes, please contact me



Care Coordinators staff receive data files in the environment used for case management and outreach members to close gaps in care

Tobacco

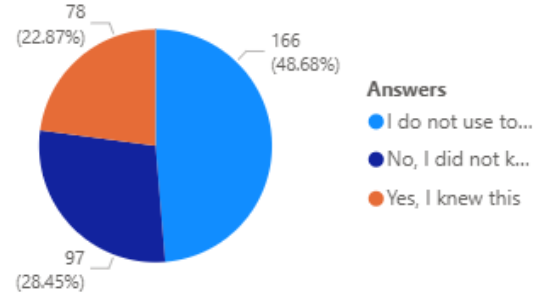
Do you currently use any tobacco or other nicotine delivery product i.e., e-cigarette, vaping, or chewing tobacco?



Answers

- No, I do not
- Yes, I currently do
- I used to, but I ...

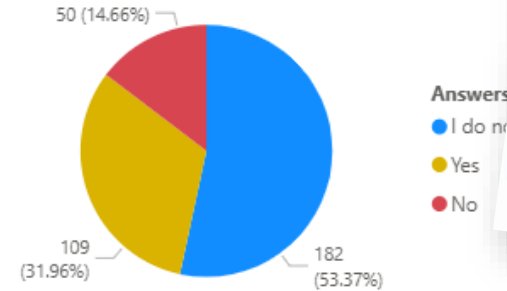
Did you know your health care benefits cover services and medications to help you quit tobacco or other nicotine delivery products?



Answers

- I do not use to...
- No, I did not k...
- Yes, I knew this

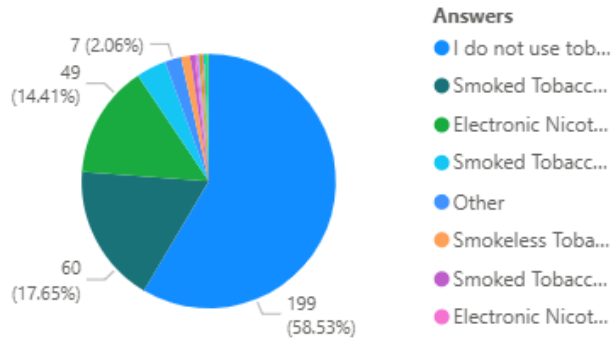
Have you ever tried to quit using tobacco or other nicotine delivery products?



Answers

- I do not
- Yes
- No

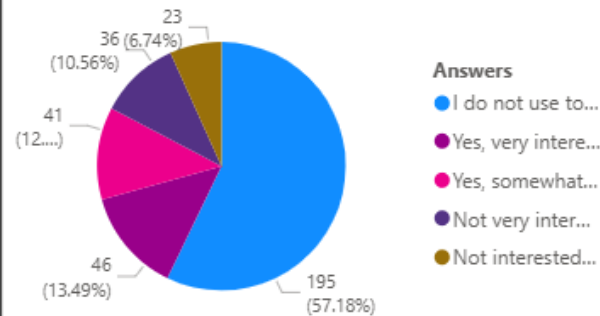
Which of the following do you currently use? (select all that apply)



Answers

- I do not use tob...
- Smoked Tobacc...
- Electronic Nicot...
- Smoked Tobacc...
- Other
- Smokeless Tob...
- Smoked Tobacc...
- Electronic Nicot...

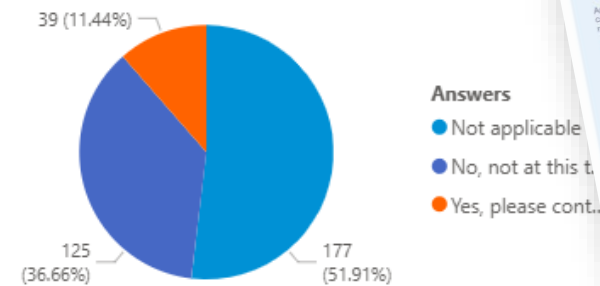
Are you interested in quitting tobacco or other nicotine delivery products?



Answers

- I do not use to...
- Yes, very intere...
- Yes, somewhat...
- Not very inter...
- Not interested...

Would you like a Care Manager to contact you about tobacco cessation or nicotine replacement therapy?



Answers

- Not applicable
- No, not at this t...
- Yes, please cont...



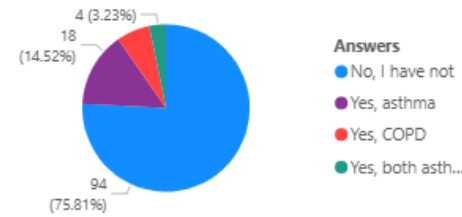
COPD

Most members not diagnosed; those diagnosed largely well controlled

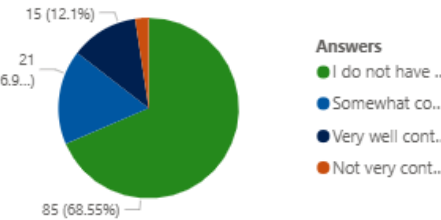
Low hospitalization rates in past year

Gaps in action plans, medications, and targeted care manager outreach

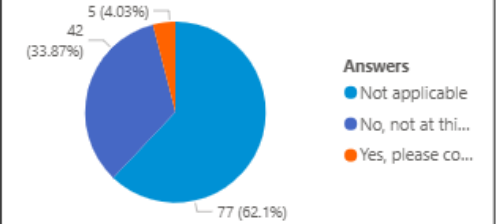
Have you ever been diagnosed by a doctor with chronic obstructive pulmonary disease (COPD) or asthma?



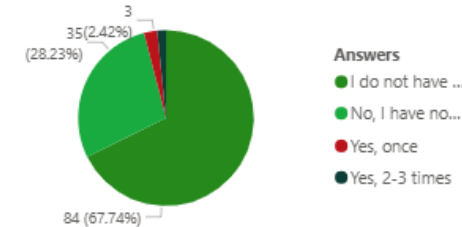
How well would you say your COPD or asthma is managed or under control?



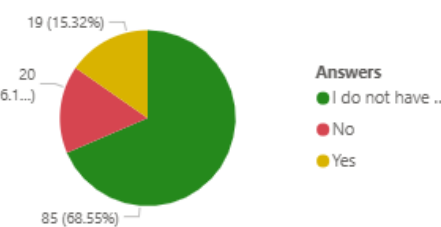
Would you like a Care Manager to contact you about COPD or asthma related health concerns?



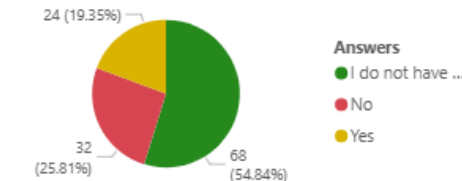
In the past 12 months, have you been hospitalized for COPD or asthma?



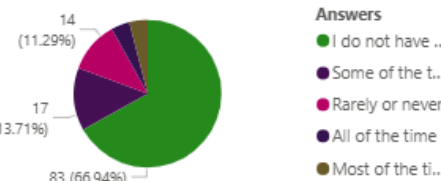
Has your doctor helped you create an action plan to manage your COPD or asthma?



Are you currently taking any medications prescribed by a doctor to help treat or manage your COPD or asthma?



Does your COPD or asthma impact your ability to complete day-to-day activities, such as going up steps, walking, or working around the house?



Year and Quarter of Response
 2025
 2026

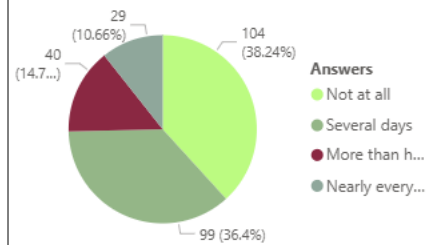
COPD_CND
 (Blank)
 N
 Y

PICS_RISK_LEVEL
 High
 Low

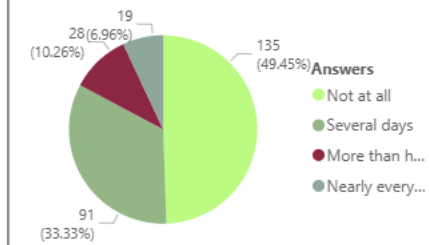
Pop Stream
 Adult with CC
 BH Adults Non-SUD
 BH Adults SUD
 BH Children
 Children with CC
 Children with DD
 Healthy Adults
 Healthy Children
 Infants
 Older Adults

Behavioral health

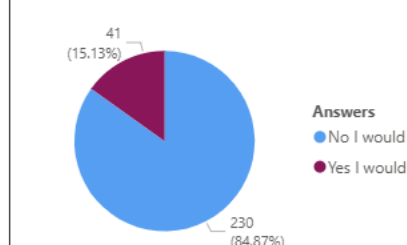
Over the last 2 weeks, how often have you felt nervous, anxious or on edge?



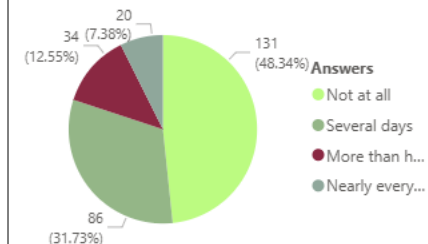
Over the last 2 weeks, how often have you felt down, depressed or hopeless?



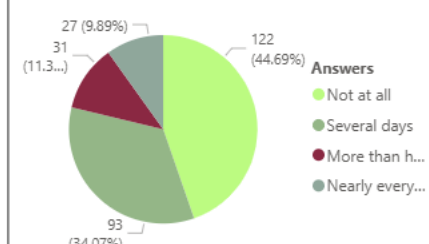
Would you like someone to reach out to you about available mental health or substance abuse services?



Over the last 2 weeks, how often have you not been able to stop or control worrying?



Over the last 2 weeks, how often have you had little interest or pleasure in doing things?



Year and Quarter of Response

- 2025
- 2026

PICS_RISK_LEVEL

- High
- Low

Pop Stream

- Adult with CC
- BH Adults Non-SUD
- BH Adults SUD

DEPR_CND

- (Blank)
- N

168 unique members completed PHQ-2 + GAD-293 referred for additional outreach

21% of referred successfully contacted

Resulting supports included BH resources, maternity supports, job resources, transportation, dental/vision, chiropractic, value added services



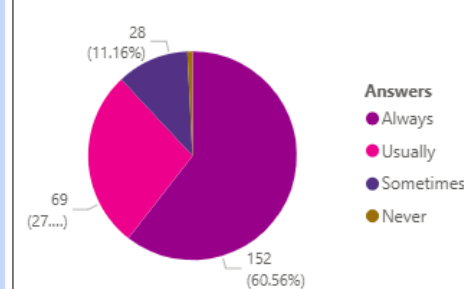
Provider satisfaction

Strong provider communication & respect: 60% say always; most others say usually

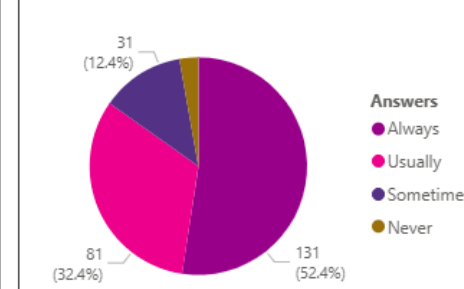
High comfort discussing sensitive issues: ~64% very comfortable, ~30% somewhat comfortable

Overall care rated highly: Majority score their experience 8-10

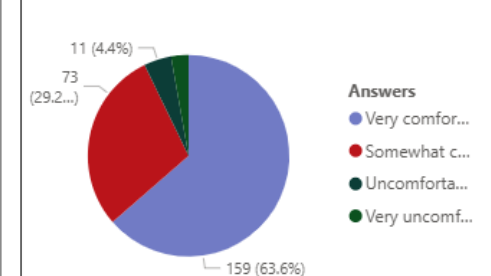
How often do you feel your doctor or healthcare provider explain things in a way that was easy to understand?



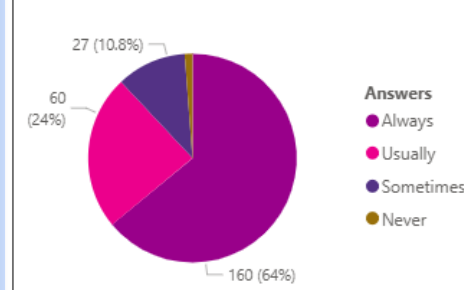
How often do you feel your doctor or healthcare provider spends enough time with you?



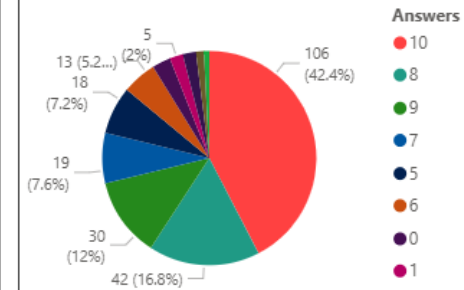
How comfortable do you feel discussing personal or sensitive health concerns with your doctor or a healthcare provider?



How often do you feel your doctor or healthcare provider shows respect for what you have to say?



In the past 6 months, how would you rate your overall healthcare experience when receiving care with your doctor or a healthcare provider...



Year and Quarter of Response

2025

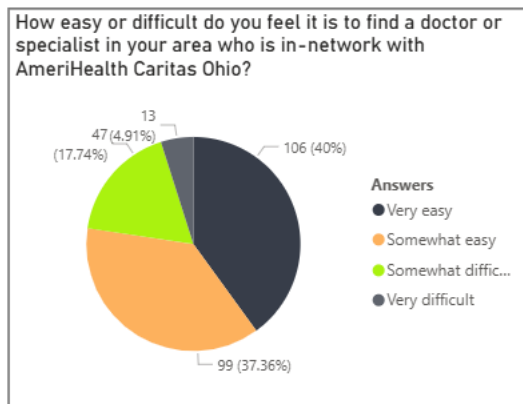
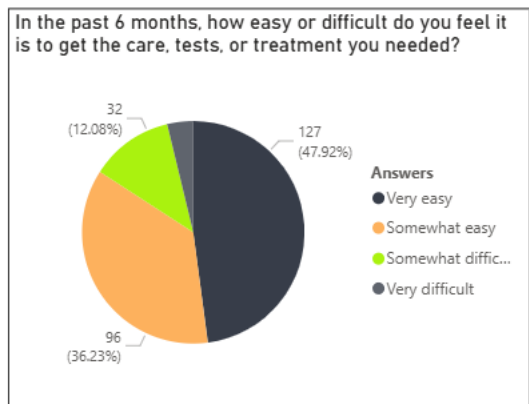
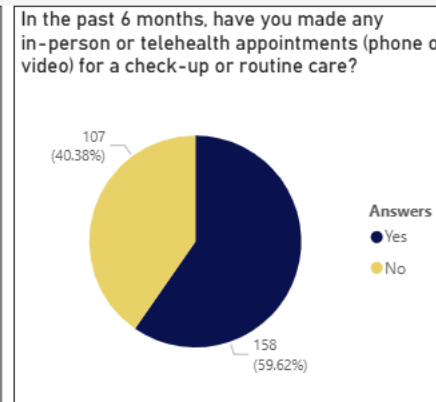
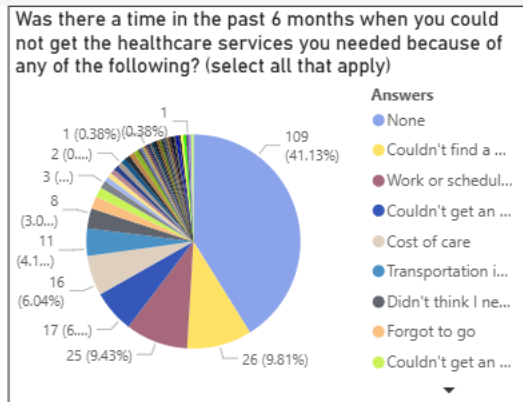
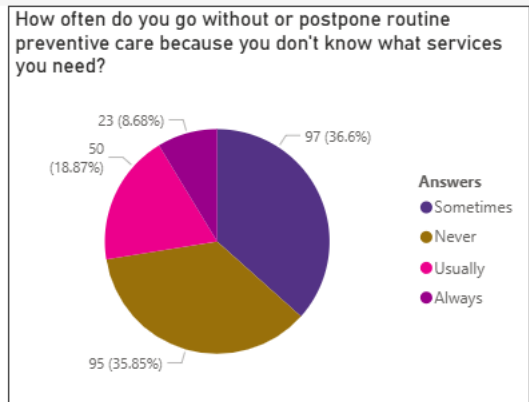
2026

Pop Stream

Adult with CC



Accessing medical care



Year and Quarter of Response

- 2025
- 2026

PICS_RISK_LEVEL

- High
- Low

Pop Stream

- Adult with CC
- BH Adults Non-SUD
- BH Adults SUD

Many delay preventive care due to benefit confusion

Most able to get care and find in-network providers

Barriers are limited but practical (scheduling, cost, transportation)

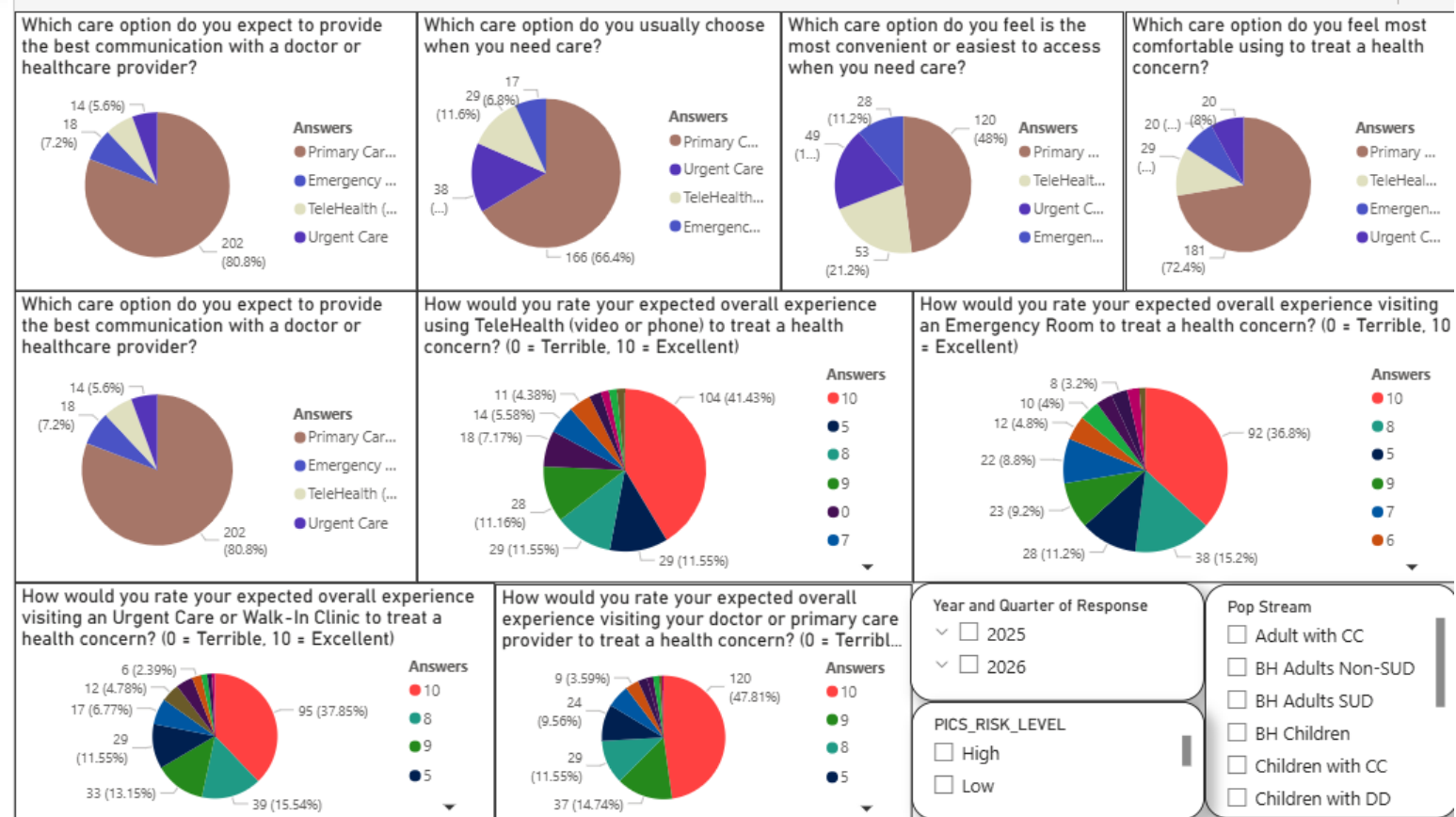


Perceived care experience

Primary care is preferred for communication, comfort, and usual care

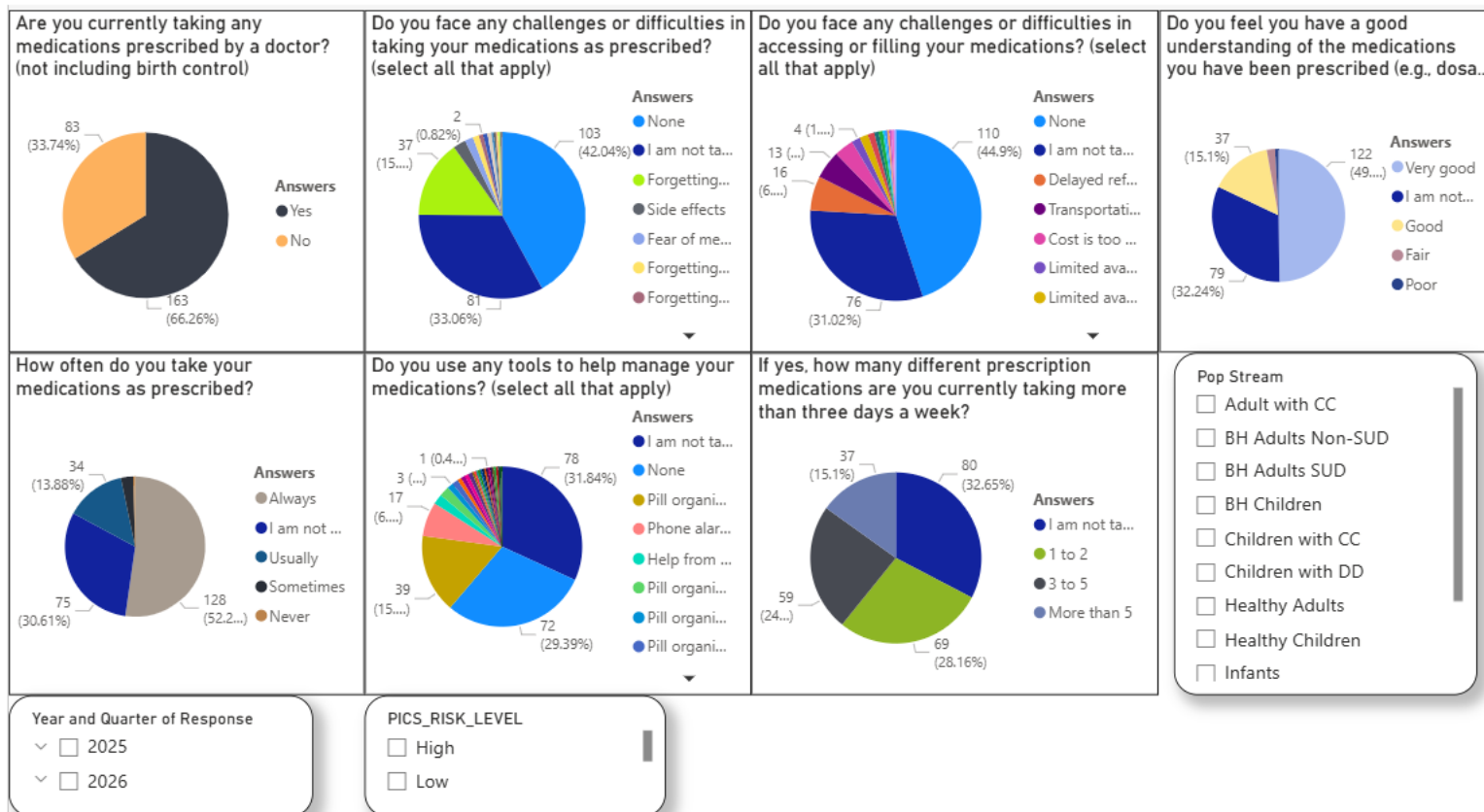
Telehealth & urgent care valued for convenience and access

Primary care rated highest for expected experience





Medication management



Most members take medications and report strong adherence

Challenges are practical (forgetting, side effects, access)

Medication complexity creates opportunity for targeted support

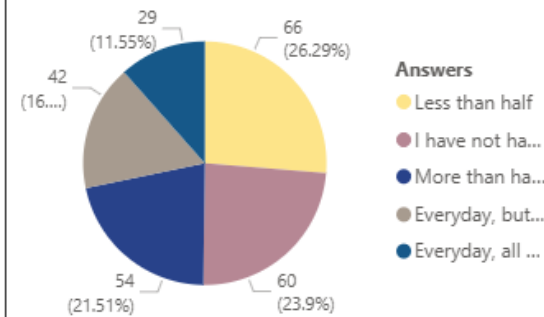
Chronic pain

Pain is common, but usually low to moderate

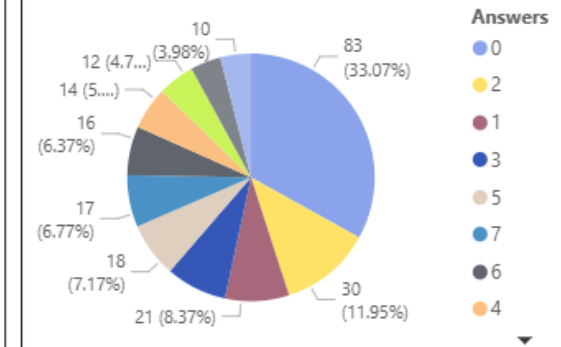
Most report minimal impact on daily function

Smaller group experiences frequent, disruptive pain

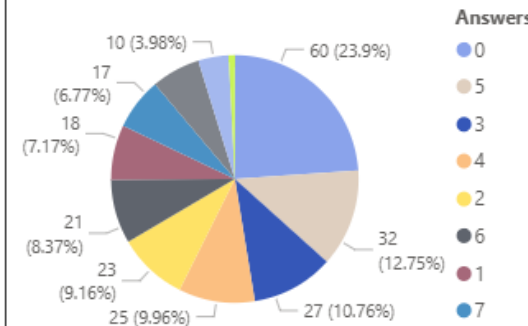
Over the last six months, on about how many days have you had pain?



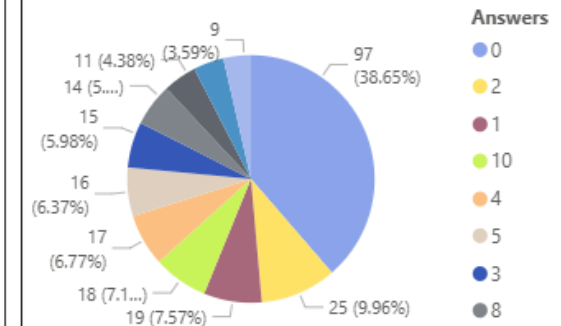
In the past 7 days, how much did pain interfere with your day-to-day activities? (0 = No Interference, 10 = Completely interferes)



In the past 7 days, how would you rate your pain on average? (0 = No Pain, 10 = Worst imaginable pain)

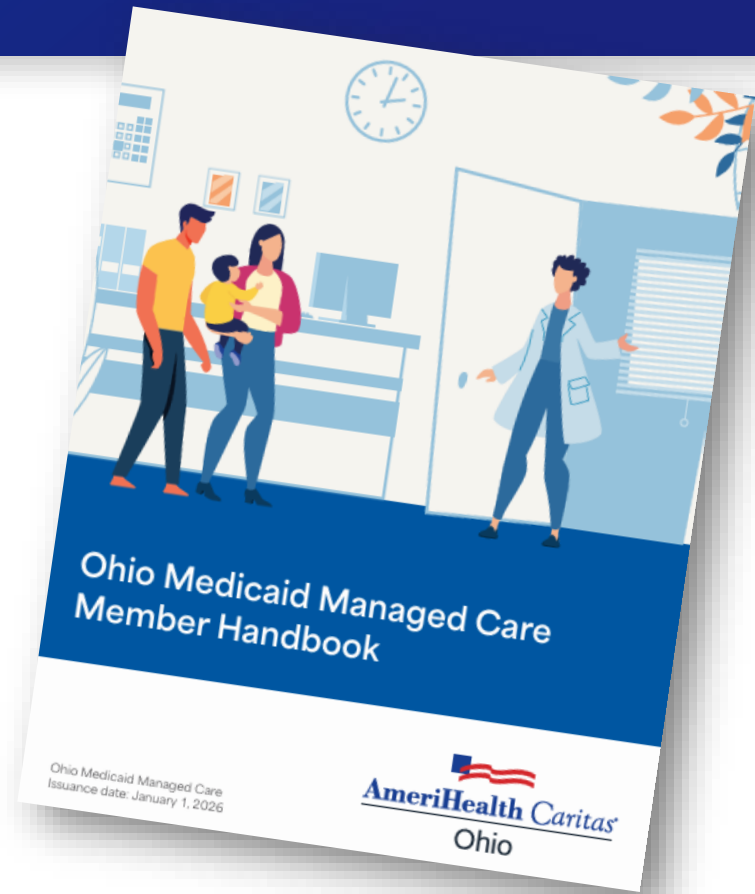
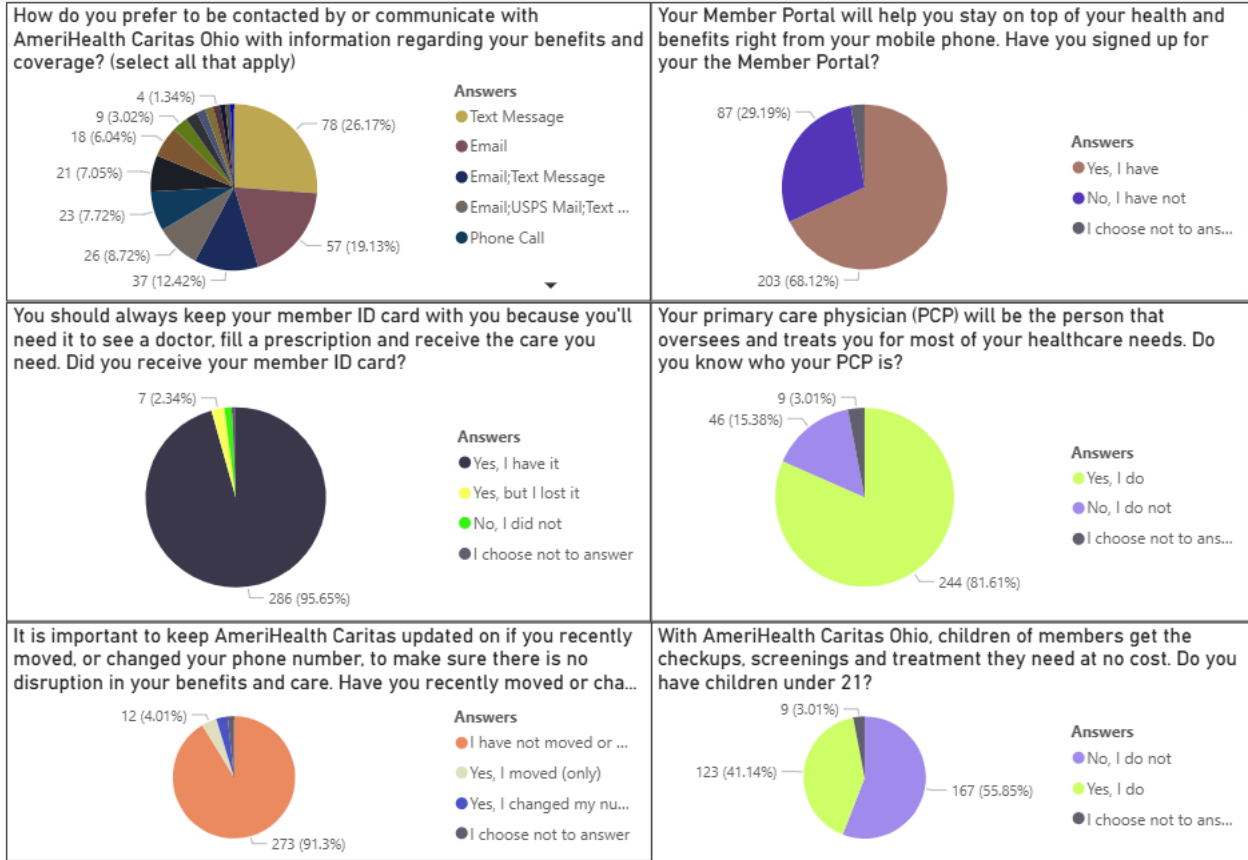


In the past 7 days, how much did pain interfere with your enjoyment of life? (0 = No Interference, 10 = Completely interferes)



Continued
engagement

Member checklist



Member retention

Motivv members retain at significantly higher rates

Largest impact seen in new member retention

Longer tenure and reduced open-enrollment churn

Retention Findings (Preliminary)

80%

Avg cohort retention

23%

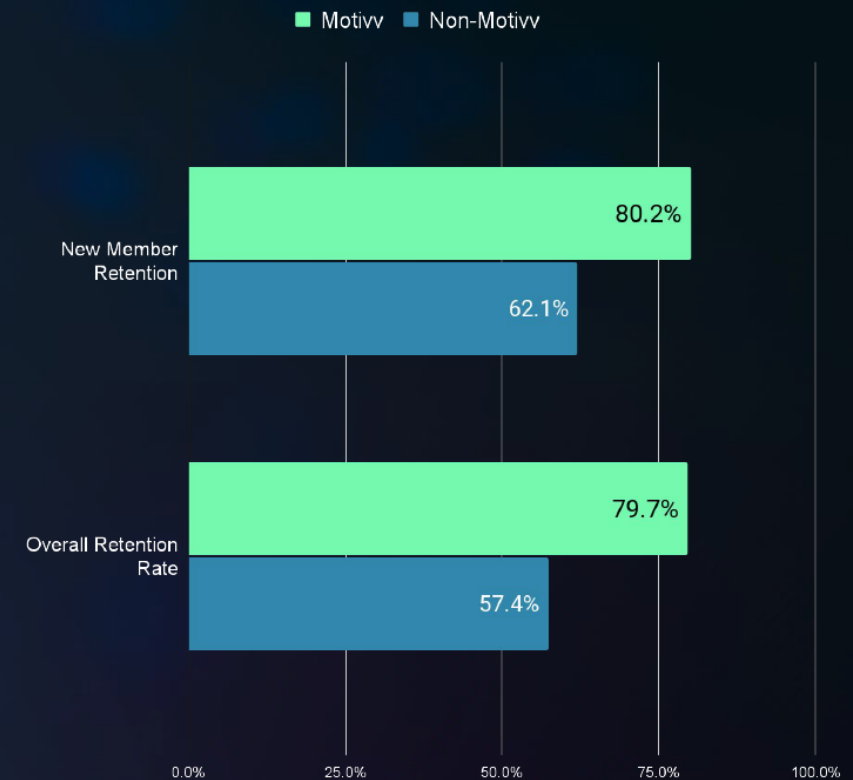
Avg Retention Gap vs Non-Motivv

2.0+

Months longer tenure for termed members

1.6x

Less likely to churn during open enrollment



Encouraging uptake



AmeriHealth Caritas Ohio is excited to announce a new program for members age 18+. Play ad-free mobile games, answer health trivia, and earn CARE Card rewards at no cost to you! *



SCAN AND START PLAYING TODAY!

Activation Code: **ACOH**

- 1 SCAN THE QR CODE**
Download any game to get started
- 2 CREATE YOUR ACCOUNT**
You'll need your 12-digit Member ID
- 3 START PLAYING!**
Play any game with the same login

*Some restrictions and limitations may apply.



Find your 12-digit ID number on the front of your Member ID. Sign up to play and start earning CARE Card rewards today!

MOBILE GAMES COME WITH YOUR BENEFITS!



SCAN TO PLAY TODAY

Download A Game, Create Your Account, Play and Unlock Rewards!

MAXIMIZE ALL YOUR BENEFITS HAVE TO OFFER



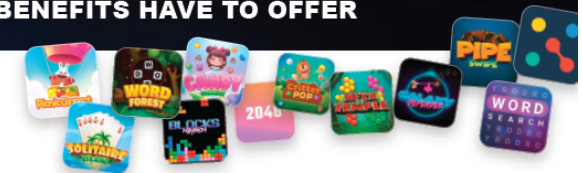
SCAN TO PLAY TODAY

Activation Code: **ACOH**

Download Any Game. Create Your Account. Play and Unlock Rewards!

PLAY GAMES	EARN REWARDS
HEALTH TRIVIA	COMPLETE MISSIONS
24/7 ACCESS	DISCOVER RESOURCES

Have questions? You can call Member Services at 1-833-764-7700 (TTY 1-833-889-6446), 24 hours a day, seven days a week.



AmeriHealth Caritas Ohio complies with applicable federal civil rights laws and does not discriminate on the basis of race; ethnicity; color; sex; religion; national origin; creed; marital status; age; Vietnam era or disabled veteran status; income level; gender identity; the presence of any sensory, mental, or physical disability; or any other status protected by federal or state law.

English ATTENTION: If you do not speak English, language assistance services, free of charge, are available to you. Call 1-833-764-7700 (TTY 1-833-889-6446). Spanish ATENCIÓN: Si habla español, tiene a su disposición servicios de asistencia lingüística sin cargo. Llame al 1-833-764-7700 (TTY 1-833-889-6446).

Haitian French Creole ATANSYON: Si w pale kreyòl ayisyen, genyen sèvis pou ede w nan lang pa w ki disponib gratis pou ou. Rele nan 1-833-764-7700 (TTY 1-833-889-6446).

Ukrainian УВАГА: Якщо ви говорите українською мовою, ви маєте право на безкоштовні мовні послуги. Телефонуйте за номером 1-833-764-7700 (TTY 1-833-889-6446).

Nepali/Nepalese (Nepal) ध्यान दिनुहोस्: यदि तपाईं नेपाली भाषा बोल्नुहुन्छ भने तपाईंका निम्न भाषासम्बन्धी सहयोग सेवाहरूका निम्न सूचीक रूपमा उपलब्ध हुन्छन्। 1-833-764-7700 (TTY 1-833-889-6446) मा फोन गर्नुहोस्।

Arabic: تنبيه: إذا كنت تتحدث العربية، تتوفر خدمات المساعدة اللغوية لك مجاناً. اتصل بالرقم: (TTY 1-833-889-6446) 1-833-764-7700.

Somali FIIRO GAAR AH: Haddii aadan ku hadlin Af-Soomaali, adeegyada caawimaada luqadda oo bilaash ah, ayaa diyaar kuu ah. Wac 1-833-764-7700 (TTY 1-833-889-6446).



For more information visit: motivvhealthstudios.com/acoh




AmeriHealth Caritas™

Ohio

AmeriHealthCaritasOH.com/provider

[Provider homepage](#) | [Claims & billing](#) | [Prior authorization](#)


 **Provider Partnerships - April 2026**
A newsletter from AmeriHealth Caritas Ohio to better support those who care for our members.

In this issue News Ohio Department of Medicaid Claims and billing Prior authorizations Behavioral health Resources Training opportunities Employee spotlight Importance of well-child visits	Helpful links Provider alerts and newsletters Provider manual Provider claims and billing manual Prior authorizations
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Provider Services
1-833-644-6001
[Click to email provider services](#)

Access to care
AmeriHealth Caritas Ohio providers must meet access standard guidelines as outlined in this publication to help ensure that Plan members have timely access to care.

AmeriHealth Caritas Ohio endorses and promotes comprehensive and consistent access standards for members to assure member accessibility to healthcare services. The Plan establishes mechanisms for measuring compliance with existing standards and identifies opportunities for the implementation of interventions for improving accessibility to healthcare services for members.



Ashley Sweeny Davis
Vice President, Plan Operations & Administration



Tessie Pollock
Healthcare Marketing | Strategic Communications | Media Relation...

