



We heal and inspire the human spirit.

To: Medicare PCPs & IPAs
From: IEHP Quality Department
Date: July 23, 2025
Subject: 2025 Medicare Member Incentives FAQs

We are pleased to provide you with the latest updates regarding the **2025 Medicare Member Incentive Programs**. Sharing details about these incentive programs with members can increase engagement, facilitate access to preventive care and support Providers with meeting P4P measurement goals.

| Medicare Member Incentives FAQ | |
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| What is the Member Incentive Program? | <ul style="list-style-type: none">Members are incentivized to complete needed wellness visit and close gaps in care. |
| Who is eligible for the Member Incentive Program? | <ul style="list-style-type: none">Members are identified in the target population by specific measure.. |
| How are Members notified? | <ul style="list-style-type: none">Qualifying Members will receive notification of the incentive program that includes education on the health benefits of completing the specific wellness visit with instructions to visit the PCP to obtain the needed services, and how to receive the incentive. |
| How do Members Receive the Incentive? | <ul style="list-style-type: none">Member must be eligible for the measure.Complete the wellness visit listed on the communication by the stated deadline.Encounter must be submitted by Provider and received by IEHP, via standard billing channels. |
| What Is the Member Incentive? | <ul style="list-style-type: none">Members may choose from a selection of gift cards.Once IEHP receives proof of service, the Member will receive a reward certificate within two weeks. The certificate will include a unique claim code and instructions for claiming the gift card via telephone, online, or mail.Members can expect to receive their gift card 2 -3 weeks after making the gift card selection. |

| 2025 MEDICARE MEMBER INCENTIVE PROGRAM OVERVIEW | | | |
|---|----------------------|--------------------------|------------------|
| Preventive Measure | Member Eligibility | Member Notification Date | Incentive Amount |
| Annual Wellness Visit* | ALL Medicare Members | July 2025 | \$50 |
| Medication Therapy Management | | July 2025 (Quarterly) | \$25 |

*Please refer to the 2025 IEHP Direct Stars Incentive Program Guide for guidance on required coding and documentation.

If you have any questions, please contact the IEHP Provider Call Center at (909) 890-2054, (866) 223-4347 or email ProviderServices@iehp.org

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