

## Do's and Don'ts of Marketing the Recovery Incentives Program

DO	DON'T
✓ Clarify that the CM benefit is available to individuals who meet certain eligibility criteria, such as having a qualifying StimUD, enrolling in Medi-Cal, and residing in a participating county	✗ Use language that could mislead ineligible people into believing that they will qualify for CM incentives
✓ Explain that CM is intended to support treatment goals over time, such as substance non-use and treatment adherence	✗ Suggest that a member will receive an incentive just for showing up
✓ Accurately describe the nature and potential value of the motivational incentives (e.g., “up to \$599,” “gift cards to your favorite retail and grocery stores”).	✗ Overstate the potential value of the incentives (e.g., “almost \$1,000!”), or state that incentives will be made in cash
✓ Ensure members understand that the CM benefit is optional	✗ Suggest that a member <i>must</i> enroll in CM in order to receive other health care services
✓ Let potential members know that CM incentives are conditioned on undergoing a medical assessment and taking regular drug tests, in accordance with DHCS’ CM protocol	✗ Suggest that CM incentives are conditioned on members receiving services beyond those required under DHCS’ CM protocol
✓ Emphasize that CM is a new and exciting option under DMC-ODS to support people with StimUD	✗ Suggest that the CM benefit is unique to a particular provider, or that one provider’s CM benefit is better than another’s
✓ Emphasize that use of motivational incentives is based on research	✗ Suggest that it is the only proven approach to StimUD treatment