

## Do's and Don'ts of Marketing the Montana HEART Contingency Management Program

<u>DO</u>	<u>DON'T</u>
<ul style="list-style-type: none"> <li>✓ Clarify that the CM benefit is available to individuals who meet certain eligibility criteria, such as having a qualifying StimUD, enrolling in Medicaid, and receiving outpatient treatment from a participating agency</li> </ul>	<ul style="list-style-type: none"> <li>✗ Use language that could mislead ineligible people into believing that they will qualify for CM incentives</li> </ul>
<ul style="list-style-type: none"> <li>✓ Explain that CM is intended to support treatment goals over time, such as substance non-use and treatment adherence</li> </ul>	<ul style="list-style-type: none"> <li>✗ Suggest that a member will receive an incentive just for showing up</li> </ul>
<ul style="list-style-type: none"> <li>✓ 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”).</li> </ul>	<ul style="list-style-type: none"> <li>✗ Overstate the potential value of the incentives (e.g., “almost \$1,000!”), or state that incentives will be made in cash</li> </ul>
<ul style="list-style-type: none"> <li>✓ Ensure members understand that the CM benefit is optional</li> </ul>	<ul style="list-style-type: none"> <li>✗ Suggest that a member <i>must</i> enroll in CM in order to receive other health care services</li> </ul>
<ul style="list-style-type: none"> <li>✓ Let potential members know that CM incentives are conditioned on undergoing a medical assessment and taking regular drug tests, in accordance with MT DPHHS’ CM protocol</li> </ul>	<ul style="list-style-type: none"> <li>✗ Suggest that CM incentives are conditioned on members receiving services beyond those required under MT DPHHS’ CM protocol</li> </ul>
<ul style="list-style-type: none"> <li>✓ Emphasize that CM is a new and exciting treatment option in Montana to support people with StimUD</li> </ul>	<ul style="list-style-type: none"> <li>✗ Suggest that the CM benefit is unique to a particular provider, or that one provider’s CM benefit is better than another’s</li> </ul>
<ul style="list-style-type: none"> <li>✓ Emphasize that use of motivational incentives is based on decades of research</li> </ul>	<ul style="list-style-type: none"> <li>✗ Suggest that it is the only proven approach to StimUD treatment</li> </ul>