



JEB BUSH  
GOVERNOR

CHRISTA CALAMAS  
SECRETARY

October 1, 2006

Dear Pharmacy Provider:

A new program to encourage Medicaid beneficiaries to engage in healthy behaviors has been established as part of Medicaid Reform, and is known as the Enhanced Benefits Account (EBA) Program. Medicaid beneficiaries enrolled in Reform Health Plans in Broward and Duval counties will be eligible to earn credits for engaging in Agency-approved healthy behaviors. The Agency will credit a specific dollar amount to a beneficiary's Enhanced Benefits Account for each healthy behavior documented, with a maximum accumulation of \$125 per individual for the period of September 1, 2006 through June 30, 2007.

The beneficiary may then access the credit in the Enhanced Benefits Account to purchase approved health-related products and supplies. The credits may be used at any Medicaid participating pharmacy provider to purchase many health-related products that are not a part of the normal prescription benefit. Examples include: cough and cold products, analgesics, vitamin/mineral supplements, vaporizers, oral health products and many others.

The EBA credits will be available through individual accounts recorded with the beneficiary's eligibility data in the Prescription Drug Claims System (PDCS). Beneficiaries will be notified by mail at least monthly when a deposit is made to this account or when they use the benefit to purchase approved items. Pharmacy providers will be reimbursed for the cost of the product if a sufficient amount is available in a beneficiary's account to make the purchase. Specific billing instructions will be mailed to you in the next few weeks and are now available on the Medicaid website at: [http://ahca.myflorida.com/Medicaid/medicaid\\_reform/enhab\\_ben/enhanced\\_benefits.shtml](http://ahca.myflorida.com/Medicaid/medicaid_reform/enhab_ben/enhanced_benefits.shtml).

Most of the items covered under the EBA Program will be billed using the product UPC code through the pharmacy point of sale system. You will be provided specific instructions on how to enter UPC codes for the claims transaction when billing for EBA services. In addition to direct mail instructions, there is a training presentation available on the website above that you or your staff may wish to view. We will also schedule face-to-face training through your local pharmacy associations.

Sincerely,

Jerry F. Wells, Chief  
Medicaid Pharmacy Services