

2025

WellCare OB/GYN Provider Incentive Program

At WellCare of North Carolina (WellCare), we understand that the provider-member relationship is key to ensuring superior healthcare and member satisfaction. To recognize these important partnerships, we have developed the 2025 OB/GYN Incentive Program to reward eligible OB/GYN practitioners for providing specific services. The eligibility rules and bonus table are listed below.



Program Highlights

- Only designated OB/GYN providers are eligible for the incentive.
- OB/GYN providers must submit a claim that includes CPT II procedure codes to receive bonus payments for eligible members.
- Services must be rendered to eligible members between June 1, 2025, and Dec. 31, 2025.
- Program payments will be paid quarterly with final payment no later than June 30, 2026.
- WellCare may request medical records if we cannot verify care using submitted data.

Instructions

- SCHEDULE AND CONDUCT AN EXAM**
Schedule and conduct an exam that complies with the HEDIS measure guidelines for Prenatal and Postpartum Care with a member by Dec. 31, 2025.
- UPON COMPLETION OF THE EXAMINATION,** document care and diagnosis in the patient's medical record, then submit the claim containing all relevant IPT II codes.



NOTE:

If you have questions about the OB/GYN Incentive Program, please contact your Provider Engagement Account Manager, Quality Practice Advisor, or email **WellcareNC_Provider_Quality@wellcare.com**.

Please anticipate a reply within 1 to 2 business days, Monday through Friday.

MEASURE AND BONUS AMOUNT

Care Gap	CPT II Code	Incentive per Gap Closure
Timeliness of Prenatal	0500F (Initial Prenatal Care Visit)	\$100
	0501F (Prenatal flow sheet documented in medical record by first prenatal visit)	
	0502F (Subsequent prenatal care visit)	
Postpartum Care	0503F (Postpartum Care Visit)	\$100

Additional Conditions

1. All providers must: (a) be in a participation agreement with WellCare of North Carolina, either directly or indirectly through a vendor, from the effective date and continually through the dates the bonus payments are made, and (b) be in compliance with their participation agreement. That includes completing required training or education programs requested or required by WellCare of North Carolina.
2. The bonus payment is paid to the eligible member's OB/GYN provider of record at the end of the applicable measurement periods as defined by HEDIS® specifications.
3. To receive payment, providers must be registered with PaySpan to receive ACH payments via direct deposit. Register at payspanhealth.com.
4. The bonus payment earned through this program is in addition to the compensation arrangement set forth in your participation agreement, as well as any other WellCare of North Carolina incentive programs you participate in. At WellCare of North Carolina's discretion, providers who have a contractual or other quality incentive arrangement with WellCare of North Carolina either directly or through an IPA/vendor may be excluded from participating in this program.
5. The terms and conditions of the participation agreement, except for appeal and dispute rights and processes, are incorporated into this program. That includes all audit rights of WellCare of North Carolina, and the provider agrees that WellCare of North Carolina or any state or federal agency may audit their records and information.
6. The program is discretionary and subject to modification due to changes in government healthcare program requirements. WellCare of North Carolina will determine if the requirements are satisfied. Payments will be made solely at WellCare of North Carolina's discretion. There is no right to appeal any decision made under the program. If the program's terms are revised, WellCare of North Carolina will send a notice.
7. WellCare of North Carolina reserves the right to withhold payment of any bonus that may have otherwise been paid to a provider that has received or retained an overpayment (any money to which the provider is not entitled, including, but not limited to, fraud, waste, or abuse) from WellCare of North Carolina, or WellCare of North Carolina's eligible member. If WellCare of North Carolina determines a provider has been overpaid, WellCare of North Carolina may offset any bonus payment that may have otherwise been paid to the provider against overpayment.
8. Only one incentive will be paid per member per HEDIS® sub-measure (e.g., one prenatal and one postpartum), based on the first claim(s) that close the care gap using the correct F-code(s). Additional compliant claims will not generate further payments. One pregnancy equals one TOPC and one PPC incentive opportunity. Providers do not need to close both gaps to earn an incentive. HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).
9. WellCare of North Carolina shall make no specific payment, directly or indirectly under a provider incentive program, to a provider as inducement to reduce or limit medically necessary services to an enrollee. This program contains no provisions that provide incentives, monetary or otherwise, for withholding medically necessary care. All services should be rendered in accordance with professional medical standards.