

## 2027 Wellness and Condition Management: Summary of Questions for Public Comment

### Updates to 2026 Wellness and Condition Management

#### Background Questions:

1. Which of the following best describes your organization?
  - Health plan
  - Wellness or condition management vendor
  - Health system or provider
  - Employer or purchaser
  - Community organization
  - Other (fill in the blank)
2. Approximately how many individuals does your organization serve each year?

#### Global Questions:

3. On a scale of 1–5, how valuable would this program be to your organization? Please explain the factors that contribute to your scoring.
4. On a scale of 1–5, how does NCQA’s modular design with a focus on Health Risk Assessments and Digitally Enabled Engagement align with your organization’s business needs?
5. Based on your organization’s experience, what other problems could a quality program for digital, member-facing vendors help address?
6. Given the current state and federal landscape, will this program create greater alignment across the wellness and condition management ecosystem, or are there elements that could create misalignment? Please explain your response.
7. NCQA proposes Food Is Medicine as a focus area embedded throughout the Wellness and Condition Management program. To what extent do you agree with this approach?
  - Strongly agree
  - Agree
  - Neither agree nor disagree
  - Disagree
  - Strongly disagree
8. If your organization provides member-facing wellness or condition management solutions, which services do you offer?
  - Population assessments
  - Health assessments
  - Social needs screenings and/or connection to services
  - Digital engagements (e.g. self-management tools, educational materials, health coaching)
  - Referral or care navigation
  - Medication management
  - Other services (fill in the blank)
  - NA

**Core Content:**

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**WCM 1: Transparency with Client Organizations**

9. Do you support the proposed element?
  - Element A: Scope and Services
10. Do you support the proposed element?
  - Element B: Incentive Management
11. Do you support the proposed element?
  - Element C: Performance Measure Reporting
12. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

**WCM 2: Data Exchange and Integration**

13. Do you support the proposed element?
  - Element A: Information on Data Capabilities
14. Do you support the proposed element?
  - Element B: Implementation of Data Exchange and Integration
15. If you are a wellness and condition management vendor, which types of data sources do you exchange and integrate? Select all that apply:
  - Medical and behavioral claims or encounter data
  - Pharmacy claims
  - Laboratory results
  - Health appraisal results
  - Electronic health records
  - Program activity records within the organization
  - Program-obtained patient reported outcomes
  - Biometric data
  - Demographic data
  - Referral sources
  - Other types (fill in the blank)
  - I don't know
  - Not applicable to my organization
16. If you are a wellness and condition management vendor, which data formats do you exchange and integrate? Select all that apply.
  - CSV - Comma-Separated Values
  - HL7 v2 - Health Level Seven Version 2 Messages
  - CDA - Clinical Document Architecture
  - FHIR - Fast Health Information Resource
  - JSON - JavaScript Object Notation
  - XML - Extensible Markup Language
  - X12 - ANSI X12 Electronic Data Interchange Transactions
  - DICOM - Digital Imaging and Communications in Medicine
  - Flat files
  - Other types (fill in the blank)
  - I don't know
  - Not applicable to my organization

17. If you are a wellness and condition management vendor, which organization types do you exchange and integrate data with? Select all that apply.

- Health plans.
- Behavioral health organizations.
- Care delivery organizations.
- Health plans.
- Pharmacy benefit managers.
- Disease management organizations.
- Data aggregators.
- Incentive management companies.
- Other types (fill in the blank)
- I don't know
- Not applicable to my organization

18. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **WCM 3: Privacy and Artificial Intelligence Governance**

19. Do you support the proposed element?

Element A: Uses and Disclosures

20. Do you support the proposed element?

Element B: Informing Eligible Individuals

21. Do you support the proposed element?

Element C: AI Governance

22. If you are a wellness and condition management vendor, does your organization have policies and procedures guiding AI use and provide annual staff training on AI use?

- Yes
- No
- Not applicable to my organization

23. If you are a wellness and condition management vendor, does your organization have a pre-deployment evaluation of whether AI meets performance standards prior to deployment?

- Yes
- No
- Not applicable to my organization

24. If you are a wellness and condition management vendor, does your organization monitor AI use cases and technology for issues related to performance, safety, and accountability, and takes actions to address identified concerns?

- Yes
- No
- Not applicable to my organization

25. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **WCM 4: Rights and Responsibilities**

26. Do you support the proposed element?

- Element A: Eligible Individual Rights

27. Do you support the proposed element?

- Element B: Eligible Individual Complaints

28. Do you support the proposed element?

- Element C: Advertising and Financial Ownership Arrangements

29. Do you support the proposed element?
- Element D: Sources of Marketing Information
30. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **WCM 5: Population Assessment and Targeting**

31. Do you support the proposed element?
- Element A: Population Assessment
32. Do you support the proposed element?
- Element B: Identification of Needs
33. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **WCM 6: Access and Availability of Services**

34. Do you support the proposed element?
- Element A: Language Services
35. Do you support the proposed element?
- Element B: Accessible Digital Content
36. If you are a wellness and condition management vendor, which functions or formats does your organization currently provide for your services?
- Screen reader-accessible formats
  - Large-scale text functionality
  - Speech-to-text functionality
  - Keyboard navigability
  - Closed captions for audio/video content
  - Alternative text for images
  - Easy-to-find accessibility functions or formats
  - None of the above.
  - Other (fill in the blank).
  - Not applicable to my organization
  - If your organization does not provide one or more of these functions, please describe the reasons (e.g., platform limitations, reliance on vendors to provide services)? Screen reader-accessible formats
37. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **WCM 7: Measuring Outcomes**

38. If you are a wellness and condition management vendor, how many distinct programs or services across clients do you offer (e.g. health coaching, education programs, etc.)?
- Less than 10
  - 10-25
  - 26-50
  - More than 50
39. Does your organization see value in NCQA's proposed measurement approach that allows vendors to define metrics and use data annually to evaluate performance on those measures. Please explain your response.
- Yes
  - No
40. How feasible is it to define and report on the following topics using measure(s) of your choice via the NCQA provided template?

- Enrollment and participation
- ROI

If this reporting is not feasible, what are the primary barriers?

41. Do you support the proposed element?
  - Element A: Participant Experience
42. Do you support the proposed element?
  - Element B: Action and Remeasurement of Participant Experience
43. Do you support the proposed element?
  - Element C: Enrollment and Participation Measures
44. Do you support the proposed element?
  - Element D: Return on Investment Measures
45. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.
46. Is there any other feedback you'd like to leave for NCQA's consideration on this module?

### **Health Assessment Module:**

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47. Would you like to comment on the Health Assessment Module Content? This section has 19 questions; no questions are mandatory.
    - Yes
    - No
  48. The Health Assessment module reflects the content and key functions you would expect to see, while remaining clear and not overly burdensome.
    - Strongly agree
    - Somewhat agree
    - Neutral
    - Somewhat disagree
    - Strongly disagree
- Please explain your response

### **HA 1: Health Assessment**

49. Do you support the proposed element?
  - Element A: HA Components
50. If your organization administers health assessments, does your health assessment typically include questions about the following topics?
  - Individual demographics
  - Personal health information and history
  - Self-perceived health status
  - Health behaviors
  - Disability status
  - Preventive care
  - Psychosocial risks
  - None of the above.
  - N/A

Are there any critical topics missing from this list? If so, please specify.
51. If your organization administers health assessments, which of the following topics are typically included in the demographic section of your health assessment?
  - Age

- Gender
- Race/Ethnicity
- Language
- N/A

Are there any barriers or challenges to requiring the collection of this demographic data? If so, please specify.

52. Do you support the proposed element?
- Element B: HA Disclosure
53. Do you support the proposed element?
- Element C: HA Results
54. Do you support the proposed element?
- Element D: Formats
55. If your organization administers health assessments, which of the following formats are they offered?
- Digital formats (e.g. web-based, electronic)
  - Telephonic formats
  - Printed formats
  - Other formats (fill in the blank)
  - N/A
56. Do you support the proposed element?
- Element E: Frequency of HA Completion
57. Do you support the proposed element?
- Element F: Review and Update Process
58. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

## HA 2: Screening for Social Needs

59. Do you support the proposed element?
- Element A: Process for Collecting Social Needs Data
60. If your organization administers health assessments, is screening for unmet social needs (e.g., food, housing, transportation, social isolation) within your organization's scope of services?
- Yes
  - No
  - Not applicable to my organization

If this is not within your scope of services, what is the primary reason (e.g., outside contractual scope, outside program mission, operational limitations)?

61. Do you support the proposed element?
- Element B: Evidence of Collecting Social Needs Data
62. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

## HA 3: Measuring Engagement With Health Assessments

63. Do you support the proposed element?
- Element A: HA Measures
64. How feasible is it to report on following measures using a specification provided by NCQA?
- Health Assessment Completion
  - Prevalence of Core Risks Identified on HAs
  - Number of Core Risks Identified on HAs

If this reporting is not feasible, what are the primary barriers?

65. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.
66. Is there any other feedback you'd like to leave for NCQA's consideration on the Health Assessment module?

### **Digitally Enabled Engagement Module:**

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67. Would you like to comment on the Digitally Enabled Engagement Module Content? This section has 46 questions; no questions are mandatory.

- Yes
- No

68. Do the activities included in the Digitally Enabled Engagement module reflect the types of services that your organization currently offers (e.g., self-management tools, coaching, referrals)?

- Yes
- No

Are key digitally enabled engagement activities missing? Please explain.

### **DE 1: Self-Management Tools**

69. Do you support the proposed element?

- Element A: Topics of Tools

70. What topics does your organization provide self-management tools on (e.g. healthy eating, stress management, etc.)?

71. Do you support the proposed element?

- Element B: Gamification in Self-Management Tools

72. If your organization provides self-management tools, does your organization incorporate gamification into its tools?

- Yes
- Partially
- No
- Not applicable to my organization

73. Do you support the proposed element?

- Element C: Reviewing Gamification Effects

74. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **DE2: Health Coaching**

75. How feasible are the health coaching requirements to implement and maintain over time?

If the health coaching requirements are not feasible for your organization, which components present the greatest barriers?

76. Do you support the proposed element?

- Element A: Health Coaching Scope

77. If your organization provides health coaching, how are these coaching programs delivered?

- In person
- Telephonic
- Video based (e.g., virtual coaching sessions)
- Digital asynchronous messaging (e.g., secure messaging, SMS)
- AI assisted coaching tools (e.g., chatbots or automated coaching)

- Hybrid model (combination of the above)
  - Other (fill in the blank)
  - Not applicable to my organization
78. Do you support the proposed element?
- Element B: Initial Training for Coaches
79. Do you support the proposed element?
- Element C: Monitoring and Training for Coaches
80. If your organization provides health coaching, does your organization currently have a documented process for monitoring AI-assisted coaching tools used in health coaching programs, and is implementing such a process feasible for your organization?
- Yes, we currently have a monitoring process in place
  - No, but implementing a monitoring process would be feasible
  - No, and implementing a monitoring process would not be feasible at this time
  - Not applicable to my organization

If this would not be feasible, what are the primary barriers?

81. Do you support the proposed element?
- Element D: Health Coaching Information System
82. Do you support the proposed element?
- Element E: External Referral Facilitation
83. Do you support the proposed element?
- Element F: Information for Referral
84. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **DE 3: Evidence-Based Content**

85. Do you support the proposed element?
- Element A: Evidence-Based Content
86. Do you support the proposed element?
- Element B: Content to Support Social Needs
87. Do you support the proposed element?
- Element C: Review and Update Process
88. What is the appropriate frequency for organizations to review and update program content to ensure it remains current and evidence based?
- At least annually
  - Every 2 years
  - Every 3 years
  - Other (fill in the blank)
89. Do you support the proposed element?
- Element D: Formats
90. Are there any content formats that should be required for all organizations providing self-management tools or educational materials, regardless of the population served?
91. Do you support the proposed element?
- Element E: Digital Content Library
92. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **DE 4: Social Needs Referrals**

93. Do you support the proposed element?
- Element A: Facilitating Social Needs Referrals

94. If you are a wellness and condition management vendor, does your organization currently have a process for referring eligible individuals to social needs resources and interventions, consistent with the requirements of this element?

- Yes
- No
- Not applicable to my organization

If your organization does not have a process for referring eligible individuals to social needs resources and interventions, what barriers prevent implementing this process?

95. Do you support the proposed element?

- Element B: Tracking Referral Status

96. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **DE 5: Care Team and Device Integration**

97. Do you support the proposed element?

- Element A: Care Team Support and Coordination

98. Do the current minimum requirements for the documented process for utilizing team-based care or clinical support adequately capture what organizations should be required to have in place?

- Yes
- No

Please explain your response.

99. Do you support the proposed element?

- Element B: Device Integration

100. Do you support the proposed element?

- Element C: Device Data Use and Permissions

101. Do the current minimum requirements addressing device data use adequately capture what organizations should be required to have in place?

- Yes
- No

Please explain your response.

102. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.

### **DE 6: Measuring Intervention Outcomes**

103. How feasible is it to report on following measures using a specification provided by NCQA?

- Risk Reduction – Overall
- Risk Reduction – BMI Reduction and Maintenance
- Risk Reduction – Smoking or Tobacco Use Quit Rate
- Risk Reduction – Physical Activity Level
- Goal Setting
- Goal Attainment

If this reporting is not feasible, what are the primary barriers?

104. How feasible is it to define and report on the following topics using measure(s) of your choice via the NCQA provided template?

105.

- Healthy Habits
- Screening and Prevention
- Clinical Outcomes

If this reporting is not feasible, what are the primary barriers?

106. Do you support the proposed element?
107. Element A: Goal Setting Process
108. Do you support the proposed element?
109. Element B: Goal Setting Measures
110. Do you support the proposed element?
111. Element C: Risk Reduction Measures
112. Do you support the proposed element?
113. Element D: Healthy Habits Measures
114. Do you support the proposed element?
115. Element E: Screening and Prevention Measures
116. Do you support the proposed element?
117. Element F: Clinical Outcomes Measures
118. Please use this space to explain any Support with Mods or Do Not Support or provide any other feedback.
119. Is there any other feedback you'd like to leave for NCQA's consideration on the Digitally Enabled Engagement module?

### **Scoring Approach:**

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120. Would you like to comment on the Scoring approach for this Accreditation Program?  
This section has 3 questions; no questions are mandatory.
- Yes
  - No
121. Do you support the proposed scoring approach of Met, Partially Met, Not Met for the Wellness and Condition Management Accreditation?
- Yes
  - No
  - NA – Not applicable to my organization
122. Are there any specific standards or elements that you have concerns about scoring?
123. Is there any other feedback you'd like to leave for NCQA's consideration on this topic?