

## 42 C.F.R. § 510.515

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### Beneficiary incentives under the CJR model.

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(a) *General.* Participant hospitals may choose to provide in-kind patient engagement incentives to beneficiaries in a CJR episode, subject to the following conditions:

- (1) The incentive must be provided directly by the participant hospital or by an agent of the hospital under the hospital's direction and control to the beneficiary during a CJR episode of care.
- (2) The item or service provided must be reasonably connected to medical care provided to a beneficiary during a CJR episode of care.
- (3) The item or service must be a preventive care item or service or an item or service that advances a clinical goal, as listed in paragraph (c) of this section, for a beneficiary in a CJR episode by engaging the beneficiary in better managing his or her own health.

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