

Take care of your health. Earn rewards. It's that easy!

You can:

- Redeem gift card rewards for completing and reporting eligible healthy activities
- Check your rewards balance
- Adopt a healthier lifestyle with health and wellness tips



How can I participate in the 2022 HealthyBlue Rewards Program?

2022 starts a new HealthyBlue member year. Opt in to participate and manage your rewards dashboard by logging in to your My Health Link™ member account at floridablue.com/medicare.

To access your account, click **Log In**, go to the **My Rewards** menu, hover over **Rewards** and click on **HealthyBlue Rewards**. Accept the terms of service and choose how you want to hear from us.



Belong. Achieve. Delight.

¹Only applies to members enrolled in BlueMedicare Premier HMO plan in Duval and Clay counties (H1035-033).

²Members are eligible to receive a reward for only one annual health screening per year. Screening must be performed in 2022.

³Members are eligible to receive a reward for only one colon cancer screening option per year. Screening must be performed in 2022.

⁴PLEASE NOTE: CMS requires that all eligible members who opt in to participate and earn rewards in a Medicare Advantage rewards program must redeem all rewards no later than December 31 of the current year and any unredeemed rewards earned in 2022 will not be eligible for redemption in 2023.

Program restrictions and limitations may apply. For full details on program rules visit floridablue.com/healthyblue or call 1-855-861-9400. Participation in HealthyBlue is voluntary and offered at no cost to you. In order to redeem your earned rewards, you must opt in to participate by either calling us 1-855-861-9400 or by logging into your member account at floridablue.com/medicare. The HealthyBlue program is not available to Florida Health Care Plan (FHCP) members at this time. Florida Blue and Florida Blue Medicare are Independent Licensees of the Blue Cross and Blue Shield Association. We comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, or sex. For more information visit floridablue.com/ndnotice.

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2022 HealthyBlue Rewards Program

Exclusively for
Florida Blue Medicare
Advantage Members



Belong. Achieve. Delight.



APPLIES TO: BlueMedicare Premier (HMO) (H1035-033)¹ plan in Clay and Duval counties



HealthyBlue is a rewards program focused on keeping **Florida Blue Medicare** Advantage members their healthiest. It's our way of saying "thanks" for being loyal to your health! Participating members must redeem earned rewards no later than 12/31 each year.⁴

Who is it for?

HealthyBlue is a program for BlueMedicare HMO, PPO and Group PPO (Employer PPO) members. This includes BlueMedicare Complete (HMO D-SNP) members.

Redeem your rewards for gift cards from popular merchants like:



For quick and easy access to your account, go to floridablue.com/medicare and click **Log In**. Then, go to **My Rewards** menu, hover over **Rewards** and click on **HealthyBlue Rewards**.



Or call **1-855-861-9400** Monday-Friday, 8am-10pm ET (except federal holidays)

2022 HealthyBlue Rewardable Activities

Health Action	Reward Value ¹
Annual Health Risk Appraisal	\$20
Annual Health Screening² (Choose one option below to receive one \$30 reward.)	
Option 1: Annual Wellness Visit /Welcome to Medicare Exam	\$30
Option 2: In-Home Health Visit / Telehealth Visit	\$30
Breast Cancer Screening <i>Women only</i>	\$20
Colon Cancer Screening³ (Choose one option below to receive one \$20 reward.)	
Option 1: Fecal Immunochemical Test (FIT) - Complete every year	\$20
Option 2: FIT-DNA (also known as Cologuard or flexible sigmoidoscopy or CT colonography) - Complete once every 2-3 years, or sooner based on your doctor's recommendation.	\$20
Option 3: Colonoscopy - Complete once every 10 years, or sooner based on your doctor's recommendation	\$20
Diabetic Screenings	
Diabetic Retinal Exam	\$20
Diabetic Blood Test (A1c)	\$20