

HealthyBlue is a rewards program focused on keeping Florida Blue Medicare Advantage members at their healthiest. It's our way of saying "thanks" for being loyal to your health!

Questions? Call the HealthyBlue Rewards Support Team at 1-855-861-9400.

- Monday through Friday, 8 a.m. to 10 p.m. Eastern Time.

Q. Who is eligible for HealthyBlue Rewards?

A: HealthyBlue is a program for BlueMedicare HMO, PPO and Group PPO members.

This program is currently not available for members in these plans:

- BlueMedicare Supplement
- BlueMedicare Rx (PDP)

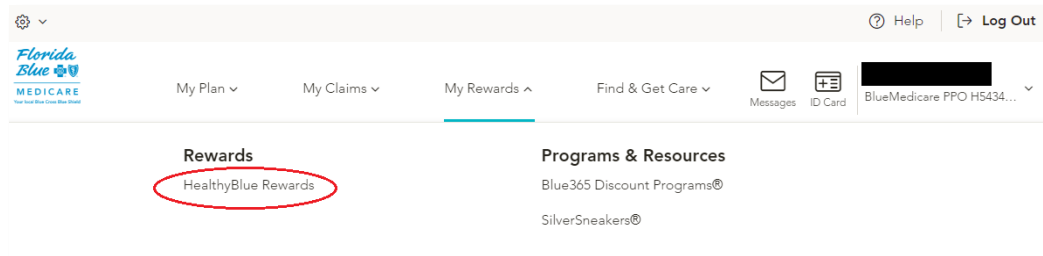
Q. How do I sign up for HealthyBlue Rewards?

A: It's easy to get started:



Log in to your member account at floridablue.com/medicare.

- (If you're a new member, you'll first need to sign up for an account [here](#).)
- Go to the *My Rewards* menu, hover over *Rewards* and click on *HealthyBlue Rewards*.



- On the page below, click on *Yes, take me to the Site*.

Florida Blue MEDICARE
 My Plan ▾ My Claims ▾ My Rewards ▾ Find & Get Care ▾ Messages ID Card BlueMedicare PPO H5434...

Links from our site

We have links from your member account to several different internet sites hosted by other companies. Some of the internet sites we link to are hosted by companies we do business with. Examples may include BillTrust for making payments, and Prime Therapeutics, Inc. for information about your prescription drug coverage.

Other internet sites are hosted by companies we don't do business with. We provide these links only as a courtesy to help you find information and services. We aren't responsible for the performance or content of these sites or your use of the information or services they provide. These companies may not be subject to privacy laws. They could share your information with other parties.

Read the privacy statements and terms of use on the sites you visit to understand their individual privacy practices.

Let us know how we can help.
 800-926-6565

Florida Blue MEDICARE

- Read and accept the User Agreement. You should see this screen below:

User Agreement

Español

The Effective Date of this Terms of Service is May 1, 2010 and is updated as of 11/03/2015

This Terms of Service ("Agreement") is entered into by and between Onlife Health, Inc. ("ONLIFE") and you, the user ("you", "your", or "user"), and governs your use of the Onlife Health, Inc. Internet web site and related information, data, and other content on that web site ("Content"). The web site is available on the World Wide Web at the Uniform Resource Locator ("URL") <http://www.OnlifeHealth.com> ("OnlifeHealth.com").

- 1. Agreement with Onlife Health.** ONLIFE hereby grants you a limited, non-exclusive, non-assignable and non-transferable license to access and use the on-line services available at OnlifeHealth.com, provided and expressly conditioned on your agreement and satisfaction of the terms and conditions in this Agreement. This license may be revoked by Onlife Health in whole or in part, at any time, with or without cause.
- 2. Access.** Certain portions of OnlifeHealth.com and certain Content will be accessible only to users previously identified to ONLIFE who meet criteria established by ONLIFE ("Registered Users") based on information provided by them or on their behalf. You may not access such portions of

By checking this box, you acknowledge you have read and agree to the full user agreement as stated above.

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- Choose your communications preferences under *How Can We Reach You?* on the page below.

My Information

Please review the information below that we have on file to ensure that we have the best information in the event that we need to contact you.

First Name* Last Name* Date of Birth*

Street Address* City* State* Postal*

Gender* I am the*

Primary Phone* Secondary Phone Email*

How Can We Reach You?*

Email Phone

Best time to reach you
 Select Time Zone* Select Time Range*

Wellness Program Reminder and Notification Preferences

I understand that communications via unencrypted email or text message are not secure. There is a possibility that information included in email or text can be intercepted and read by other parties besides the person to whom it is addressed. By signing up, I accept the risks associated with texting and emailing.

Email
 Yes, I would like to opt-in to email communication.

SMS (Text Messages)
 Yes, I would like to receive notifications and other reminders via SMS text message. Data and message rates may apply.

Mobile Phone

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You should now see your HealthyBlue Rewards home page dashboard.

Good Afternoon, Jordan! COLLAPSE ^

CONTACT US: 855-861-9400 DOLLARS: \$0 Redeem > Earn Dollars > My Dollars >

My Journey < Health Risk Appraisal (HRA) Annual Wellness Visit / Welcome to Medicare Visit Option 1: Colon Cancer Screening >

Health Risk Appraisal (HRA) \$20

[Learn More](#)

Annual Wellness Visit / Welcome to Medicare Visit \$30

[Learn More](#)

Option 1: Colon Cancer Screening \$20

[Learn More](#)



Need help signing up? Call us at 1-855-861-9400, Monday through Friday, 8 a.m. to 10 p.m. ET (except federal holidays).

- The HealthyBlue Rewards Support Team can sign you up for the HealthyBlue Rewards program over the phone. This will give you the ability to call in to check your earned rewards, report an activity and redeem your rewards.
- You can also use the Rewards portal at any time to check your earned rewards, report an activity and redeem your rewards for a gift card. To access the Rewards portal, simply follow the log-in instructions above.

Q: If I am a current Florida Blue Medicare Advantage member and I participated in HealthyBlue Rewards in 2021, what do I need to do to access the Rewards portal?

A: If you opted in to participate in HealthyBlue Rewards in 2021, you don't need to do anything. You will still be able to access the Rewards portal by logging into your member account at floridablue.com/medicare. If you need help with your HealthyBlue Rewards account, you can also call the HealthyBlue Rewards Support Team at 1-855-861-9400.

Q. Where can I read the HealthyBlue Rewards program rules?

A: More information and eligibility rules can be found at floridablue.com/healthyblue.

Q. Are the gift cards that I receive when I redeem my earned rewards in the HealthyBlue Rewards Program considered taxable income by the IRS?

A: Florida Blue Medicare is required to report to the IRS any amounts of \$600 or more paid to individuals. If you receive \$600 or more, you will receive a 1099 statement from Florida Blue. Please note that amounts less than \$600, while not reported to the IRS by Florida Blue Medicare, may still be considered taxable income and you should discuss any tax implications with a tax advisor.

Q: What if I didn't redeem my 2021 HealthyBlue Rewards?

A: The deadline for redeeming rewards earned during 2021 was December 31, 2021. Your rewards balance started over at zero on January 1, 2022. 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. Therefore, any unredeemed rewards earned in 2021 will not be eligible for redemption in 2022.

Q: Can I be rewarded more than once for the same health activity and screening?

A: No. Eligible members can earn one reward per calendar year for each activity in HealthyBlue Rewards. Members are eligible to receive a reward for only one Annual Health Screening per year. Screening must be performed in 2022. Members are eligible to receive a reward for only one Colon Cancer Screening option per year.

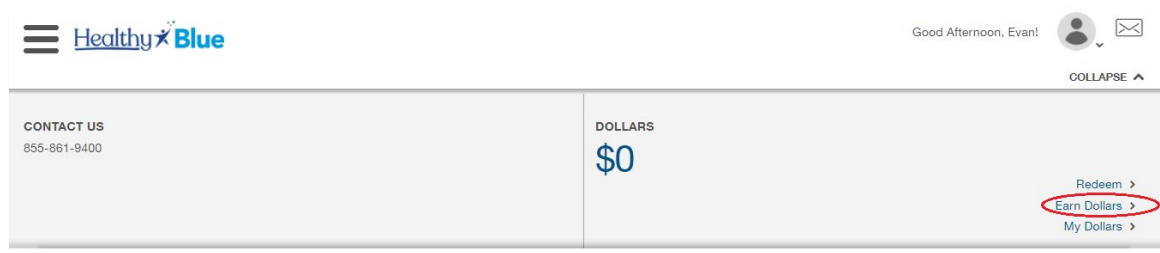
Below is a list of rewardable activities that BlueMedicare Premier HMO members **in Duval and Clay counties ONLY** are eligible to complete in 2022.

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 (Women only)	\$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

Q: How can I view all my HealthyBlue Rewards screenings and activities?

A: Log in to your member account, go to *My Rewards*, hover over *Rewards* then click on *HealthyBlue Rewards*. This will take you to the HealthyBlue Rewards portal. On the Home page of the Rewards portal, you will need to select *Earn Dollars* in the Dollars box on the right-hand side of your dashboard.



All of your eligible HealthyBlue Rewards activities and corresponding reward dollars will be listed on this page.

HealthyBlue Rewards page for user Jordan. The page displays a balance of \$0 and lists eligible activities. The first activity is 'Annual Health Screening' for \$30, with a 'Complete' button. The second activity is 'Breast Cancer Screening' for \$20, with a 'Complete' button.

Q: Where do I go to report an activity for a reward?

A: Click on *Earn Dollars*. This will take you to your eligible activities page.

HealthyBlue Rewards page for user Evan. The page displays a balance of \$0 and navigation links. The 'Earn Dollars' link is circled in red.

Scroll down to the activity or screening you have completed.

HealthyBlue

Good Afternoon, Jordan!

CONTACT US
855-861-9400

DOLLARS
\$0


Redeem >
Earn Dollars >
My Dollars >

EARN HEALTHYBLUE REWARDS ELIGIBLE ACTIVITIES INCENTIVE HISTORY

Earn Rewards for being loyal to your health

HealthyBlue partners with members to guide them along their journey to good health. Members can earn rewards for completing milestones, such as getting your Annual Wellness Visit and undergoing cancer and diabetic screenings.

All Activities



\$30
1 PER YEAR

You are eligible to earn a reward for completing one of the following health screenings:


Option 1: Earn \$30 for an Annual Wellness Visit or a "Welcome to Medicare" Visit (if you are brand new to Medicare and within 12 months of enrolling in Part B). An Annual Wellness Visit or "Welcome to Medicare" Visit is a one-on-one talk between you and your doctor about your health. This is not the same as an annual physical or office visit. Your doctor will check your height, weight and blood pressure. You'll talk about your medications, eating habits, exercise and general well-being. You'll work together to create a plan for helping you feel your best.

Option 2: Earn \$30 for an In-Home Visit. A certified nurse practitioner will visit you to learn about your health. Together you'll develop healthy living goals for the coming year. You can also get needed tests and screenings at a Florida Blue Center or a Florida Blue-approved mobile unit. You will receive a printout you can easily refer to and share with your doctor. We offer health assessments, at no additional cost, to help members understand how to stay healthy.

Note: A Telehealth Visit can count as an In-Home Health Visit.

Complete a screening between Jan. 1 - Dec. 31, 2022 to earn a reward. Earn the reward faster by marking this activity "complete" or calling us.

[Complete](#)

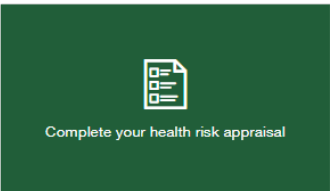


\$20
1 PER YEAR

A breast cancer screening, also called a mammogram, X-rays your breast(s) to check for cancer. It can help find cancer early, when it may be easier to treat. Based on your history, your doctor will help set up a plan for when and how often you should be checked. Complete your breast cancer screening from Jan. 1 - Dec. 31, 2022 to earn a reward. Earn your reward faster by marking this activity "complete" or calling us.

[Complete](#)

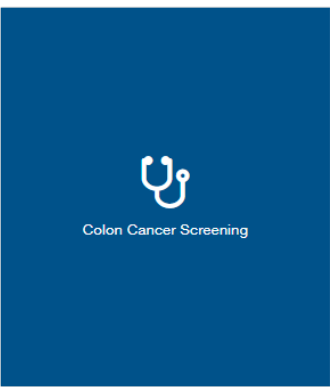
Then, click the call to action button in that activity box. For example, if you are trying to report your colonoscopy, scroll down to the box *Colon Cancer Screening* and then click on *Complete*.



\$20
1 PER YEAR

Completing the Medicare health risk appraisal will give you an idea of your health and identify opportunities for improvement. The survey will be available on the Florida Blue Medicare member website. If you don't complete it, a Florida Blue representative may reach out to help you complete it. To complete the Medicare health risk appraisal online, log in to your Florida Blue member account. Once we've processed your survey, your \$20 reward will show up in your account.

[Complete](#)



\$20
1 PER YEAR

You are eligible to earn a \$20 reward for completing one of the following colon screenings, your doctor will help you know when you should be screened and the test that's right for you:

Option 1: Earn a reward for the fecal immunochemical test (FIT). This is a simple annual colorectal cancer screening you can take in the comfort of your own home. No special food or preparation is required.

Option 2: Earn a reward for one of the following tests:

- FIT-DNA (known as Cologuard) can be taken at home every three years.
- Sigmoidoscopy looks at part of your colon (as opposed to the entire colon like a colonoscopy). It should be repeated every four to five years.
- CT colonography uses different technology to look inside your colon. It should be repeated every five years.

Option 3: Earn a reward for a colonoscopy that checks for polyps inside your colon. It needs to be repeated every 10 years unless you're at high risk for colon cancer.

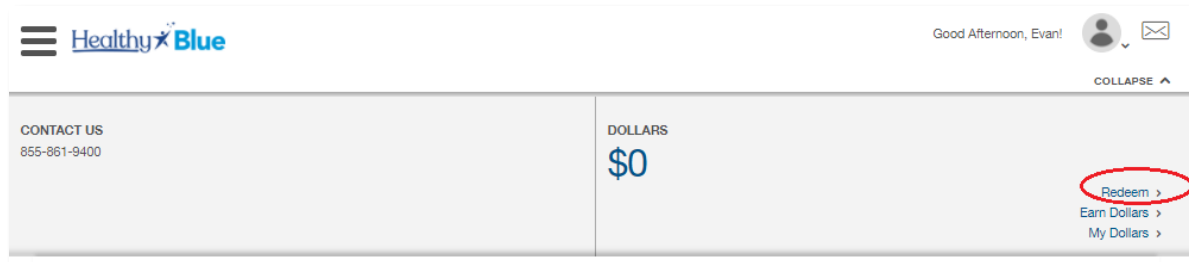
Complete one of these screenings from Jan. 1 - Dec. 31, 2022 to earn a reward. Earn your reward faster by marking this activity "complete" or calling us.

[Complete](#)

From there, you'll have to fill in some basic information, like when and where you received your service and the name of the provider who performed it.

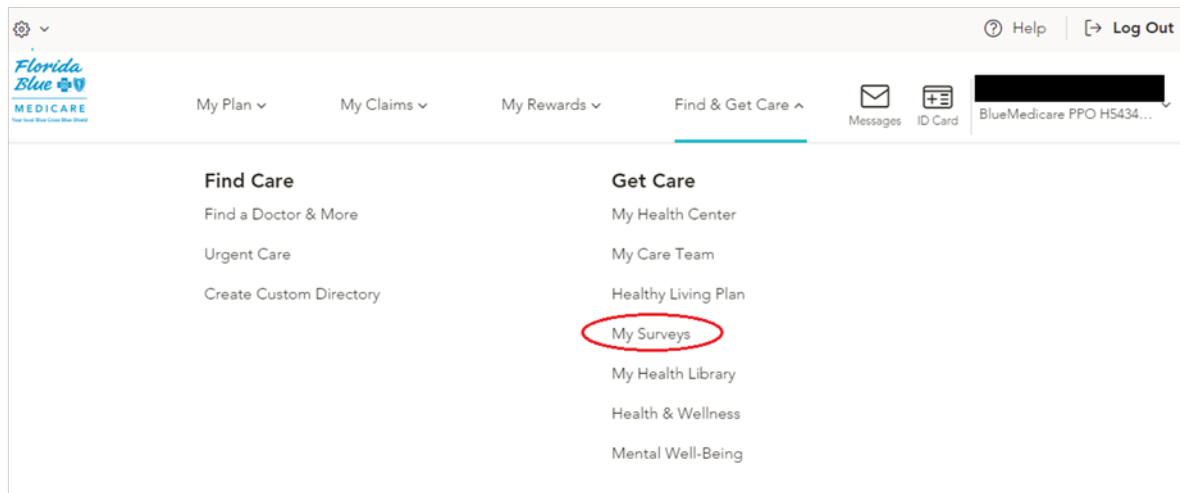
Q: How do I redeem my HealthyBlue Rewards dollars?

A: Click on *Redeem* in the *Dollars* grey box at the top of the home page dashboard.



Q: How do I complete my Health Risk Appraisal?

A: You can complete your Health Risk Appraisal by logging in to your My Health Link™ member account at floridablue.com/medicare. After logging in go to the *Find & Get Care* menu, hover over *Get Care* and click on *My Surveys*.



On this page, scroll down to *Florida Blue Medicare: Health Risk Appraisal* and click on *Take Assessment*. The assessment takes approximately 20 minutes to complete.

You can also complete your HRA by phone, using our interactive voice response system. Call 1-855-718-1537 anytime, any day.

Q: After I complete my Health Risk Appraisal, can I self-report to get my reward?

A: No, you won't be able to report your Health Risk Appraisal. After you complete the appraisal, we'll update this activity in your Rewards portal and you should see your

\$20 reward within 7 business days.

Q: What if my completed activities in the Rewards portal do not match what shows on my Florida Blue member dashboard?

A: Don't worry. You may see tasks in your member dashboard that you have already completed in the Rewards portal. To change the status of the same task (ex: Annual Wellness Visit) in the member dashboard, just simply mark the activity as complete.

To see the most up-to-date list of completed rewardable activities, go to the Rewards portal and click on *My Dollars* in the top right corner of the grey utility bar at the top of the home page dashboard.

Q: Do I receive HealthyBlue Rewards dollars if I complete a Personal Challenge or Community Challenge in the Rewards portal?

A: No. Personal Challenges and Community Challenges are not rewardable activities in the HealthyBlue Rewards program.

Q: Is there a deadline to redeem my HealthyBlue Rewards?

A: Yes, all reward dollars earned in 2022 must be redeemed no later than December 31, 2022.

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. All benefits are not included in all plans. Health coverage is offered by Blue Cross and Blue Shield of Florida, Inc., DBA Florida Blue. HMO coverage is offered by Florida Blue Medicare, Inc., DBA Florida Blue Medicare. These companies are affiliates of Blue Cross and Blue Shield of Florida, Inc., and 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. ©2022 Blue Cross and Blue Shield of Florida, Inc., DBA Florida Blue. All rights reserved.