

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.

If you have additional questions, please call 1-855-861-9400, Monday–Friday, 8 a.m.–10 p.m. ET (except federal holidays).



How can I participate in the 2023 HealthyBlue Rewards Program?

2023 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.

¹Members are eligible to receive a reward for only one colon cancer screening option per year. Screening must be performed in 2023.

²PLEASE 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 2023 will not be eligible for redemption in 2024.

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 in to 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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2023 HealthyBlue Rewards Program

Exclusively for
Florida Blue Medicare
Advantage Members



Belong. Achieve. Delight.



Remember: All earned reward dollars must be redeemed no later than December 31.



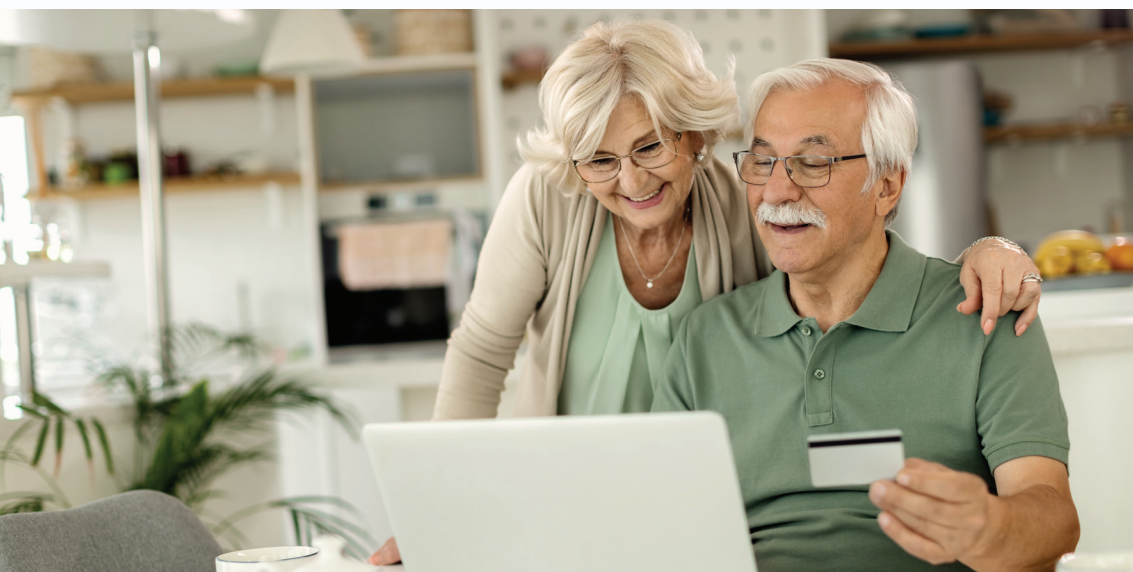
HealthyBlue is a rewards program focused on keeping **Florida Blue Medicare** Advantage members their healthiest. It's our way of saying "thanks" for being loyal to your health! Redeem your rewards for gift cards from popular merchants.²

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.



To view your gift card options and for 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**.



2023 HealthyBlue Rewardable Activities

Health Action	Reward Value
Annual Health Risk Assessment	\$20
Annual Wellness Visit/Welcome to Medicare Exam Log in to your Rewards dashboard to see if you are eligible for an extra \$20 reward.	\$30
In-Home Health Visit / Telehealth Visit Log in to your Rewards dashboard to see if you are eligible for an extra \$20 reward.	\$30
Breast Cancer Screening <i>Women only</i>	\$20
Colon Cancer Screening¹ <i>(Choose one option below to receive one \$20 reward.)</i>	
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
Diabetic Urine Test for Protein	\$10
Flu Shot	\$10