

Frequently Asked Questions about HealthyBlue Rewards & Loyalty



HealthyBlue is a rewards and loyalty program focused on keeping BlueMedicareSM members healthy. Feel delighted throughout your plan year with gift cards and perks for achieving healthy activities.

Questions? Call the HealthyBlue Rewards Support Team at 1-844-749-9926.

(TTY users, please call 1-800-955-8770.)

- Monday through Thursday, 9 a.m. to 8 p.m., Eastern time.
 - Friday, 9 a.m. to 7 p.m., Eastern time.

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

- BlueMedicare Preferred HMO
- BlueMedicare Supplement
- BlueMedicare Rx (PDP)

Q. How do I sign up for HealthyBlue Rewards & Loyalty?

A: Eligible BlueMedicare members will receive a HealthyBlue loyalty card in your 2019 welcome materials. 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](#).)
- The first time you log in to your account in 2019 you'll receive an online Welcome Program.
- Complete the Welcome Program and you'll see Bronze status show up in a few days on your HealthyBlue dashboard.



Call us at 1-855-209-2427 (TTY users, call 1-800-955-8770). We're available Monday through Friday, 8 a.m. to 6 p.m.

- One of our specially-trained Florida Blue agents will walk you through some of the best ways to get the most out of your Florida Blue plan. You'll also have the chance to ask questions.
- The call takes approximately 15 minutes.
- When you're done your Bronze status will show in your HealthyBlue dashboard.
- If you haven't yet signed up for HealthyBlue Rewards & Loyalty, don't worry. At the end of your call, the Florida Blue agent can transfer you to a HealthyBlue agent to get you signed up.

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

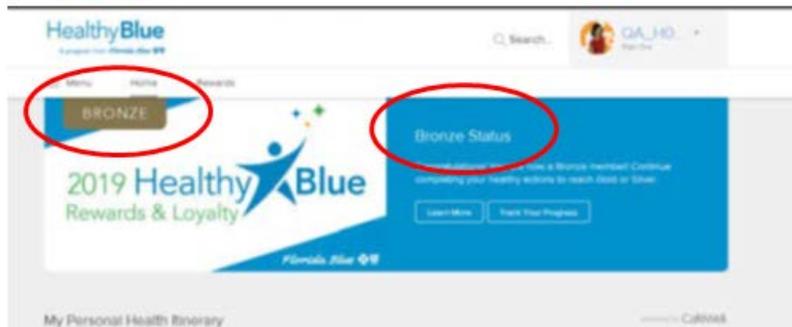
A: More information and eligibility rules can be found at floridablue.com/healthyblue.

Q. What if I didn't redeem my 2018 HealthyBlue Rewards?

A: The deadline for redeeming rewards earned during 2018 was Dec. 31, 2018. Your rewards balance starts over at zero on Jan. 1, 2019. This is a Medicare requirement.

Q: How do I know my loyalty status?

A: When you log in to your member account and click on HealthyBlue, your status will show at the top of the page. Or, you can just give us a call at 1-844-749-9926 (TTY users, call 1-800-955-8770). We're available Monday through Thursday, 9 a.m. to 8 p.m. ET, and Friday from 9 a.m. to 7 p.m. ET.



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

A: Click on the *Rewards* tab at the top of the page.



This will open your Rewards Dashboard.

Scroll down and find the eligible activity you've completed and click on it.

You'll have to fill in some basic information, like when and where you received your service, and the name of the health care professional who performed it.

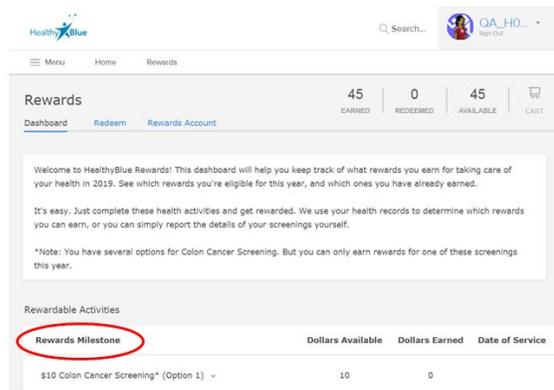
Q: What else do I have to do to get Gold status?

A: Choose either the Men's or Women's Health Program. Or, if you have diabetes, it might be easier to complete the Diabetes Health Program. All three programs are designed to have tests, screenings or a flu shot you'd get anyway if you're being loyal to your health.

- Complete the required tests or screenings for your program.
- You'll also have to read 3 out of 5 educational articles selected for the program you choose.
- To achieve Gold status, and an extra \$50 gift card, you must complete these activities by December 31, 2019.

Q: How do I find the Men’s or Women’s Health Program Activities?

A: Log in to your member account to view a list of each program’s activities in our HealthyBlue Rewards & Loyalty brochure.



Q. I usually complete my tests and screenings later in the year. I’m not due for these preventive screenings now. Can I wait and still achieve Gold status?

A. We encourage you to get your screenings completed early in the year. Ask your doctor if you can complete your screenings sooner so you can enjoy a healthy start to your year. Questions? Just give us a call.

Q. I got my flu shot/mammogram/colonoscopy last year. Do I have to get another one to complete the Wellness Program requirements?

A. Always ask your doctor first if you need one of the recommended health tests or screenings that can earn rewards. Some tests and screenings are needed every year; others can wait as long as your last test results were good. For example:

- You need a flu shot every year. We recommend you get one before flu season starts, usually in September. As long as you get one every 12 months, you should be protected.
- If you had a screening mammogram last year and your doctor says you don’t need another one until next year, that’s fine. Your Florida Blue Medicare plan covers a screening mammogram every 12 months at no cost to you when you use a network provider.
- Colon cancer screening tests vary, and you and your doctor should discuss which one is right for you. If you had a colonoscopy last year, then there is no need to repeat a colon cancer screening this year—unless your doctor wants you to.
 - A FIT kit test needs to be completed every year.
 - A Cologuard® test can be completed every 2-3 years.
 - A colonoscopy with normal test results only needs to be repeated once every 10 years.

Q: I’m trying to complete my health activities to achieve Gold status but I don’t see a breast cancer screening/colon cancer screening listed on my dashboard. How do I report that I completed this/these screenings? A: This is a system issue where the timing of your last test hasn’t loaded into your dashboard. For example, If you’ve had a colonoscopy in the last 10 years, you’re up-to-date so the system won’t show you need a screening again this year. Since you’ve completed the screening under the guidelines, this counts toward your requirements for Gold status. Unfortunately, we need you to call us to report when you completed your screening. Please call 1-844-749-9926 to report that you’ve completed a screening that doesn’t appear in your dashboard.

Q. I've had a double mastectomy. Do I still need to complete a breast cancer screening to achieve Gold status?

A. Members with certain health conditions can still achieve Gold status. Please call us at 1-844-749-9926 to let us know about your situation.

Q: Can I complete additional programs to get more rewards?

A: No. You can only complete one of the three eligible programs (Men's, Women's, or Diabetes Health Program) to reach Gold status. However, you can earn additional rewards for completing eligible tests and screenings.

	BRONZE	GOLD
HOW TO ACHIEVE 	Activate your HealthyBlue card <ul style="list-style-type: none"> • Online: Log in at floridablue.com/medicare and complete your welcome, OR • Phone: Call 1-855-209-2427 and complete your welcome with a Service Advocate 	Achieve Bronze status <i>and</i> complete one* of these programs by December 31, 2019: <ul style="list-style-type: none"> • Women's Wellness Program • Men's Wellness Program • Diabetes Health Program
REWARDS AND PERKS		
Exclusive member rewards and loyalty card	✓	✓
Special member-only events at Florida Blue Centers	✓	✓
\$50 reward for reaching Gold status		✓

Q: How do I know what I need to read for the Men’s or Women’s Health Program Activities or the Diabetes Health Program Action Card?

HEALTHYBLUE PROGRAMS

(Complete one program to achieve status)

Women’s Wellness Program *(Women only)*

You advance to a higher level and receive an additional reward after completing all of these items:

- Annual Wellness Visit –OR– In-Home Assessment
- Flu Shot
- Breast Cancer Screening. Completed within last 12 months
- One Colon Cancer Screening. Complete within screening guidelines. *(See screenings for details)*
- Women’s Health Program activities

Men’s Wellness Program *(Men only)*

You advance to a higher level and receive an additional reward after completing all of these items:

- Annual Wellness Visit –OR– In-Home Assessment
- Flu Shot
- One Colon Cancer Screening. Complete within screening guidelines. *(See screenings for details)*
- Men’s Health Program activities

Diabetes Health Program

You advance to a higher level and receive an additional reward after completing all of these items:

- Diabetic Blood Test (A1c)
- Diabetic Retinal Eye Exam
- Diabetic Urine Test for Protein
- Diabetes Health Program action card

A: Here are the educational articles available to read for each program:

- **Women's Health Program Activities**

(Choose three of these articles to read.)

- *Fall Prevention*
- *Dangers of the Flu*
- *Signs of depression/loneliness*
- *Importance of Exercise*
- *Breast Health*

- **Men's Health Program Activities**

(Choose three of these articles to read.)

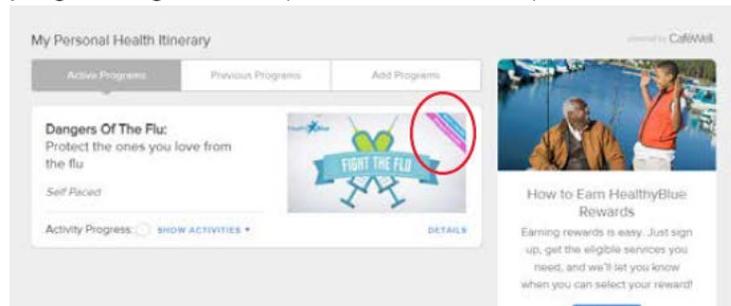
- *Cholesterol Education*
- *Signs of depression/loneliness*
- *Importance of Exercise*
- *Dangers of the Flu*
- *Colorectal Cancer*

- **Diabetes Health Program Action Card**

(Read all three of these articles.)

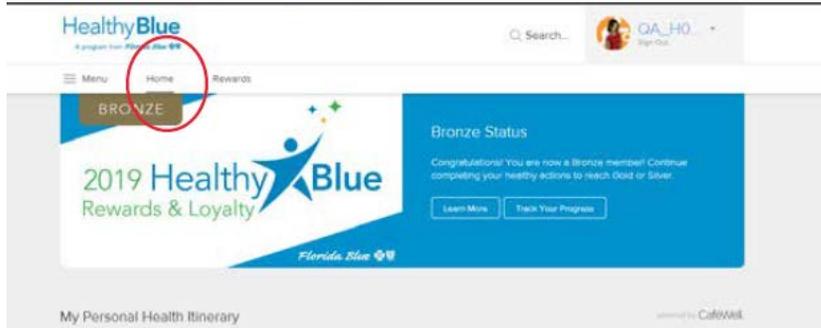
- *Controlling Your Cholesterol If You Have Diabetes*
- *What You Need to Know About Hemoglobin A1C Tests*
- *Importance of Eye Exams for Diabetics*

The action cards will also have small banners, circled in red below, to show the health program it goes with (Men's or Women's).

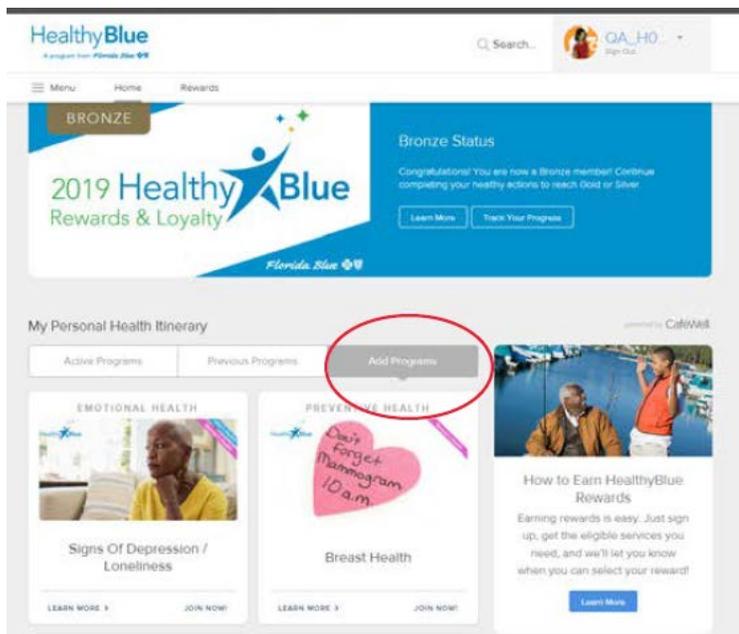


Q: How do I find the Men's or Women's Health Program Activities or Diabetes Health Program Action Card on the HealthyBlue dashboard?

A: Click on the *Home* tab, circled, and it will take you to My Personal Health Itinerary.



Then click on *Add Programs* and select the programs you're looking for.



Program restrictions and limitations may apply. For full details on program rules, visit floridablue.com/healthyblue or call 1-844-749-9926. Participation in HealthyBlue is voluntary and offered at no cost to you. The HealthyBlue program is not available to BlueMedicare Preferred (HMO) or BlueMedicare Preferred POS (HMO POS) members at this time. Florida Blue is a PPO and RPPO Plan with a Medicare contract. Florida Blue HMO is an HMO plan with a Medicare contract. Enrollment in Florida Blue or Florida Blue HMO depends on contract renewal. Health coverage is offered by Blue Cross and Blue Shield of Florida, Inc., DBA Florida Blue. HMO coverage is offered by Health Options, Inc., DBA Florida Blue HMO. These companies are affiliates of Blue Cross and Blue Shield of Florida, Inc., and 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 gender. ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-352-2583 (TTY: 1-877-955-8773). ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis èd pou lang ki disponib gratis pou ou. Rele 1-800-352-2583 (TTY: 1-800-955-8770).

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