


BlueMedicare means more rewards

Eligible members can:

- ✓ Redeem gift card rewards for completing and reporting preventive care and screenings
- ✓ Check your rewards balance
- ✓ Earn a \$50 reward when you reach Gold status
- ✓ Adopt a healthier lifestyle with health and wellness tips
- ✓ Get invited to exclusive events at Florida Blue Centers

How it works:

Achieve loyalty levels by completing important health activities throughout the year. You'll earn gift cards and additional member-only perks along the way, **all focused on keeping you healthy.**

	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		✓



2019 Rewards and Loyalty Program

Exclusively for
BLUEMEDICARE MEMBERS

*Eligible plan members can only be rewarded Gold status in calendar year 2019. Only one of three Health Programs (Mens', Women's or Diabetes) can be redeemed for an award and used towards Gold status.

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) and 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. Florida Blue and Florida Blue HMO are Independent Licensees of the Blue Cross and Blue Shield Association. This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments, and restrictions may apply. Benefits and/or copayments may change on January 1 of each year. 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). ©2019 Blue Cross and Blue Shield of Florida, Inc. DBA Florida Blue. All rights reserved.

Y0011_95641_C 0419 CMS Accepted
Y0011_95641_C 0419 EGWP C: 04/2019




2019 HealthyBlue Rewardable Activities

HEALTH ACTION	REWARD VALUE	HEALTHYBLUE PROGRAMS <i>(Complete one program to achieve status)</i>	EARNINGS AND STATUS*
Annual Health Screening <i>(Choose one)</i>		Women's Wellness Program <i>(Women only)</i> You advance to a higher level and receive an additional reward after completing all of these items: <ul style="list-style-type: none"> • Annual Wellness Visit –OR– In-Home Health Visit • Flu Shot • Breast Cancer Screening. Completed within last 12 months • One Colon Cancer Screening. Complete within screening guidelines. <i>(See screenings for details)</i> • Women's Health Program activities 	ALL ITEMS COMPLETED BY 12/31/19  Earn an extra \$50 and achieve Gold status
Annual Wellness Visit	\$30 HMO Members \$50 PPO Members	Men's Wellness Program <i>(Men only)</i> You advance to a higher level and receive an additional reward after completing all of these items: <ul style="list-style-type: none"> • Annual Wellness Visit –OR– In-Home Health Visit • Flu Shot • One Colon Cancer Screening. Complete within screening guidelines. <i>(See screenings for details)</i> • Men's Health Program activities 	ALL ITEMS COMPLETED BY 12/31/19  Earn an extra \$50 and achieve Gold status
In-Home Health Visit	\$30 HMO Members \$50 PPO Members	Diabetes Health Program You advance to a higher level and receive an additional reward after completing all of these items: <ul style="list-style-type: none"> • Diabetic Blood Test (A1c) • Diabetic Retinal Eye Exam • Diabetic Urine Test for Protein • Diabetes Health Program action card 	ALL ITEMS COMPLETED BY 12/31/19  Earn an extra \$50 and achieve Gold status
Breast Cancer Screening <i>(Women only)</i>	\$25		
Bone Density Screening or Treatment <i>(Women only)</i>	\$25		
Flu Shot	\$20		
Colon Cancer Screening <i>(Choose one)</i>			
Fecal Immunochemical Test (FIT). Complete every year.	\$10		
FIT-DNA <i>(also known as Cologuard)</i> or flexible sigmoidoscopy or CT colonography. Complete once every 2 - 3 years, or sooner based on your doctor's recommendation.	\$25		
Colonoscopy. Complete once every 10 years, or sooner based on your doctor's recommendation.	\$50		
Diabetic Screenings			
Diabetic Retinal Eye Exam	\$25		
Diabetic Blood Test (A1c)	\$20		
Diabetic Urine Test for Protein	\$15		

HealthyBlue is a BlueMedicare rewards and loyalty program focused on keeping you healthy and delighting you along the way with gift cards and perks for achieving healthy activities.

- ✓ Belong to an **exclusive rewards and loyalty program** for BlueMedicare members
- ✓ Complete wellness programs to **achieve higher program levels**

 Visit floridablue.com/medicare and log in as a member

 Or call **1-844-749-9926** (TTY 1-800-955-8770)
 Mon.–Fri., 8 a.m.–9 p.m.,
 and Sat., 8:30 a.m.–5:30 p.m. ET