



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

Eligible members can:

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

How can I participate in the 2021 HealthyBlue Rewards Program?

2021 starts a whole new HealthyBlue member year. You can opt in to participate as well as access and manage your rewards dashboard by logging in to your member account at floridablue.com/medicare.

Go to **My Health** and click on **HealthyBlue Rewards**. Accept the terms of service and choose your communication preferences.




¹Members are eligible to receive a reward for only one annual health screening per year. Screening must be performed in 2021.

²Members are eligible to receive a reward for only one colon cancer screening option per year. Screening must be performed in 2021.

³PLEASE 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 2021 will not be eligible for redemption in 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. 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 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). ©2020 Blue Cross and Blue Shield of Florida, Inc. DBA Florida Blue. All rights reserved.

Y0011_98316_C 0920R1 C: 09/2020
Y0011_98316_C 0920R1 EGWP C: 09/2020

Florida
Blue 
MEDICARE

2021 Rewards Program

Exclusively for Florida Blue
Medicare Members



2021 HealthyBlue Rewardable Activities

Health Action	Reward Value
Annual Health Risk Appraisal	\$20
Annual Health Screening¹ (Choose one)	
Option 1: Annual Wellness Visit / Welcome to Medicare Exam	\$30 HMO Members \$50 PPO Members
Option 2: In-Home Health Visit	
Breast Cancer Screening (Women only)	\$25
Flu Shot	\$10
Colon Cancer Screening² (Choose one option to receive one \$25 reward.)	
Option 1: Fecal Immunochemical Test (FIT): Complete every year.	\$25
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.	
Option 3: Colonoscopy: Complete once every 10 years, or sooner based on your doctor's recommendation.	
Diabetic Screenings	
Diabetic Retinal Exam	\$25
Diabetic Blood Test (A1c)	\$20
Diabetic Urine Test for Protein	\$15

HealthyBlue is a rewards program focused on keeping Florida Blue Medicare 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.³

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:



Publix.



TARGET.



Save money. Live better.



AT THE CORNER OF HAPPY & HEALTHY®



For quick and easy access, log in to floridablue.com/medicare go to **My Health** menu and click on **HealthyBlue Rewards**.



Or call **1-855-861-9400** Monday-Friday, 8am-10pm ET