



An Independent Licensee of the
Blue Cross and Blue Shield Association

December 2018

Better You Rewards Encourages Healthier Lifestyle

Starting January 1, 2019, members under age 65 who are enrolled in Affordable Care Act health plans have an opportunity to earn money that can be used toward premium costs when they complete online wellness programs. The program, called *Better You Rewards*, was developed to encourage our members to eat better, exercise more and reduce daily stress.

Members enrolled in one of the following Affordable Care Act health plans can participate in the *Better You Rewards* program:

- BlueOptionsSM
- BlueSelect
- BlueCare[®] HMO
- myBlue HMO

Note: BlueMedicareSM Medicare Advantage, Temporary Insurance and employer health plan members are excluded.

Program Details

Eligible Florida Blue members can earn \$25 each quarter, up to \$100, when they complete an online wellness program. The program include:

- **Nutrition Savvy** - a four-week program that helps members sort through nutrition advice that's available so they can focus on what it takes to eat healthier. Members earn a \$25 reward toward their premium for completing this program.
- **Get Moving** - a four-week program that encourages members to include more physical activity in their daily life. Members earn a \$25 reward toward their premium for completing the program.
- **Heart Health** - a four-week program that helps members reduce the risk of developing heart disease. They will get ideas for simple ways to reduce stress and improve diet and exercise routines. Members earn a \$25 reward toward their premium.
- **De-stress** - a three-week program focused on managing stress. By using the suggested activities each week, members get simple tools to help control and manage stress. Members earn a \$25 reward toward their premium for completing the program.

What You Can Do

Encourage your eligible Florida Blue patients to learn more about *Better You Rewards* by calling Florida Blue at the number on their member ID card or contacting their agent. See the *Better You Rewards* Talking Points below for more information.



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Better You Rewards Talking Points

If members ask you about the *Better You Rewards* program, use these talking points to help answer their questions.

What is *Better You Rewards*?

This program gives you the opportunity to earn money you can use toward your premium while you learn ways to eat healthier, move more and de-stress. Each quarter, you'll have the opportunity to earn \$25—up to \$100 each year— when you complete a wellness program designed to help you live a healthier life.

Will these health care activities cost me any money out-of-pocket?

No. They are available to you at no extra cost.

How long will it take for me to receive my rewards?

Once you complete a program, Florida Blue will apply the reward to your health plan premium. This can take up to 60 days to appear in your monthly premium bill.

Where can I get more information about the *Better You Rewards* program?

You can learn more about *Better You Rewards* by calling Florida Blue at the number on your member ID card or contacting your agent.