



An Independent Licensee of the
Blue Cross and Blue Shield Association

September 2016

BlueMedicare Member Rewards Program

Launches September 29, 2016

Getting a flu shot, colon cancer screening and annual wellness visit are just a few of the important steps our BlueMedicare members can take to keep their health on track. Now we will reward them for it.

Beginning September 29, BlueMedicare members will be able to earn gift cards from national retailers and restaurants for completing certain health care services they have not completed yet this year. Florida Blue partnered with Novu, a health and wellness company, to offer the Healthy Blue Rewards program to our BlueMedicare members. About 120,000 members in PPO, Regional PPO and HMO plans will receive a postcard announcing the program. To see an example of the postcard sent to members about the program, click [here](#).

Those members whose records show they need to complete certain tests or see their doctor for a visit before the end of the year will receive an activation kit in mid-October. To see an example of an activation kit, click [here](#).

The goal of this program is to help members take an active role in their health by rewarding them for getting needed preventive services. The offer is good through the end of the year, and members must complete their eligible services and submit reward documentation by December 31, 2016, in order to earn the reward. Members can earn gift cards for completing the following health services:

- Annual wellness visit
- Diabetes dilated eye exam
- Diabetes urine test for protein
- Diabetes blood test (A1c)
- Breast cancer screening
- Colon cancer screening
- Bone density test (osteoporosis screening)
- Flu shot

Should any of your BlueMedicare patients contact you with questions, we've included talking points below to help answer them.

BlueMedicare Member Rewards Program Talking Points

What is Healthy Blue Rewards?

Healthy Blue Rewards is our new program to reward BlueMedicare members like you for taking care of your health. It's important to get health services like your flu shot and annual wellness visit in order to stay healthy. As part of this program, if you get these services you can earn gift cards for it.

Is this program really sponsored by my health plan?

Yes. Florida Blue has partnered with an experienced member marketing company to offer the Healthy Blue Rewards program. It's really important to get these health services, and we want to reward you for doing everything you can to stay healthy.

I have questions about the Healthy Blue Rewards program. Who should I call?

You can call the Healthy Blue Rewards support center. Here is their number, **1-888-262-1697**, TTY users call, 711.

What kind of gift cards can I earn?

You can choose from many national retailers and restaurants. For more information about the program, call **1-888-262-1697**, **TTY users call, 711**.