



An Independent Licensee of the
Blue Cross and Blue Shield Association

March 2018

2018 HealthyBlue Rewards Program Medicare Advantage Members

On March 1, our 2018 HealthyBlue member rewards program for Medicare Advantage members was announced. HealthyBlue Rewards allows most BlueMedicare plan members to earn gift cards from national retailers and restaurants when they get certain care and services such as an annual wellness visit, flu shot, colorectal cancer screening, breast cancer screening and more.

The program will help influence our Medicare Advantage members to receive the care and screenings they need to help them achieve better overall health outcomes.

Details

BlueMedicare members in the following plans can participate in HealthyBlue Rewards and earn gift cards for taking care of their health:

- BlueMedicare Choice (RPPO)
- BlueMedicare Select (PPO)
- BlueMedicare Complete (HMO SNP)
- BlueMedicare Classic (HMO)
- BlueMedicare Classic Plus (HMO)
- BlueMedicare Premier (HMO)

Note: BlueMedicare Preferred (HMO), BlueMedicare group retiree plan, BlueMedicare Supplement and BlueMedicare Rx (PDP) members are **not** eligible for HealthyBlue Rewards.

When a member signs up for HealthyBlue Rewards, they will can:

- earn gift cards for their health activities in 2018, including those they have already completed;
- get online access to personalized health and fitness programs; and
- receive access to health resource tools and education.

Here's what's new for 2018:

- The flu shot reward has doubled from last year's reward.
- BlueMedicare's new dual-eligible special needs plan (BlueMedicare Complete) is now included.
- Members can earn rewards for getting their flu shot and diabetic retinal eye exam through their claims or by simply telling us they received the shot or exam.
- This year there will be three levels of rewards for colon cancer screening. The member will earn a reward amount that depends on the type of screening they choose (e.g., at-home fecal immunochemical test (FIT-kit), sigmoidoscopy, CT colonography or Cologuard (FIT-DNA test), colonoscopy). Members can earn only one reward for colon cancer screening.

Members will want to allow 30-60 days for claims processing before they can select their rewards.

What You Can Do

Encourage your BlueMedicare patients to sign up for HealthyBlue Reward and earn rewards for taking care of their health. Click here to see a [brochure about HealthyBlue](#). Encourage members to learn more about HealthyBlue by visiting our website: www.floridablue.com/members/healthy-blue-rewards. See the HealthyBlue Rewards Talking Points below for more information for your patients.

HealthyBlue Talking Points

If members reach out to you about the HealthyBlue Rewards program, use these talking points to help answer their questions.

What is HealthyBlue Rewards?

HealthyBlue Rewards is a personalized health and wellness website provided by Florida Blue and Florida Blue HMO where you can access tools and resources to develop, enhance and maintain a healthy lifestyle, all in a private and secure environment. You can also sign up to participate in Florida Blue's HealthyBlue Rewards program, which makes it easy for you to get rewarded for taking care of your health. You can view your rewards progress on your personal HealthyBlue Rewards dashboard. And while you're there, you can check out a menu of wellness programs and helpful information about health topics that matter to you.

Is this real or a scam? HealthyBlue Rewards is part of Florida Blue and Florida Blue HMO and is a program that helps you learn more about taking care of your health and earning rewards for doing it.

Can I get credit for a health care activity I completed last year? No. According to Medicare, you can only earn one reward per eligible health care activity within the current plan year. Any health care activities you completed in 2017 are not eligible for rewards in 2018. The program starts over each plan year.

Will these health care activities cost me any money out of pocket? Most recommended tests and screenings are available to you at no extra cost.

How long will it take to receive my gift card? If you choose to receive a gift card by mail, it generally takes around 2 to 3 weeks for it to arrive from the time you select your reward. If you select an Amazon e-gift card, you can download and use it immediately.

I have questions about HealthyBlue Rewards. Who do I call?

Call the HealthyBlue Rewards Support Center at **1-844-749-9926**. TTY/TDD users, please call 711. The support center is open Monday-Thursday, 9 a.m. to 8 p.m. Eastern Time and Friday, 9 a.m. to 7 p.m. Eastern Time.