

## BlueMedicare HMO and PPO Members Invited to HealthyBlue Day Care Events

Sometimes, it can be challenging for your patients to keep multiple appointments or find transportation to your office for their preventive screenings and services. Convenience plays a big role. We understand this and work hard to offer members choices for staying current with their screenings. This is why we are *inviting* some BlueMedicare<sup>SM</sup> members to HealthyBlue Day care events.

We are continuing to host our popular HealthyBlue Day events at selected Florida Blue Centers starting this month. Members with one or more care gaps who live nearby a Florida Blue Center will be *invited* to complete their important health screenings and receive health coaching by our registered nurses.

These events are not intended to replace any active treatment plan members have with you but will ensure *invited* members' medical screenings and tests are up to date. A variety of screenings and services such as those listed below will be offered to members and will vary by location. With member authorization, results of exams and screenings (e.g., diabetic retinal eye exam and breast cancer screenings) will be shared with their primary care physician (PCP).

- Blood pressure check
- BMI screening
- Bone density screening
- Breast cancer screening
- Diabetic A1c test
- Diabetic retinal eye exam
- Diabetic urine protein test
- Flu Shot
- On-site nurses and health coaches with expert health and wellness information

Members can earn rewards for closing eligible care gaps. Similarly, PCPs who qualify for the **BlueMedicare Provider Quality Bonus Program** can earn a monthly and/or annual BlueMedicare quality bonus when their patients close specified care gaps. In some cases, a double provider monthly bonus will apply. Eligible providers should have received information on the 2018 bonus program. However, information is also available at [Availity.com](http://Availity.com) under Florida Blue's PASSPORT web portal's News & Announcements section

Our initial HealthyBlue Day events are listed below. Additional event dates and locations are being planned to occur through the year and will be announced in upcoming provider communications.

HealthyBlue Days Care Events		
Florida Blue Center	Address	Event Date/Time
<b>Sarasota</b>	285 N. Cattlemen Rd. Sarasota, FL 34243	Saturday, March 10, 2018 10 a.m. – 2 p.m.
<b>Ft. Lauderdale</b>	1970 Sawgrass Mills Circle Sunrise, FL 33323	Saturday, March 17, 2018 10 a.m. – 2 p.m.
<b>Boynton Beach</b>	1501 North Congress Ave. Boynton Beach, FL 33426	Saturday, March 31, 2018 10 a.m. – 2 p.m.
<b>Estero</b>	8041 Plaza Del Lago Dr. Estero, FL 33928	Thursday, April 5, 2018 10 a.m. – 2 p.m.

Should your patient(s) mention they've been *invited*, thank you in advance for encouraging them to attend.