

HealthyBlue Rewards

For BlueMedicare HMO, Local PPO and Regional PPO Medicare Advantage Members

Exciting times for our Medicare Advantage members! On June 26, Florida Blue launched its 2017 HealthyBlue Rewards program for its Medicare Advantage members enrolled in BlueMedicareSM HMO, BlueMedicare Local PPO and BlueMedicare Regional PPO plans. Through this program, members can earn **gift cards from national retailers and restaurants** when they complete certain preventive services, such as an annual wellness visit, flu shot, colorectal cancer screening, breast cancer screening and more. Members will also have online access to personalized health and fitness programs, health resources and health education.

Florida Blue is working with Welltok, a health optimization company, to offer the HealthyBlue Rewards program to its members.

With this year's member rewards program, we have simplified things for the member. We will be using claims information to *automatically update* the member's rewards dashboard, so they will no longer need to fill out forms to earn their gift cards. However, members will be asked to self-report when they get their **flu shot**. Members will need **to allow 30-60 days for claims processing**.

Member Outreach

Starting June 26, members will receive the following materials letting them know about the HealthyBlue Rewards program and how to sign up. Click below to see examples of these materials.

- [HealthyBlue Rewards Member Email](#)
- [HealthyBlue Rewards Member Postcard](#)

Answering Patient's HealthyBlue Questions

If members reach out to you with questions about the HealthyBlue Rewards program, our program *questions and answers* below should help you respond.

HealthyBlue Rewards Frequently Asked Questions

What is HealthyBlue?

HealthyBlue is a personalized health and wellness website provided by Florida Blue where Medicare Advantage members enrolled in our BlueMedicare HMO, PPO or Regional PPO plan can access to tools and resources to develop, enhance and maintain a healthy lifestyle all in a private and secure environment. These members may also sign up to participate in Florida Blue's HealthyBlue Rewards program that makes it easy get rewarded for taking care of their health. They can view their rewards progress on their personal HealthyBlue Rewards dashboard. And while they're there, they can check out a menu of wellness programs and helpful information about health topics that matter to them.

Why did the member receive this <postcard/email>?

Florida Blue sent our Medicare Advantage members enrolled in the BlueMedicare plans mentioned above information about the HealthyBlue program and the helpful tools available to help them manage their health. It's easy, free and up to the member to sign up for HealthyBlue. They must sign up **before December 31, 2017** to take full advantage of the program, which includes the chance to earn gift cards for taking care of their health through the HealthyBlue Rewards program.

Can members get credit for a health care activity they completed last year?

No. According to Medicare, they can only earn one reward per eligible health care activity within the current plan year. Any health care activities they completed in 2016 are not eligible for rewards in 2017. The program starts over each plan year.

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

Most recommended tests and screenings are available to the member at no extra cost.

How long will it take for the member to receive their gift card?

If members choose to receive a gift card by mail, it generally takes around 2 to 3 weeks for it to arrive from the time they select their reward. If they select an Amazon e-gift card, they can download and use it immediately.

Who can earn rewards?

Only current BlueMedicare HMO, Regional PPO or Local PPO members may earn HealthyBlue member rewards.

Who should members call if they have questions about the HealthyBlue Rewards Program?

Call the HealthyBlue Rewards support center at **1-844-749-9926**. TTY/TDD users should 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.