

May 2020

My Health Link Online Member Account

Where Medicare Advantage Members Get Personalized Healthy Living Plans, Health Education and More

We're pleased to continue providing our Medicare Advantage HMO and PPO members with personalized online health and wellness information and education through our *My Health Link* member website.

With a *My Health Link* online member account, your Florida Blue Medicare Advantage patients can now access their **Healthy Living Plan** for important health and wellness reminders, as well as **health and wellness education**. Your patients will see the health care activities they've completed and those care gaps that are still open, thereby coordinating their care gap closures with your efforts (i.e., Provider Link Tasks and Care Gap Report). Activities eligible for member rewards are labeled with a gift card icon to remind them of the rewards.

Our goal is for all our Medicare Advantage members to rely on their *My Health Link* member account for their personalized health and wellness-related information. Until then, we're reaching out to those who haven't created their member account and sharing health and wellness reminders and education with them. This includes mailing these members their *Healthy Living Plan* each quarter.

When you see your Florida Blue Medicare HMO and PPO patients, please encourage them to sign up for a member account in *My Health Link* and complete their Health Risk Appraisal at floridablue.com/medicare. Once there, they should select *Log In* and then *New Member Registration*. We also encourage you to give them a printed copy of [How to Get Started](#). The tools and online engagement our new member website offers can help motivate your Medicare Advantage patients on their journey to good health.

Thank you for the outstanding health care and support you provide to our members.

Florida Blue is a PPO, RPPO and Rx (PDP) plan with a Medicare contract. Florida Blue Medicare is an HMO plan with a Medicare contract. Enrollment in Florida Blue or Florida Blue Medicare depends on contract renewal. Health coverage is offered by Blue Cross and Blue Shield of Florida, Inc., DBA Florida Blue. HMO coverage is offered by Florida Blue Medicare, Inc., DBA Florida Blue Medicare. These companies are affiliates of Blue Cross and Blue Shield of Florida, Inc., and are Independent Licensees of the Blue Cross and Blue Shield Association.