

New Medicare Advantage HMO and PPO Member Website Offers Personalized Engagement

Our new Florida Blue Medicare member website is designed to improve our Medicare Advantage (MA) HMO and PPO members' digital experience through personalized online engagement that's simple and easy to use. We hope you'll encourage your Florida Blue MA patients to take advantage of all it has to offer.

Through the new website, our MA members can now view their benefits and claims, search for providers, schedule appointments, create an online care team and invite loved ones and caregivers to help them manage their health.

MA members can also enroll in [HealthyBlue Rewards](#) and redeem their rewards. Additionally, members will be asked to complete a Health Risk Appraisal which helps us guide them to services tailored just for them.

We're educating our MA members about the new website through a variety of material, including a welcome mailing, a newsletter, health and wellness reminders and more.

When you see your Florida Blue Medicare HMO and PPO patients, please encourage them to sign up for a member account 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 MA patients on their journey to good health.

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.