

Healthy Rewards Program

Increase your quality scores while members earn rewards



Through our Healthy Rewards program, Healthy Blue members can earn \$25 or more for getting certain health services. At the same time, you increase your practice's quality scores by providing members with the vaccinations, screening visits and medications they need.

When a member meets the eligibility criteria for the activities listed below and completes the service, they will earn the corresponding reward amount after the service is confirmed by the Claims department. The reward dollars are loaded into the member's Healthy Rewards account and can be redeemed for a variety of retail gift cards. **Ensure you file your claims timely so the members can receive their rewards.**

To help your practice, all Healthy Rewards activities are tied to HEDIS® scores and/or health initiatives. They include:

Healthy activities	Who's eligible	Reward	Limit
1st Prenatal Care Visit	F, ages 13 to 55	\$25 and choice of one of the following rewards: stroller, portable playpen, car seat or six packs of diapers	One per pregnancy
Postpartum Care Visit	F, ages 13 to 55	\$25 and one pack of diapers	One per pregnancy
Well-Child Visits in the First 30 Months of Life	M, F, ages 0 to 15 months	\$10, max \$60	6 times from 0 to 15 months
	M, F, ages 15 months and one day to 30 months	\$10, max \$20	Two times from 15 months and one day to 30 months
Lead Screening	M, F, ages 0 to 2	\$25	One per member
Well Child Visits	M, F, ages 12 to 17	\$25	One per 12 months
Childhood Immunization Combo 10	M, F, ages 0 to 2, stops at 2nd birthday	\$25	One per member

HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).



Healthy Blue



Healthy activities	Who's eligible	Reward	Limit
Breast Cancer Screening	F, ages 50 to 74	\$50	One per 24 months
Blood Pressure Medication Refill	M, F, ages 18 to 75	\$10, max \$40	Four per year, once per quarter
Diabetic Retinal Eye Exam	M, F, ages 18 to 75	\$50	One per 12 months
Diabetic A1c Screening	M, F, ages 18 to 75	\$25	One per 12 months
Annual diabetes screening for members with schizophrenia, schizoaffective disorder or bipolar disorder who are on an antipsychotic medication	M, F, ages 18 to 64	\$25	One per 12 months
Metabolic Testing for Members using Antipsychotic Medication	M, F, ages 12 to 17	\$25	One per 12 months

Please remind your patients who are members of Healthy Blue about the Healthy Rewards program at their next office visit. By working together, we can encourage good habits and help our members get the right care, and you can improve your quality scores.

If your Healthy Blue patients have questions regarding the program or would like to enroll, have them call Healthy Rewards at **1-888-990-8681 (TTY 711)** Monday to Friday 8 a.m. to 7 p.m. CT or visit the Benefit Reward Hub at **<https://healthybluene.com>** for more information.

To earn rewards, members must enroll in the program prior to or within 30 days of the date of service.