



Belong. Achieve. Delight.

# Now, More than ever, Keep your Health Coverage

HealthyBlue is a rewards program focused on keeping **Florida Blue Medicare Advantage** members at their healthiest. It's our way of saying "thanks" for being loyal to your health!

## What do I need to know?

- HealthyBlue rewards BlueMedicare Advantage members for completing and reporting eligible screenings and other preventive care
- Redeem your earned rewards and choose from a variety of gift cards
- Learn how you can adopt a healthier lifestyle with health and wellness tips

## How do I get started?

2023 starts a new HealthyBlue Rewards member year. You can access your rewards dashboard by logging in to your My Health Link™ member account at [floridablue.com/medicare](https://floridablue.com/medicare).

To opt in and start earning rewards, click **Log In**, go to the **My Rewards** menu, hover over **Rewards** and click on **HealthyBlue Rewards**. Accept the terms of service and choose how you want to hear from us.

## Who is it for?

HealthyBlue Rewards is a program for BlueMedicare HMO, PPO, and Employer Group PPO members. This includes BlueMedicare Complete (HMO D-SNP) members.

## How do I learn more about HealthyBlue Rewards?

We make it easy for you to get rewarded. You can learn more about the program by visiting [floridablue.com/healthyblue](https://floridablue.com/healthyblue) OR log in to your My Health Link™ member account to access the rewards website. **On our rewards website, you can quickly:**

- View your incentive history and your earned rewards dollars
- Report and redeem completed eligible health activities and screenings
- Participate in Personal and Community challenges



**Remember: All earned reward dollars must be redeemed no later than December 31 each year!**

## 2023 HealthyBlue Rewardable Activities

Health Action	Reward Value
<b>Annual Health Risk Assessment</b>	\$20
<b>Annual Wellness Visit / Welcome to Medicare Exam</b> Log in to your Rewards dashboard to see if you are eligible for an extra \$20 reward for completing this activity.	\$30
<b>In-Home Health Visit / Telehealth Visit</b> Log in to your Rewards dashboard to see if you are eligible for an extra \$20 reward for completing this activity.	\$30
<b>Breast Cancer Screening</b> <i>Women only</i>	\$20
<b>Colon Cancer Screening</b> <sup>1</sup> <i>(Choose one option below to receive one \$20 reward.)</i>	
Option 1: Fecal Immunochemical Test (FIT) – Complete every year	\$20
Option 2: FIT-DNA (also known as Cologuard or flexible sigmoidoscopy or CT colonography) – Complete once every 2–3 years, or sooner based on your doctor’s recommendation.	\$20
Option 3: Colonoscopy – Complete once every 10 years, or sooner based on your doctor’s recommendation.	\$20
<b>Diabetic Screenings</b>	
Diabetic Retinal Exam	\$20
Diabetic Blood Test (A1c)	\$20
Diabetic Urine Test for Protein	\$10
<b>Flu Shot</b>	\$10

<sup>1</sup>Members are eligible to receive a reward for only one colon cancer screening per year. Screening must be performed in 2023. Program restrictions and limitations may apply. For full details on program rules visit [floridablue.com/healthyblue](https://floridablue.com/healthyblue). In order to redeem your earned rewards in 2023, you must opt in to participate by either calling us (1-855-861-9400) or by logging in to your member account at [floridablue.com/medicare](https://floridablue.com/medicare) no later than 12/31. Members must redeem earned rewards by the 12/31 deadline each year. Participation in HealthyBlue is voluntary and offered at no cost to you. Florida Blue and Florida Blue Medicare are Independent Licensees of the Blue Cross and Blue Shield Association. We comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, or sex. For more information visit [floridablue.com/ndnotice](https://floridablue.com/ndnotice).

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