

Healthy Rewards Program

Increase your quality scores while members earn rewards



Through our Healthy Rewards program, Healthy Blue members can earn up to \$30 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. **Please 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 activity	Eligible members	Member reward	Limit
First Prenatal Care Visit	Female, ages 13 to 55	\$30	One per pregnancy
Postpartum Care Visit	Female, ages 13 to 55	\$30	One per pregnancy
Well-Child Visits in the First 30 Months of Life	Male and female, newborn to 15 months	\$15, max \$90	Six times from newborn to 15 months
	Male and female, ages 15 months and one day to 30 months	\$15, max \$30	Two times from 15 months and one day to 30 months
Lead Screening in Children	Male and female, before 2nd birthday	\$25	One per member
Annual Dental Visit	Male and female, ages 2 to 20	\$25	One per 12 months
Well-Child Visits <i>*Providers, please educate members on healthy weight management.</i>	Male and female, ages 3 to 21	\$25	One per 12 months
Breast Cancer Screening	Female, ages 50 to 74	\$30	One per 24 months



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Healthy activity	Eligible members	Member reward	Limit
Cervical Cancer Screening	Female, ages 18 to 64	\$30	One per 36 months
Chlamydia Testing	Female, ages 16 to 24	\$25	One per 12 months
Diabetic Retinal Eye Exam	Male and female, ages 18 to 75	\$25	One per 12 months
Diabetic A1c Screening	Male and female, ages 18 to 75	\$25	One per 12 months
30-Day Follow-Up after Behavioral Health Hospitalization	Male and female, ages 6 and older	\$25, max \$75	Three per 12 months
Tobacco Cessation Quiz	Member completes tobacco cessation quiz online at our Benefit Reward Hub	\$5	1 per 12 months
Substance Abuse Quiz	Member completes substance abuse quiz online at our Benefit Reward Hub	\$5	1 per 12 months

Please remind your patients who are Healthy Blue members 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) or visit the Benefit Reward Hub at <https://healthybluemo.com> for more information.

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



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<https://provider.healthybluemo.com>

Healthy Blue is a Medicaid product offered by Missouri Care, Inc., a MO HealthNet Managed Care health plan contracting with the Missouri Department of Social Services. Healthy Blue is administered statewide by Missouri Care, Inc. and administered in the Kansas City service region by Missouri Care, Inc. in cooperation with Blue Cross and Blue Shield of Kansas City. Missouri Care, Inc. and Blue Cross and Blue Shield of Kansas City are both independent licensees of the Blue Cross and Blue Shield Association.

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