

# Healthy Rewards program

Healthy Blue's Healthy Rewards program helps you increase your quality scores and our members earn rewards.



Through our Healthy Rewards program, Healthy Blue members enrolled in Medicaid 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 13–55	\$30	One per pregnancy
Postpartum Care Visit	Female, ages 13–55	\$30	One per pregnancy
Well-Child Visits in the First 30 Months of Life	Newborn to 15 months	\$15, max \$90	Six times from newborn to 15 months
	Ages 15 months and one day to 30 months	\$15, max \$30	Two times from 15 months and one day to 30 months
Initial Health Screener	All ages within first 30 days of health plan enrollment	\$10	One per member
Flu shot	All ages	\$10	One per 12 months
Covid-19 vaccination	Ages 5+	\$10	One per member
Lead Screening in Children	Ages 0–1, before 2nd birthday	\$25	One per member
Annual Dental Visit	Ages 2–20	\$25	One per 12 months

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



Healthy activity	Eligible members	Member reward	Limit
<b>Well-Child Visits</b> *Providers, please educate members on healthy weight management.	Ages 3–21	\$25	One per 12 months
<b>Adult Well Visit</b>	Ages 22+	\$10	One per 12 months
<b>Asthma Medication Refills</b>	Ages 5–64	\$5	One per quarter
<b>Breast Cancer Screening</b>	Females, ages 50–74	\$30	One per 24 months
<b>Cervical Cancer Screening</b>	Females, ages 18–64	\$30	One per 36 months
<b>Chlamydia Testing</b>	Females, ages 16–24	\$25	One per 12 months
<b>Diabetic Retinal Eye Exam</b>	Ages 18–75	\$25	One per 12 months
<b>Diabetic A1c Screening</b>	Ages 18–75	\$25	One per 12 months
<b>30-Day Follow-Up after Behavioral Health Hospitalization</b>	Ages 6+	\$25, max \$75	Three per 12 months
<b>Tobacco Cessation Quiz</b> Member completes quiz online at our Benefit Reward Hub	Ages 18–75	\$5	One per 12 months
<b>Substance Abuse Quiz</b> Member completes quiz online at our Benefit Reward Hub	Ages 18–75	\$5	One per 12 months
<b>Healthy Weight Management Quiz</b> Member completes quiz online at our Benefit Reward Hub	Ages 3–21	\$5	One per 12 months

Please remind your patients 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.

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

**If your Healthy Blue patients have questions regarding the program or would like to enroll, have them call Healthy Rewards at 888-990-8681 (TTY 711) or visit the Benefit Reward Hub at <https://healthybluemo.com> for more information.**

Providers, please visit **MyDiversePatients.com** for resources and tips on how to care for your patients of various ethnic and cultural backgrounds and LGBTQ orientations to best meet their needs.

**<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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