

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!

**Questions? Call the HealthyBlue Rewards Support Team at 1-855-861-9400.**

- Monday through Friday, 8 a.m. to 10 p.m. Eastern Time.

## Q. Who is eligible for HealthyBlue Rewards?

A: HealthyBlue is a program for BlueMedicare HMO, PPO and Group PPO members.

This program is currently not available for members in these plans:

- BlueMedicare Supplement
- BlueMedicare Rx (PDP)

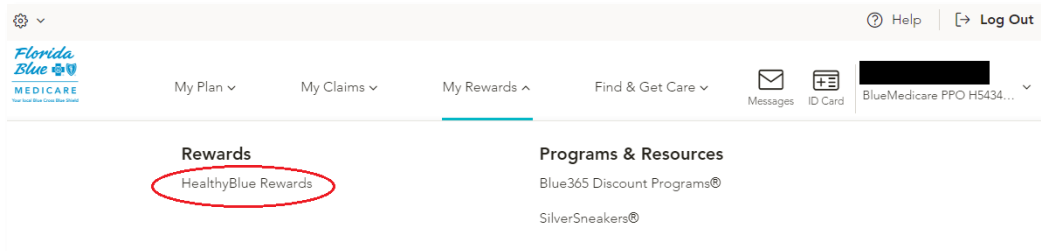
## Q. How do I sign up for HealthyBlue Rewards?

A: It's easy to get started:



Log in to your My Health Link™ member account at [floridablue.com/medicare](https://floridablue.com/medicare).

- (If you're a new member, you'll first need to sign up for an account [here](#).)
- Go to the *My Rewards* menu, hover over *Rewards* and click on *HealthyBlue Rewards*.



- On the page shown below, click on *Yes, take me to the Site*.

Florida Blue MEDICARE

My Plan My Claims My Rewards Find & Get Care Messages ID Card BlueMedicare PPO H5434...

## Links from our site

We have links from your member account to several different internet sites hosted by other companies. Some of the internet sites we link to are hosted by companies we do business with. Examples may include BillTrust for making payments, and Prime Therapeutics, Inc. for information about your prescription drug coverage.

Other internet sites are hosted by companies we don't do business with. We provide these links only as a courtesy to help you find information and services. We aren't responsible for the performance or content of these sites or your use of the information or services they provide. These companies may not be subject to privacy laws. They could share your information with other parties.

Read the privacy statements and terms of use on the sites you visit to understand their individual privacy practices.

Let us know how we can help.  
800-926-6565

Florida Blue MEDICARE

- Read and accept the User Agreement. You will only see this page upon your first log in. You should see this screen below:

## User Agreement

Español

The Effective Date of this Terms of Service is May 1, 2010 and is updated as of 11/03/2015

This Terms of Service ("Agreement") is entered into by and between Onlife Health, Inc. ("ONLIFE") and you, the user ("you", "your", or "user"), and governs your use of the Onlife Health, Inc. Internet web site and related information, data, and other content on that web site ("Content"). The web site is available on the World Wide Web at the Uniform Resource Locator ("URL") <http://www.OnlifeHealth.com> ("OnlifeHealth.com").

- 1. Agreement with Onlife Health.** ONLIFE hereby grants you a limited, non-exclusive, non-assignable and non-transferable license to access and use the on-line services available at OnlifeHealth.com, provided and expressly conditioned on your agreement and satisfaction of the terms and conditions in this Agreement. This license may be revoked by Onlife Health in whole or in part, at any time, with or without cause.
- 2. Access.** Certain portions of OnlifeHealth.com and certain Content will be accessible only to users previously identified to ONLIFE who meet criteria established by ONLIFE ("Registered Users") based on information provided by them or on their behalf. You may not access such portions of

By checking this box, you acknowledge you have read and agree to the full user agreement as stated above.

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- Choose your communications preferences under *How Can We Reach You?* on the page below.

### My Information

Please review the information below that we have on file to ensure that we have the best information in the event that we need to contact you.

Rhea   
  England   
  08/06/1976

981 Sigi Avenue gyoae 612   
  Watertown   
  WV   
  45814

Female   
  Dependent

(526)-555-0792   
 (745)-555-3773   
 ATeel\_CustomDemo\_1672311

### How Can We Reach You?\*

Email   
 Phone

**Best time to reach you**  
 Central Time (US & Canada) (GMT-06:00)   
 No Preferences

### Wellness Program Reminder and Notification Preferences

I understand that communications via unencrypted email or text message are not secure. There is a possibility that information included in email or text can be intercepted and read by other parties besides the person to whom it is addressed. By signing up, I accept the risks associated with texting and emailing.

**Email**

Yes, I would like to opt-in to email communication.

**SMS (Text Messages)**

Yes, I would like to receive notifications and other reminders via SMS text message. Data and message rates may apply.

**Mobile Phone**

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You should now see your HealthyBlue Rewards home page dashboard.

Good Afternoon, Adeline!   
 COLLAPSE

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CONTACT US: 855-861-9400   
 DOLLARS: \$30   
 Redeem >   
 Earn Dollars >   
 My Dollars >

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**My Journey** <   
 Health Risk Assessment (HRA)   
 Annual Wellness Visit / "Welcome to Medicare Visit" Completed on 11/28/2022   
 Flu Shot >

**Health Risk Assessment (HRA)**    \$20

[Learn More](#)

**Flu Shot**    \$10

[Learn More](#)

**Option 1: Colon Cancer Screening**    \$20

[Learn More](#)



Need help signing up? Call us at 1-855-861-9400, Monday through Friday, 8 a.m. to 10 p.m. ET (except federal holidays).

- The HealthyBlue Rewards Support Team can sign you up for the HealthyBlue Rewards program over the phone. This will give you the ability to call in to check your earned rewards, report an activity and redeem your rewards.
- You can also use the Rewards portal at any time to check your earned rewards, report an activity and redeem your rewards for a gift card. To access the Rewards portal, simply follow the log-in instructions starting on page 1.

**Q: If I am a current Florida Blue Medicare Advantage member and I participated in HealthyBlue Rewards in 2022, what do I need to do to access the Rewards portal?**

A: If you opted in to participate in HealthyBlue Rewards in 2022, you don't need to do anything. You will still be able to access the Rewards portal by logging into your member account at [floridablue.com/medicare](https://floridablue.com/medicare). If you need help with your HealthyBlue Rewards account, you can also call the HealthyBlue Rewards Support Team at 1-855-861-9400.

**Q. Where can I read the HealthyBlue Rewards program rules?**

A: More information and eligibility rules can be found at [floridablue.com/healthyblue](https://floridablue.com/healthyblue).

**Q. Are the gift cards that I receive when I redeem my earned rewards in the HealthyBlue Rewards Program considered taxable income by the IRS?**

A: Florida Blue Medicare is required to report to the IRS any amounts of \$600 or more paid to individuals. If you receive \$600 or more, you will receive a 1099 statement from Florida Blue. Please note that amounts less than \$600, while not reported to the IRS by Florida Blue Medicare, may still be considered taxable income and you should discuss any tax implications with a tax advisor.

**Q: What if I didn't redeem my 2022 HealthyBlue Rewards?**

A: The deadline for redeeming rewards earned during 2022 was December 31, 2022. Your rewards balance started over at zero on January 1, 2023. CMS requires that all eligible members who opt in to participate and earn rewards in a Medicare Advantage rewards program must redeem all rewards no later than December 31 of the current year. Therefore, any unredeemed rewards earned in 2022 will not be eligible for redemption in 2023.

**Q: Can I be rewarded more than once for the same health activity and screening?**

A: No. Eligible members can earn one reward per calendar year for each activity in HealthyBlue Rewards. Members are eligible to receive a reward for only one Colon Cancer Screening option per year.

Below is a list of rewardable activities members are eligible to complete in 2023.

## 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.	\$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.	\$30
<b>Breast Cancer Screening</b>	\$20
<b>Colon Cancer Screening<sup>1</sup></b> (Choose one option below to receive one \$20 reward.)	
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

### Q: How can I view all my HealthyBlue Rewards screenings and activities?

A: Log in to your member account, go to *My Rewards*, hover over *Rewards* then click on *HealthyBlue Rewards*. This will take you to the HealthyBlue Rewards portal. On the Home page of the Rewards portal, you will need to click on *Earn Dollars* in the *Dollars* box on the right-hand side of your dashboard.

The screenshot shows the top navigation bar of the HealthyBlue Rewards portal. On the left is the HealthyBlue logo. On the right, it says "Good Afternoon, Adeline!" next to a user profile icon and an envelope icon. Below this is a "COLLAPSE" button with an upward arrow. The main content area is divided into two sections. The left section is titled "CONTACT US" and lists the phone number "855-861-9400". The right section is titled "DOLLARS" and displays a balance of "\$30". In the bottom right corner of the "DOLLARS" section, there are three links: "Redeem >", "Earn Dollars >" (which is circled in red), and "My Dollars >".

All of your eligible HealthyBlue Rewards activities and corresponding reward dollars will be listed on the page below.

The screenshot shows the HealthyBlue Rewards dashboard. At the top left is the HealthyBlue logo. At the top right, it says "Good Afternoon, Adeline!" with a user profile icon and a message icon. Below this is a "COLLAPSE" button. The dashboard is divided into two main sections. The left section contains "CONTACT US" with the phone number "855-861-9400". The right section displays "DOLLARS" with a balance of "\$30" and three links: "Redeem >", "Earn Dollars >", and "My Dollars >". Below this is a navigation bar with four tabs: "EARN HEALTHYBLUE REWARDS", "ELIGIBLE ACTIVITIES" (which is selected), "INCENTIVE HISTORY", and "REDEEM". The main content area has the heading "Earn rewards for being loyal to your health" and a sub-heading "HealthyBlue partners with members to guide them along their journey to good health. Members can earn rewards for completing milestones, such as getting a flu shot and undergoing cancer and diabetic screenings." There is a button labeled "All Activities". Below this are two activity cards. The first card is for "Mammogram", showing a pink ribbon icon, a "\$20" reward, "1 PER YEAR", and a "Complete" button. The second card is for "Flu Shot", showing a syringe icon, a "\$10" reward, "1 PER YEAR", and a "Complete" button.

**Q: Where do I go to report an activity for a reward?**

A: Click on *Earn Dollars*. This will take you to your eligible activities page.

This screenshot is identical to the one above, but with the "Earn Dollars >" link in the top right corner circled in red to highlight it.

Scroll down to the activity or screening you have completed.

CONTACT US  
855-861-9400

DOLLARS  
**\$30**

Redeem >  
Earn Dollars >  
My Dollars >

EARN HEALTHYBLUE REWARDS

ELIGIBLE ACTIVITIES

INCENTIVE HISTORY

REDEEM

## Earn rewards for being loyal to your health

HealthyBlue partners with members to guide them along their journey to good health. Members can earn rewards for completing milestones, such as getting a flu shot and undergoing cancer and diabetic screenings.

All Activities

Mammogram

**\$20**

1 PER YEAR

A breast cancer screening, also called a mammogram, X-rays your breast(s) to check for cancer. It can help find cancer early, when it may be easier to treat. Based on your history, your doctor will help set up a plan for when and how often you should be checked. Complete your breast cancer screening from Jan. 1 - Dec. 31, 2023 to earn a reward. Earn your reward faster by marking this activity "complete" or calling us.

Complete

Flu Shot

**\$10**

1 PER YEAR

A flu shot is a great way to lower your chances of getting the flu. You can get the shot from your primary care doctor or many other places, like your local pharmacy or a Florida Blue Center. If you get your flu shot from Jan. 1 - Dec. 31, 2023, you can earn your reward faster by marking this activity "complete" or calling us.

Complete

Then, click the call to action button in that activity box. For example, if you are trying to report your colonoscopy, scroll down to the box *Colon Cancer Screening* and then click on *Complete*.

Complete your Health Risk Assessment

**\$20**

1 PER YEAR

Completing the Medicare Health Risk Assessment will give you an idea of your health and identify opportunities for improvement. The survey is available on My Health Link™, the Florida Blue Medicare member website. If you don't complete it, a Florida Blue representative may reach out to help you complete it. To complete the Medicare Health Risk Assessment (HRA) online, log in to your member account at [floridablue.com/medicare](http://floridablue.com/medicare), go to the Find & Get Care menu, hover over Get Care and click on My Surveys. Once we've processed your survey, your \$20 reward will show up in your account. You can also complete your HRA by phone, using our IVR system. Call 1-855-718-1537 anytime, any day.

NOTE: If you are a BlueMedicare Complete (HMO D-SNP) member, complete your Health Risk Assessment by calling your nurse care manager at 1-866-780-4240 (TTY users, call 1-800-955-8770), Monday through Friday, 8 a.m. to 5 p.m., ET.

Colon Cancer Screening

**\$20**

1 PER YEAR

You are eligible to earn a \$20 reward for completing one of the following colon screenings, your doctor will help you know when you should be screened and the test that's right for you:

**Option 1:** Earn a reward for the fecal immunochemical test (FIT). This is a simple annual colorectal cancer screening you can take in the comfort of your own home. No special food or preparation is required.

**Option 2:** Earn a reward for one of the following tests:

-FIT-DNA (known as Cologuard) can be taken at home every three years.

-Sigmoidoscopy looks at part of your colon (as opposed to the entire colon like a colonoscopy). It should be repeated every four to five years.

-CT colonography uses different technology to look inside your colon. It should be repeated every five years.

**Option 3:** Earn a reward for a colonoscopy that checks for polyps inside your colon. It needs to be repeated every 10 years unless you're at high risk for colon cancer.

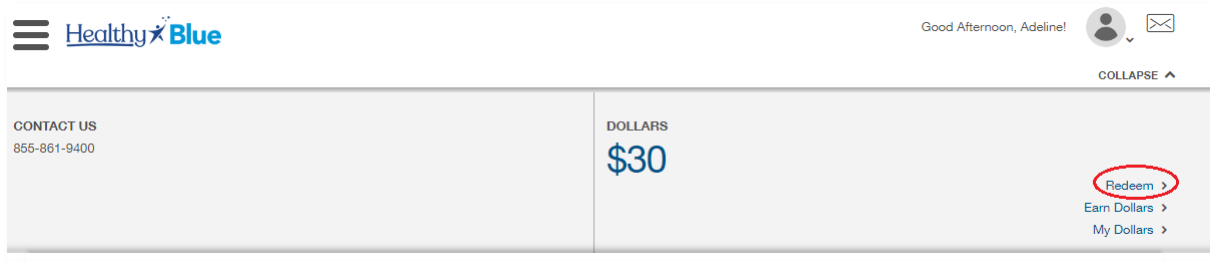
Complete one of these screenings from Jan. 1 - Dec. 31, 2023 to earn a reward. Earn your reward faster by marking this activity "complete" or calling us.

Complete

From there, you'll have to fill in some basic information, like when and where you received your service.

**Q: How do I redeem my HealthyBlue Rewards dollars?**

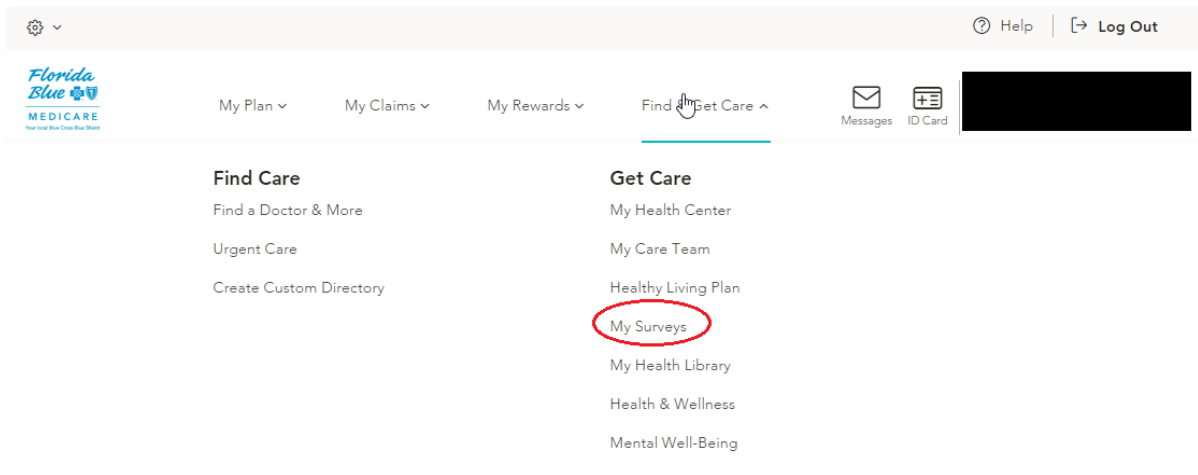
A: Click on *Redeem* in the *Dollars* box at the top of the home page dashboard.



From there, you will be taken to the redemption shopping site where you can select the type of gift card or fitness device as well as how much you want to redeem.

**Q: How do I complete my Health Risk Appraisal?**

A: You can complete your Health Risk Appraisal (HRA) by logging in to your My Health Link™ member account at **floridablue.com/medicare**. After logging in, go to the *Find & Get Care* menu, hover over *Get Care* and click on *My Surveys*.



On the next page, scroll down to *Health Risk Assessment* and click on *Start*. The assessment takes approximately 20 minutes to complete.



The screenshot shows the Florida Blue Medicare member dashboard. At the top, there is a navigation bar with the Florida Blue Medicare logo, a settings icon, and links for Help and Log Out. Below the navigation bar are several menu items: My Plan, My Claims, My Rewards, and Find & Get Care. There are also icons for Messages and ID Card, and a blacked-out profile picture area. The main content area features a blue banner with the text 'We Value Your Feedback' and a sub-header 'Dashboard / My Surveys'. Below the banner is a photo of a smiling woman. Underneath the photo is a section titled 'My Surveys' which contains a card for 'Health Risk Assessment'. The card has a 'Start Now' button circled in red. To the right of the card is a text box titled 'Why take a survey?'.

You can also complete your HRA by phone, using our interactive voice response system. Call 1-855-718-1537 anytime, any day.

**Note:** If you are a BlueMedicare Complete (HMO D-SNP) member, complete your Health Risk Assessment by calling your nurse care manager at 1-866-780-4240 (TTY users, call 1-888-234-6404). We're available Monday through Friday, 8 a.m. to 5 p.m., ET. Members may earn only one reward during a plan year for completing the Health Risk Assessment.

**Q: After I complete my Health Risk Assessment, can I self-report to get my reward?**

A: No, you won't be able to report your Health Risk Assessment. After you complete this survey, we'll update this activity in your Rewards portal and you should see your \$20 reward in your account within 7 business days.

**Q: What if my completed activities in the Rewards portal do not match what shows on my Florida Blue member dashboard in My Health Link?**

A: Don't worry. You may see tasks in your member dashboard that you have already completed in the Rewards portal. To change the status of the same task (ex: Annual

Wellness Visit) in the member dashboard, just simply mark the activity as complete.

To see the most up-to-date list of completed rewardable activities, go to the Rewards portal and click on *My Dollars* in the top right corner of the navigation bar at the top of the home page dashboard.

**Q: Do I receive HealthyBlue Rewards dollars if I complete a Personal Challenge or Community Challenge in the Rewards portal?**

A: No. Personal Challenges and Community Challenges are not rewardable activities in the HealthyBlue Rewards program.

**Q: Is there a deadline to redeem my HealthyBlue Rewards?**

A: Yes, all reward dollars earned in 2023 must be redeemed no later than December 31, 2023.

Program restrictions and limitations may apply. For full details on program rules, visit [floridablue.com/healthyblue](http://floridablue.com/healthyblue) or call 1-855-861-9400. 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](http://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](http://floridablue.com/ndnotice).

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