

Invest in you.
Join HealthyBlue Rewards today.

Join today so you can:

- Earn up to \$200 in HealthyBlue Rewards dollars for completing certain preventive screenings and healthy activities.
- Use your HealthyBlue Rewards dollars to purchase over-the-counter items or healthy foods in-store at select retailers.
- Pay for any costs associated with dental and vision services at any retailer whose primary business is dental or vision and who accepts Mastercard®.



How can I participate in the 2024 HealthyBlue Rewards Program?

2024 starts a new HealthyBlue member year. In order to earn HealthyBlue Rewards, you must opt in to participate. To opt in, log in to My Health Link™ at FloridaBlue.com/Medicare.

If you need assistance opting in or have additional questions about the program, call us at 1-800-926-6565, (TTY 1-800-955-8770). October 1–March 31, we are open every day 8 a.m.–8 p.m. ET (except for Thanksgiving and Christmas). April 1–September 30, we are open Monday–Friday 8 a.m.–8 p.m. ET, except for major holidays.

You can also learn more about the program by visiting FloridaBlue.com/HealthyBlue.



Belong. Achieve. Delight.

HealthyBlue Rewards Program (HealthyBlue) restrictions and limitations may apply. Eligible members who opt in to participate in HealthyBlue Rewards must complete the activity and redeem rewards no later than December 31 of the benefit year. Unredeemed rewards earned in 2024 will not carry over to 2025 and will expire if you disenroll from the plan.

Eligible allowance and rewards amounts cannot be combined. Additional limitations or restrictions may apply. Subscription type services like Walmart+, Instacart, Shipt, and Amazon are not eligible.

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The HealthyBlue program is not available to Florida Health Care Plan (FHCP) members at this time. Florida Blue and Florida Blue Medicare are Independent Licensees of the Blue Cross and Blue Shield Association. Florida Blue is a trade name of Blue Cross and Blue Shield of Florida Inc. We comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, or sex. Visit FloridaBlue.com/ndnotice for information on our free language assistance services.

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Florida Blue 
Your local Blue Cross Blue Shield

MEDICARE

2024 HealthyBlue Rewards Program

Exclusively for
Florida Blue Medicare
Advantage Members



Belong. Achieve. Delight.



Remember: All reward dollars must be earned and redeemed no later than December 31.



HealthyBlue is a rewards program focused on keeping

Florida Blue Medicare

Advantage members their healthiest. It’s our way of saying “thanks” for being loyal to your health! Use your Blue Dollars Benefits

Mastercard® Prepaid Card to redeem your HealthyBlue Rewards dollars for healthy foods and other eligible items and services at select retailers.



Who is it for?

HealthyBlue is a program for all Florida Blue Medicare Advantage members who complete certain preventive screenings and healthy activities between January 1 and December 31, 2024.

Participation in HealthyBlue is voluntary and offered at no cost to you.



Log in to My Health Link™ at FloridaBlue.com/Medicare

and check your HealthyBlue Rewards balance and to find a list of retail locations that accept the Blue Dollars card.

2024 HealthyBlue Rewardable Activities

Health Action	Reward Value
Annual Health Risk Assessment	\$20
Annual Wellness Visit/Welcome to Medicare Exam	\$50
In-Home Health Visit /Telehealth Visit	\$30
Breast Cancer Screening	\$20
Colon Cancer Screening <i>(Choose one option below to receive one \$20 reward.)</i>	
Option 1: Fecal Immunochemical Test (FIT) – Complete every year OR	\$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 OR	\$20
Option 3: Colonoscopy—Complete once every 10 years, or sooner based on your doctor’s recommendation	\$20
Diabetic Screenings	
Diabetic Retinal Exam	\$20
Diabetic Blood Test (A1c)	\$20
Diabetic Urine Test for Protein	\$10
Flu Shot	\$10