



How will I know when I have a reward? Will I be notified?

We will send updates by text message and/or email when your rewards are available.

If you can't receive text messages or emails, please check your account 90 days after you finish your healthy activity. If you chose not to receive text messages or emails, you can opt back in on the *Notifications* page on the Benefit Reward Hub.

How can I use my Healthy Rewards?

Visit the Benefit Reward Hub to choose a gift card from a variety of popular stores like Amazon, Old Navy and Taco Bell. You cannot use your rewards or gift card dollars to buy alcohol, tobacco products, or firearms.

If you are no longer a Healthy Blue member and you still have a rewards balance, you may redeem your funds for 90 days after you disenroll. Just call Healthy Rewards toll free for help.

Healthy Rewards Customer Service Line:
toll free 888-990-8681 (TTY 711)
Monday through Friday from
9 a.m. to 8 p.m. Eastern time

Healthy Blue is a Medicaid plan offered by Blue Cross and Blue Shield of North Carolina. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association.

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Blue Cross and Blue Shield of North Carolina complies with applicable federal civil rights laws and does not discriminate based on race, color, national origin, age, disability, creed, religious affiliation, ancestry, sex, gender identity or expression, or sexual orientation.

You can get this material and other plan information in large print for free.

To get materials in large print, call Member Services at 844-594-5070.

If English is not your first language, we can help. Call 844-594-5070 (TTY 711).

Blue Cross and Blue Shield of North Carolina cumple con las leyes federales de derechos civiles aplicables y no discrimina a las personas por raza, color, nacionalidad, edad, discapacidad, creencias, afiliación religiosa, ascendencia, sexo, identidad o expresión de género u orientación sexual.

Puede obtener este material y otra información del plan en letra grande, sin costo. Para obtener el material en letra grande, llame a Servicios para Afiliados al 844-594-5070.

Si el inglés no es su idioma principal, podemos ayudarlo. Llame al 844-594-5070 (TTY 711).

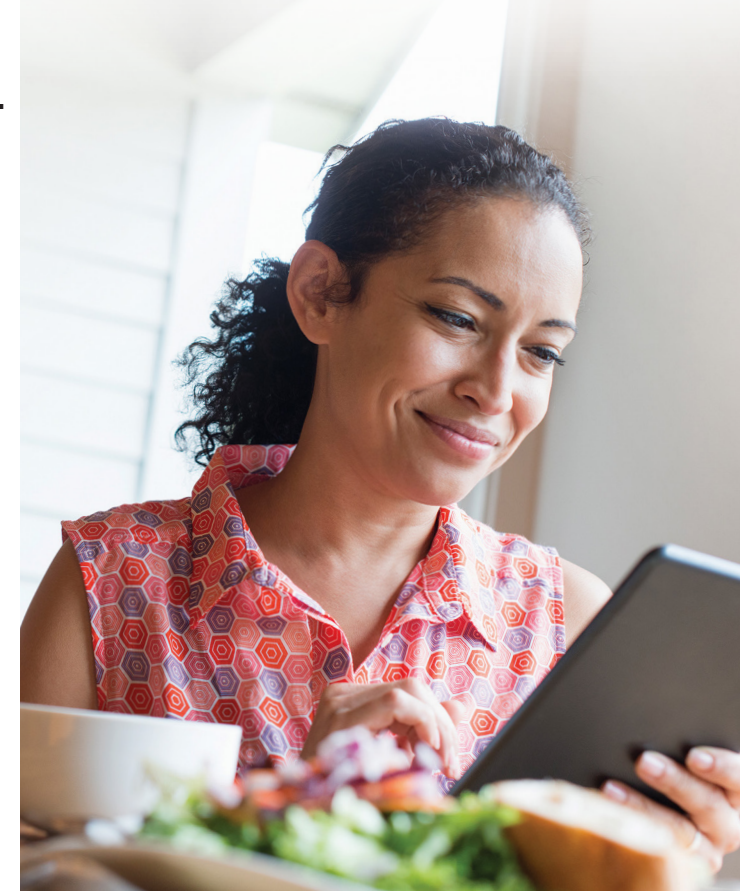
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您可以免費獲得大字印刷版的本材料和其他計劃資訊。要獲得大字印刷版的資料，請致電會員服務部電話 844-594-5070。

如果英語不是您的第一語言，我們可以提供協助。請致電 844-594-5070 (TTY 711)。



Stay healthy. Earn extras.



[healthybluenc.com](https://www.healthybluenc.com)

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Staying healthy earns you rewards with our Healthy Rewards program.

Healthy Blue rewards its members for making healthy choices.

Healthy Rewards is a no-cost, optional program for eligible Healthy Blue members. It encourages you to complete healthy activities and screenings to help you get and stay healthy.

How do I start earning Healthy Rewards?

- 1 Register for Healthy Rewards by logging in to the Benefit Reward Hub at healthybluenc.com or call Healthy Rewards toll free at 888-990-8681 (TTY 711) Monday through Friday from 9 a.m. to 8 p.m. Eastern time.
- 2 Complete eligible appointments and screenings.
- 3 Choose your gift card. Enjoy!



See what you can earn on your Healthy Rewards account home page, and after you finish an activity, we will load the rewards to your account.

Choose your gift card from stores like Amazon, Old Navy and Taco Bell.

Healthy Rewards program members can earn rewards for:

Who can earn	Activity	Reward	Limitations
F, ages 13–55	1st prenatal care visit	\$25	1 per pregnancy
F, ages 13–55	Postpartum care visit	\$25	1 per pregnancy
M, F, ages 0–455 days	Well-child visits in the first 30 months of life	\$25	1 per member
M, F, ages 456–910 days	Well-child visits in the first 30 months of life	\$25	1 per member
F, ages 50–74	Breast cancer screening	\$25	1 per 24 months
F, ages 21–64	Cervical cancer screening	\$25	1 per 36 months
M, F, ages 18–75	Diabetic A1c screening	\$25	1 per 12 months
M, F, ages 3–20	Childhood & adolescent wellness visit	\$25	1 per 12 months
M, F, ages 21 and older	Adult well visit	\$25	1 per 12 months
M, F, ages 0–1 (stops at 2nd birthday)	Childhood immunizations combo 10	\$25	1 per member
M, F, ages 11–13 (stops at 13th birthday)	HPV vaccination	\$25	1 per member
M, F, ages 2–20	Dental visit	\$25	1 per 12 months
M, F, ages 6 and older	Asthma management	\$5, max \$20	1 per quarter

M, F, ages 13 and older	Tobacco cessation	\$25	1 per 12 months
M, F, ages 6 and older	30-day follow-up after behavioral health discharge	\$15, max \$60	1 per quarter
M, F, ages 18–75	Quiz (diabetes management)	\$5	1 per 12 months

* To earn rewards, you must be enrolled in Healthy Rewards before or within 30 days of finishing a healthy activity.

* Limitations and restrictions apply. Benefits may change.

* Brochure last updated [state approval date].

I finished a healthy activity. How do I get my reward?

First, we have to get a claim from your doctor. That can take up to 90 days. Once your claim is received, we will add the reward to your balance if you have joined the Healthy Rewards program and if you have finished the activity requirements.



You have to report some healthy activities yourself. Those activities will have a Report button next to them on your Healthy Rewards account home page on the Benefit Reward Hub. Select the Report button to self-report. You can also call Healthy Rewards toll free to report finished activities.