

A message for providers: Healthy Rewards



An Anthem Company

Empire BlueCross BlueShield HealthPlus (Empire) shares your commitment to your patients' health and well-being. We have implemented a new, easily accessible incentive program called Healthy Rewards. This program has been designed to help your patients stay on track with their health care visits.

It's simple. Every time your patient completes one of the qualifying healthy activities, they will get dollars added to their reloadable Healthy Rewards debit card.

- Prenatal first trimester or with 42 days of enrollment earns \$25
- Prenatal visit (at least six prenatal care visits) earns \$25
- Postpartum visit earns \$25
- Well-baby visit by two weeks of age earns \$25
- Well-child (at least six checkups before 15 months) earns \$25



Help ensure your patients are receiving these rewards.

- Schedule an initial obstetrical (OB) visit within the first trimester or 42 days of enrollment with Empire.
- Complete the patient's postpartum checkup 21 to 56 days after delivery. If your patient had a C-section, their 1- to 2-week postoperative visit does not count as a postpartum visit.
- Encourage your patients to track their visits and earn rewards.
- Remind your patients once the baby is born to schedule their well-baby appointment with their pediatrician.



Healthy Rewards can be used at the following approved retailers:

- Dollar General
- Rite Aid
- Family Dollar
- Walmart

Members may use these funds to purchase approved items, including baby care items and more.

If you would like more information on the Healthy Rewards program or our high-risk obstetric case management program, please call our Provider Services team at 1-800-450-8753.

www.empireblue.com/nymedicaidoc

Here's how patients report their activities:

1. Log in to <https://mss.empireblue.com/healthyrewards>.
2. Call Healthy Rewards at **1-877-868-2004** Monday to Thursday from 9 a.m. to 8 p.m. and Friday from 9 a.m. to 7 p.m. ET.
3. Mail or fax the activity card your patients bring to your office to sign. Fax to **1-800-507-8575**.
4. Allow your patients to use an office-based terminal to report their activity online at <https://mss.empireblue.com/healthyrewards>.

Empire BlueCross BlueShield HealthPlus is the trade name of HealthPlus HP, LLC, an independent licensee of the Blue Cross and Blue Shield Association.