

# A Message for Providers: Healthy Rewards Program



An Anthem Company

Empire BlueCross BlueShield HealthPlus (Empire) shares your commitment to your patients' health and well-being. We have implemented new, easily accessible incentives in the Healthy Rewards program related to obstetric appointments. 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

## Healthy Rewards can be used at the following approved retailers:

- CVS
- Dollar General
- Duane Reade
- Family Dollar
- NationsOTC
- Rite Aid
- Walgreens
- Walmart

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

## Help ensure your patients are receiving these rewards:

- Schedule an initial obstetrical visit within the first trimester or 42 days of enrollment with Empire.
- Complete the patient's postpartum checkup 7 to 84 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.



## Here's how patients can 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. Allow your patients to use an office-based terminal to report their activity online at <https://mss.empireblue.com/healthyrewards>.

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](http://www.empireblue.com/nymedicaidoc)