

Healthy Rewards Program Provider Information

The Healthy Rewards Program helps you increase your quality scores and our members earn rewards.

Through our Healthy Rewards Program, Medicaid members covered by Empire BlueCross BlueShield HealthPlus (Empire) can earn \$10 to \$50 for getting certain health services. At the same time, you increase your practice's quality scores by providing members with the vaccinations, screening visits, and medications they need.

When a Medicaid member meets the eligibility criteria for the activities listed below and completes the service, they will earn the corresponding reward amount after the service is confirmed by the Claims department. The reward dollars are loaded into the member's Healthy Rewards website and can be redeemed for a variety of retail gift cards. **Please ensure you file your claims timely so the members can receive their awards.**

To help your practice, all Healthy Rewards activities are tied to HEDIS® scores and/or health initiatives. They include:

Healthy activities	Who's eligible	Reward	Frequency
7-Day Follow-Up After Behavioral Health Discharge	Ages 6 and older	\$25	1 per 12 months
Chlamydia Screening in Women	Females, ages 16 to 24	\$25	1 per 12 months
Viral Load Screening	Ages 18 and older	\$25, max \$50	1 per 6 months
Childhood Wellness Visit	Ages 3 to 17	\$25	1 per 12 months
High Blood Pressure Medication Refill	Ages 18 to 75	\$10, max \$40	1 per quarter
Immunizations for Adolescents – Combo 2	Ages 11 to 12 (stops at 13th birthday)	\$25	1 per member

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Healthy activities	Who's eligible	Reward	Frequency
Childhood Immunization Status — Combo 3	Ages 0 to 1 (stops at 2nd birthday)	\$25	1 per member
Cervical Cancer Screening	Females, ages, 21 to 64	\$25	1 per 36 months
Breast Cancer Screening	Females, ages 50 to 74	\$50	1 per 24 months
Colorectal Cancer Screening	Ages 50 to 74 (including 74)	\$50	1 per 36 months
Childhood Dental Visit	Ages 2 to 18	\$25	1 per 12 months
Diabetic Retinal Eye Exam	Ages 18 to 75	\$50	1 per 12 months
1st Prenatal Care Visit	Females, ages 13 to 55	\$25	1 per pregnancy
Postpartum Care Visit	Females, ages 13 to 55	\$50	1 per pregnancy
Well-Child Visits in the First 15 Months of Life	Ages 0 to 15 months	\$50	1 per member

Please remind your patients who are Medicaid members covered by Empire about the Healthy Rewards Program at their next office visit. By working together, we can encourage good habits and help our members get the right care, and you can improve your quality scores.

To earn rewards, members must enroll in the program prior to or within 30 days of the date of service.

If your Empire patients have questions regarding the program, please have them call Healthy Rewards at **888-990-8681 (TTY 711)** or visit the Benefit Reward Hub at <https://mss.empireblue.com/ny/benefits/medicaid-benefits.html> for more information.

Providers, please visit **MyDiversePatients.com** for resources and tips on how to care for your patients of various ethnic and cultural backgrounds and LGBTQ orientations to best meet their needs.

<https://providerpublic.empireblue.com>

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