

# PROVIDER QUICK POINTS

## PROVIDER INFORMATION



May 24, 2023

### **Healthy Rewards Member Incentive Program for all Blue Plus Families & Children and MNCare Members**

Blue Cross and Blue Shield of Minnesota and Blue Plus (Blue Cross) supports Minnesota Health Care Programs (MHCP) members by offering the Healthy Rewards Member Incentive program for all eligible Blue Plus Families & Children and MNCare members.

Members who complete specific preventive health screenings, including timely immunizations for children and adolescents, will earn rewards via a reloadable Mastercard debit card.

The Healthy Rewards program can help providers close gaps in care and improve member outcomes. Providers are encouraged to familiarize themselves with the eligible rewards by accessing the member page at [www.bluecrossmn.com/HealthyRewards](http://www.bluecrossmn.com/HealthyRewards).

#### **Healthy Rewards Program Highlights**

- Program is claims-based, resulting in less paperwork for providers.\*
- Blue Plus MHCP members ages 18 to 64 are eligible for the Healthy Rewards program.
- Members ages 18 to 64 can open their own account and receive their own card. Rewards for members who are under 18 will be added to the primary household card.
- Members under 18 who access the voucher-required prenatal care, postnatal care and chlamydia screening will receive their own reward card after they mail in their voucher(s).
- The card can be used anywhere Mastercard is accepted.
- The card cannot be used for cash or any cash equivalent.
- The card will not work at liquor, firearms, gambling establishments and tobacco/vaping retailers.

#### **Encourage your Blue Plus Patients to Enroll in the Program**

Members must enroll into the program to receive rewards. Please encourage members to learn more about our Healthy Rewards program at [www.bluecrossmn.com/HealthyRewards](http://www.bluecrossmn.com/HealthyRewards).

*\*For prenatal care, postnatal care and chlamydia screening, members will continue to use vouchers to maintain member confidentiality per HIPAA. Members will continue to print these vouchers before they come to appointments. Vouchers can be accessed and downloaded at <https://www.bluecrossmn.com/members/shop-plans/minnesota-health-care-programs/reward-program-blue-plus>*

## Healthy Activities and Reward Values

HEALTHY REWARDS ACTIVITY		REWARD VALUE
Child & Teen Checkups	Baby flu vaccine	<b>\$25 reward</b> added to member card when clinic submits claim for vaccine series.
	Preteen HPV vaccine	<b>\$25 reward</b> added to member card when clinic submits claim for vaccine series.
	Baby well-child visit	<b>\$10 reward</b> added to member card when clinic submits claim for each visit (up to 6).
	Annual well-child visit	<b>\$25 reward</b> added to member's card when clinic submits claim for visit.
Diabetes Care	Annual A1C test	<b>\$25 reward added to member card when clinic submits claim for test.</b>
Maternal Care	Healthy Pregnancy – Prenatal Visit	<b>\$75 gift card</b> when member mails in voucher for completing a prenatal visit in the first trimester of pregnancy. <i>Due to the sensitivity of this activity, members download a voucher and mail it to us. We mail their reward card within 2 to 3 weeks after receiving the completed voucher.</i>
	New Mom Care – Postpartum Visit	<b>\$75 gift card</b> when member mails in voucher for completing a prenatal visit in the first trimester of pregnancy. <i>Due to the sensitivity of this activity, members download a voucher and mail it to us. We mail their reward card within 2 to 3 weeks after receiving the completed voucher.</i>
Mental Wellbeing	Follow-up visit after mental illness hospital stay	<b>\$25 reward</b> added to member card when clinic submits claim for follow-up visit within 7 days of hospital discharge.
Preventive Care	Annual dental exam	<b>\$25 reward</b> added to member card when clinic submits claim for annual preventive dental cleaning.
	Annual chlamydia screening	<b>\$25 gift card</b> when member mails in voucher after completing screening. <i>Due to the sensitivity of this activity, members download a voucher and mail it to us. We mail their reward card within 2 to 3 weeks after receiving the completed voucher.</i>

### Products Impacted

This information applies to the following products:

- Families and Children (formerly Prepaid Medical Assistance Program)
- MinnesotaCare

### Questions?

Contact provider services at **1-866-518-8448**.