

PROVIDER QUICK POINTS

PROVIDER INFORMATION



February 14, 2024

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 screening will earn rewards via a reloadable Mastercard debit card. Prenatal care, postpartum care, chlamydia screening and follow-up after mental illness hospital stay require a paper voucher for members to receive their rewards.

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.

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, postpartum 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.

** For prenatal care, postpartum care, mental health and chlamydia screening, members will continue to use paper vouchers to maintain member confidentiality per HIPAA. Members will print these vouchers before they come to appointments. Vouchers can be accessed and downloaded at www.bluecrossmn.com/HealthyRewards.*

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Healthy Activities and Reward Values

Healthy Rewards Activity		Reward Value
Child and Teen Checkups	Baby Flu Vaccine	\$25 reward added to member's card when clinic submits claim.
	Preteen HPV Vaccine (age 9 to 12 years)	\$25 reward added to member's card when clinic submits claim.
	Baby Well-Child Visits (age 0 to 15 months)	\$10 reward added to member's card when clinic submits claim for each visit up to six visits.
	Well-child visits (age 16 to 30 months)	\$10 reward added to member's card for the first visit and a \$15 reward added to member's card for the second visit when clinic submits claim.
	Well-child visit (age 3 to 17 years)	\$25 reward added to member's card when clinic submits claim.
	Preventive visit (age 18 to 21 years)	\$25 reward added to member's card when clinic submits claim.
Diabetes Care	Diabetes Annual A1C Test (age 18 to 64 years)	\$25 reward added to member's card when clinic submits claim.
Maternal Care	Prenatal visit*	Member earns a \$75 reward when they submit completed voucher from doctor.
	Postpartum visit*	Member earns a \$75 reward when they submit completed voucher from doctor.
Mental Wellbeing	Follow-up visit after mental health hospital stay* (age 6 to 64 years)	Member earns a \$25 reward when they submit completed voucher from doctor.
Preventive Care	Annual dental exam (age 2 to 64 years)	\$25 reward added to member's card when clinic submits claim.
	Annual chlamydia screening* (age 16 to 24 years)	Member earns a \$25 reward when they submit completed voucher from doctor.
	Mammogram (age 40 to 64 years)	\$50 reward added to member's card when clinic submits claim.
	Colonoscopy (age 45 to 64 years)	\$50 reward added to member's card when clinic submits claim.

Products Impacted

This information applies to the following products:

- Families and Children
- MinnesotaCare

Questions?

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