



BlueCross BlueShield of Oklahoma

Rewards and Incentives for Healthy Activities

Effective 1/1/2016

Blue Cross Medicare AdvantageSM members can earn rewards for completing selected screenings, managing chronic conditions, or seeing a physician for a physical.

Blue Cross Medicare Advantage members can receive rewards for completing eligible health activities during the calendar year (January 1 - December 31, 2016). The annual maximum reward is \$100 and will be activated when claims are submitted. Each healthy activity is worth \$25, which will be placed on a gift card. These rewards can be redeemed for a variety of gift cards that can be used at select pharmacies or national retailers. Members have the option to either earn a gift card for the completion of each individually completed healthy activity or to pool their reward amounts for numerous completed healthy activities. A maximum of one payment for each specific healthy activity per year will be rewarded until the \$100 per year maximum is reached.

Qualifying Healthy Activities

- Welcome to Medicare/Annual Physical
- Body Mass Index
- Annual Flu Vaccine
- Comprehensive Medication Review
- Colorectal Screening
- Retinal Exam
- Bone Density Screening
- Mammogram
- 90 day supply of prescription drugs for the treatment of diabetes, high blood pressure, or high cholesterol

Gift Card Vendors

CVS

Wal-Mart

Walgreens

Target (ecard only)

Amazon (ecard only)

How does a member earn Rewards?

First, the member registers for the program online (www.bcbsok.healthmine.com) or by calling customer service (1-866-796-5709). Online registration provides information on prescription drug utilization, adherence, information about conditions and managing care, tracking performance toward rewards earned, and the ability to select the specific gift card vendor for completed healthy activities.

To register by phone, the member calls Customer Service at 1-866-796-5709. If the member would like access to the website, the customer service representative will complete the registration and the member will receive a confirmation email with access to the website information. If the member does not have access to a computer or does not want to use the website, the customer service representative will complete the registration for the member and ask the member to select a gift card vendor. The member can call and change the vendor at any time.

When a claim is received for a Qualifying Healthy Activity, the reward is automatically activated. If a member believes they have completed an activity but has not received the reward, the member can visit www.bcbok.healthmine.com and complete a simple form that will activate a gift card. (This process takes less than 5 minutes.) The member can also contact Customer Service at 1-866-796-5709 and a Representative will complete the form for the member. Processing of the Healthy Activity Rewards takes approximately 30 days.

Plans provided by Blue Cross and Blue Shield of Oklahoma, which refers to a Division of Health Care Service Corporation, a Mutual Legal Reserve Company (HCSC) (PPO plans), and also to GHS Health Maintenance Organization, Inc. d/b/a BlueLincs HMO (BlueLincs) (HMO and HMO-POS plans) and GHS Managed Health Care Plans (GHS-MHC) (HMO and HMO-POS plans). HCSC, GHS-MHC, and BlueLincs are Independent Licensees of the Blue Cross and Blue Shield Association. HCSC, GHS-MHC and BlueLincs are Medicare Advantage organizations with a Medicare contract. Enrollment in HCSC's, GHS-MHC's and BlueLincs' plans depends on contract renewal.

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