



# Healthy Rewards Program

## – Provider Information

### Increase your quality scores while members earn rewards

Through our Healthy Rewards Program, Medicaid members with Healthy Blue can earn \$5 to \$25 for completing certain health services, selected to align with key North Carolina Department of Health and Human Services program objectives. 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 member meets the eligibility criteria and completes the services listed below, 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 portal and can be redeemed for a variety of retail gift cards. **Please ensure you file your claims in a timely manner 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 activity	Who's eligible	Reward amount	Reward frequency
<b>1st prenatal care visit in 1st trimester or within 42 days of Healthy Blue enrollment</b>	Ages 13 to 55	\$25	Once per pregnancy
<b>Postpartum visit 7 to 84 days after delivery</b>	Ages 13 to 55	\$25	Once per pregnancy
<b>Well-child visit first 15 months of life – complete six visits</b>	Between 0 and 15 months	\$25	Once per member
<b>Well-child visit 15 to 30 months – complete two visits</b>	Between 15 to 30 months	\$25	Once per member
<b>Breast cancer screening</b>	Ages 50 to 74 years	\$25	Once every 24 months
<b>Cervical cancer screening</b>	Ages 21 to 64 years	\$25	Once every 36 months
<b>Diabetic A1c screening</b>	Ages 18 to 75 years	\$25	Once per calendar year

Note: HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).

Healthy activity	Who's eligible	Reward amount	Reward frequency
<b>Child &amp; adolescent well visit</b>	Ages 3 to 20 years	\$25	Once per calendar year
<b>Adult well visit</b>	Ages 21 years and older	\$25	Once per calendar year
<b>Childhood immunizations – Combo 10</b>	Ages 0 to 1, before 2nd birthday	\$25	Once per member
<b>HPV vaccination</b>	Ages 11 to 12, before 13th birthday	\$25	Once per member
<b>Dental visit</b>	Ages 2 to 20 years	\$25	Once per calendar year
<b>Asthma medication refill</b>	Ages 6 and older	\$5	Once per quarter
<b>Tobacco cessation counseling with Optum</b>	Ages 13 and older	\$25	Once per calendar year
<b>30-day follow-up after behavioral health hospitalization</b>	Ages 6 and older	\$15	Once per quarter

Please remind your Healthy Blue patients 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 Healthy Blue patients have questions regarding the program,** please have them call Healthy Rewards at **888-990-8681 (TTY 711)** or visit the Benefit Reward Hub by visiting **[www.healthybluenc.com](http://www.healthybluenc.com)**.

Providers, please visit **[MyDiversePatients.com](http://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.

Note: Optum is an independent company providing assessment and reporting services for Healthy Blue members on behalf of Blue Cross and Blue Shield of North Carolina.

**<https://provider.healthybluenc.com>**

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