

Value-Added Services





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

Note: The Active & Fit Enterprise program is a product of American Specialty Health Fitness, Inc. (ASH Fitness). ASH fitness is an independent company providing health and fitness services for Healthy Blue members on behalf of Blue Cross and Blue Shield of North Carolina.

Note: The Federal Lifeline program is not affiliated with Blue Cross and Blue Shield of North Carolina (Blue Cross NC). Blue Cross NC provides information about this program for your convenience and is not liable in any way for the information, goods or services received. Blue Cross NC reserves the right to discontinue or change the program at any time.

Note: Learn to Live, Inc. is an independent company providing online wellness services for Healthy Blue members on behalf of Blue Cross and Blue Shield of North Carolina.

Note: Weight Watchers is an independent company providing weight loss management services for Healthy Blue members on behalf of Blue Cross and Blue Shield of North Carolina.

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Acupuncture

What is it?	Eligible members will receive up to 12 acupuncture treatments per year as an alternate pain management therapy.
Who gets it?	Members must be 18 and older, have chronic pain, and want acupuncture as an alternative treatment to access this service.
How do members access?	If a member feels they are eligible for this service, please call Member Services at 844-954-5070 (TTY711) .

Alzheimer's/Dementia Toolkit

What is it?	<p>Eligible members will receive a kit that includes one window or door alarm and lock, ID jewelry (bracelet or necklace), personalized emergency wallet card, personal health record, and a <i>6 Steps to a Safe Return</i> refrigerator magnet, which provides useful tips when someone is missing.</p>	
Who gets it?	Members within the aged, blind, and disabled (ABD); long-term services and support (LTSS); and intellectual and developmentally delayed (I/DD) cohorts may access this service.	
How do members access?	If a member feels they are eligible for this service, please call Member Services at 844-594-5070 (TTY 711) .	

Asthma and Allergy Relief Toolkit

What is it?

Members will be able to select one of two pre-packaged bundles for asthma relief (one adult kit or one child kit). Each kit includes, but is not limited to, an inhaler vaporizer, travel nebulizer compression system, hypoallergenic bedding, pillow covers and mattress covers, HEPA air filters, and an asthma monitoring device.

Who gets it?

Members must have a diagnosis of asthma. There is a maximum allowance of one kit per household, per year.

How do members access?

If a member feels they are eligible for this service, please call Member Services at **844-594-5070 (TTY 711)**.



Baby Essentials Bundle

What is it?

Pregnant members will receive a two item selection from the *Baby Essentials Catalog* after completing one prenatal visit. Offerings include a Breastfeeding Support Kit, Safe Sleep Kit, booster seat, stroller, and more.

Who gets it?

Pregnant members who have completed one prenatal visit may access this service.

How do members access?

If a member feels they are eligible for this service, please call Member Services at **844-594-5070 (TTY 711)**.



Community Transportation

What is it?	Eligible members will receive up to ten round trips annually to non-provider appointments to help stay active by accessing community resources and services.	
Who gets it?	Members in the LTSS cohort can receive a maximum of ten round trips per year.	
How do members access?	Member should contact Modivcare at 855-397-3602 .	

Doula Services

What is it?	This service allows eligible members to have certified doulas perform services.	
Who gets it?	To access this service, a member must be pregnant, in care management, and have completed one prenatal visit.	
How do members access?	Members may request this VAS through care management in available locations.	

Educational Milestone Program

What is it?

The Educational Milestone program is an incentive program designed to reward 11th and 12th grade students. When members send copies of their report cards showing they are receiving at least a 3.5 GPA, they are rewarded with the choice of a \$25 Footlocker® or Old Navy® gift card. Limit \$25 annually per member.



Who gets it?

Members in the 11th and 12th grade of high school who earn a 3.5 GPA or higher are eligible for this service.

How do members access?

Members should contact Member Services at **844-594-5070 (TTY 711)** to redeem.

Educational Tutorial Services

What is it?

This service provides up to 24 hours of tutoring services to assist students with skills in core areas (English, Math, and Language Arts). There is a maximum allowance of 24 hours total per member annually.

Who gets it?

Members aged 6 to 18 who are at risk of a failing grade in a core area are eligible for this service.

How do members access?

Members will receive this VAS through a care management referral.



Expanded Chiropractic Care

What is it?	Eligible members will receive up to five additional chiropractic treatments (in addition to the covered service) as an alternate pain management therapy. There is a maximum of five services per year.
Who gets it?	Members must exhaust the covered service before being eligible.
How do members access?	Member may follow the same process used to access standard chiropractic treatments.

Extracurricular Support

What is it?	Eligible member will receive up to a \$150 annual allowance per year to help cover the cost of after-school activities.
Who gets it?	Member must be aged 6 to 18 to access this service.
How do members access?	Members should contact Member Services at 844-594-5070 (TTY 711) to redeem



Fitness Coach

What is it?

Members will be able to access our Active & Fit program online. This resource offers over 1,000 fitness videos, online classes, articles, self-care tools, and quarterly newsletters. There is unlimited use for active members.

Who gets it?

All members are eligible for this service.

How do members access?

Members can access the Active & Fit program by logging into the member website.



Fresh Fruits and Veggies

What is it?

Eligible members will receive three months of fresh fruits and veggies. This is an annual service.

Who gets it?

Members must have a diagnosis of obesity or diabetes.


How do members access?

If a member feels they are eligible for this service, please call Member Services at **844-594-5070 (TTY 711)**.



General Education Diploma (GED), High School Equivalency Test (HiSET), and Test Assessing Secondary Completion (TASC) Assistance

What is it?	This service will cover the cost of a GED, HiSET, and/or TASC test.
Who gets it?	Member must be 18 years or older to access this service. Limit one test per member, per year.
How do members access?	Members will contact Member Services at 844-594-5070 (TTY 711) to request this service.



Healthcare Beyond Lodging Assistance Services

What is it?	This service provides up to a \$500 allowance per year for members to cover the cost of a hotel stay.
Who gets it?	Members who are experiencing homelessness may have access to this service. The member must be transitioning from an inpatient setting and lack a safe place for recovery.
How do members access?	This program requires a care management referral and approval.

Healthcare Beyond Home Repair and Modification Services

What is it?

This service provides up to a \$1,500 allowance for members needing assistance with home repairs and/or modifications. This is a one time, lifetime service.

Who gets it?

This service is available for members in care management that are experiencing instability that impacts their current independent living situation.

How do members access?


Members will receive this VAS through a care management referral.



Healthy Lifestyle Aids

What is it?	Members can select up to two lifestyle aids to assist with better health. Lifestyle aids could include a digital scale, home blood pressure cuff, or other similar aids. This is a \$75 annual service.
Who gets it?	Members within the ABD/LTSS cohort may have access to this service.
How do members access?	If a member feels they are eligible for this service, please call Member Services at 844-594-5070 (TTY 711) .

Lifeline Smart Phone Service

What is it?	Members who qualify for the Federal Lifeline program can receive an additional 200 bonus minutes once the phone is activated and 100 bonus meetings on their birthday. Members also receive unlimited calls to Member Services.	
Who gets it?	Members age 18 and older that qualify for the Federal Lifeline program may access this service. Limit to one member per household.	
How do members access?	Members will receive this VAS through a care management referral.	

Medicine Safety Kit

What is it?

Members will receive a medicine safety kit that includes a lockable medicine box, Rx destroyer gel, childproof prescription caps, and pill case covers that reset when opened.

Who gets it?

All members are eligible. Limit one per member annually.

How do members access?

Members will contact Member Services at **844-594-5070 (TTY 711)** to redeem.



Online Well-being Program

What is it?

Eligible members will receive access to our online well-being program. This is an online community designed to help members cope with emotional health issues such as depression, anxiety, stress, chronic pain, insomnia, and to help the member with managing drug or alcohol use.



Who gets it?

Members aged 13 and older will have access to this service.

How do members access?

To access the service, members should visit: learntolive.com/welcome/nchealthyblue. Enter access code: **healthyblueNC** and select **submit**.

Pain Management Products

What is it?

Eligible members may receive up to \$25 per year for pain management products.

Who gets it?

Members with a primary or secondary chronic pain diagnosis code without contraindications may access this service.

How do members access?

If a member feels they are eligible for this service, please call Member Services at **844-594-5070 (TTY 711)**.

S.T.E.M. Puzzle Set

What is it?

Eligible members will receive a S.T.E.M. puzzle set. S.T.E.M. puzzles include four different puzzles — one to represent each of the S.T.E.M. disciplines: science, technology, engineering, and mathematics.

Who gets it?

Members must be aged 8 to 16 and in the ABD/Intellectual or Developmental Disability (IDD) cohort. Limit one per member, per year.

How do members access?

Members will contact Member Services at **844-594-5070 (TTY 711)** to redeem.



School Supply Assistance

What is it?	Members will receive up to a \$50 voucher to Amazon annually toward the purchase of school supplies.
Who gets it?	Members ages 6 to 18 who have completed a well-child visit within the past 12 months may access this service.
How do members access?	Members will contact Member Services at 844-594-5070 (TTY 711) to redeem.



Sensory Solution

What is it?

Eligible members will receive a \$100 allowance to purchase sensory toy products.

Who gets it?

Members within the LTSS and IDD cohort may access this service. Limit one kit per member annually.

How do members access?

Members will contact Member Services at **844-594-5070 (TTY 711)** to redeem.



Substance Use Disorder (SUD) Recovery Support Program

What is it?

Eligible members will receive access to our SUD Recovery Support Program. This is a mobile platform that provides daily motivations/check in, peer support through discussion groups and peer to peer messages, counselor messaging, care plan reminders, goals, journals, high-risk location alerts, and content to support ongoing recovery.



Who gets it?

Members struggling with SUDs are eligible for this program.

How do members access?

Members will receive this VAS through a care management referral.

Traditional Healing Services

What is it?	The VAS for traditional healing includes Talking Circles, a culturally relevant intervention that improves American Indian emotional, spiritual, mental, and physical wellbeing. This is a common cultural practice in North Carolina.
Who gets it?	Members must be Native American, registered or affiliated with a tribe, and eligible to receive services through Healthy Blue. Members must be over 18, and the talking circle must be performed by an in-network provider. Active members can attend up to 12 talking circles per year.
How do members access?	The beneficiary may access the benefit by contacting Member Services. Upon request, the member will access the service through a care manager or health plan service coordinator once eligibility criteria is confirmed.

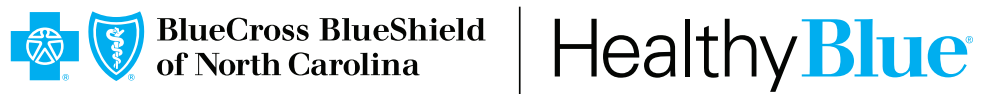
Uber Gift Card

What is it?	Eligible members will receive a \$20 Uber gift card to help them access grocery stores and other community locations and events.
Who gets it?	Members ages 18 and older enrolled in post-secondary education may access this service. Limit one per member, per year.
How do members access?	If a member feels they are eligible for this service, please call Member Services at 844-594-5070 (TTY 711) .

WW® (formerly known as Weight Watchers®)

What is it?	Members can receive one WW voucher good for an initiation fee and 13 weeks of classes.
Who gets it?	Members must be 18 and older and have a diagnosis of obesity. One service per lifetime for active members. One voucher per household.
How do members access?	If a member feels they are eligible for this service, please call Member Services at 844-594-5070 (TTY 711) .





<https://provider.healthybluenc.com>

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