

Healthy Rewards Program



The Healthy Rewards Program helps you increase your quality scores and our members earn rewards.

Through our Healthy Rewards Program, members can earn \$10 to \$80 for getting certain health services. At the same time, you increase your practice’s quality scores by providing members with the vaccinations, screening visits, and medications they need.

When an Anthem member meets the eligibility criteria for the activities listed below and completes the service, 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 account and can be redeemed for a variety of retail gift cards. Please ensure you file your claims timely 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 activities	Who’s eligible	Reward	Frequency
Childhood and Adolescent Well-Care Visits	Members ages 3 to 21	\$25	1 per 12 months
Breast Cancer Screening	Members ages 50 to 74	\$50	1 per 24 months
Cervical Cancer Screening	Members ages 21 to 64	\$50	1 per 36 months
1st Prenatal Care Visit	Pregnant members ages 13 to 55	\$25	1 per pregnancy
Postpartum Care Visit	Pregnant members ages 13 to 55	\$50	1 per pregnancy
Well-Child Visits in the First 30 Months of Life	Members from birth to 30 months old	\$10, max \$80	6 times in 15 months; 2 times between 15 and 30 months
Blood Lead Screening	Members from birth to 30 months old	\$50	1 per 12 months



Please remind your Anthem 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.



If your Anthem patients have questions regarding the program, please have them call Healthy Rewards at **888-990-8681 (TTY 711)** or visit the Benefit Reward Hub at <https://mss.anthem.com/california-medicaid/home.html> for more information. To earn rewards, members must enroll in the program prior to or within 30 days of the date of service.

Anthem patients can also call the Customer Care Center Monday through Friday from 7 a.m. to 7 p.m. toll free at **800-407-4627 (TTY 711)**, or **888-285-7801 (TTY 711)** for members in Los Angeles. A representative can help members sign up, check their rewards, or redeem earned rewards.

Learn more about Anthem programs
<https://providers.anthem.com/ca>

