

Healthy Rewards Program provider information

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

Through our Healthy Rewards Program, Medicaid members can earn \$10 to \$25 or more 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 Blue Cross and Blue Shield (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 portal and can be redeemed for a variety of retail gift cards. **Please ensure you file your claims timely so the members can receive their rewards.**

To help your practice, all Healthy Rewards activities are tied to HEDIS® scores and/or health initiatives. They include:

Healthy activities	Eligible member age	Reward	Frequency
1st Prenatal Care Visit	14 to 54 years	\$25	1 per pregnancy
Postpartum Care Visit	14 to 54 years	\$20	1 per pregnancy
Well-Child Visits in the First 15 Months of Life	0 to 15 months	\$50	1 per member
Flu Vaccination	6 months to 2 years	\$25	1 per 12 months
COVID Vaccination	5 years and older	\$20	1 per 12 months
Initial Health Needs Screener (within first 30 days of health plan enrollment)	All ages	\$30	1 per member
Health Needs Screener (within first 31 to 90 days of health plan enrollment)	All ages	\$20	1 per member
Wellness Visit	3 to 20 years	\$20	1 per 12 months

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Healthy activities	Eligible member age	Reward	Frequency
Child & Adolescent Dental Visits	2 to 20 years	\$10	1 per 12 months
Substance Use Disorder Treatment	12 years and older	\$10	10 per member
7-Day Follow-Up after Emergency Department Visit for Alcohol and Substance Abuse	13 years and older	\$25	1 per 12 months
30-Day Follow-Up after Emergency Department Visit for Alcohol and Substance Abuse	13 years and older	\$25	1 per 12 months
Diabetic Retinal Eye Exam	18 to 75 years	\$20	1 per 12 months
Asthma Medication Refills	6 years and older	\$10	1 per quarter
Viral Load Screening	18 years and older	\$25	1 per 12 months
Smoking Cessation – Initiation	14 years and older	\$10	1 per 12 months
Smoking Cessation – Completion	14 years and older	\$10	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 **mss.anthem.com/in** for more information.

To earn rewards, members must enroll in the program prior to or within 30 days of the date of service.

<https://providers.anthem.com/in>

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