

# Healthy Rewards Program **provider information**

**The Healthy Rewards Program for Anthem Blue Cross and Blue Shield Medicaid (Anthem) helps you increase your quality scores while our members earn rewards.**

Through our Healthy Rewards Program, 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, screenings, wellness visits, and medications they need.

When a 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 claims. The reward dollars are loaded into the member’s Healthy Rewards website and can be redeemed for a variety of retail gift cards. **Please ensure you file your claims timely so your patients/our members can receive their rewards.**

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

Healthy activity	Eligible member age	Reward	Frequency
Adult Well Visit	22 years and older	\$25	1 per 12 months
Adult Dental Visit	21 years and older	\$25	1 per 12 months
Child & Adolescent Wellness Visit	3 to 21 years	\$50	1 per 12 months
Childhood Dental Visit	2 to 20 years	\$50	1 per 12 months
Colorectal Screening	45 to 74 years	\$50	1 per 12 months
Breast Cancer Screening	40 to 74 years	\$50	1 per 12 months
Cervical Cancer Screening	21 to 64 years	\$40	1 per 36 months
HPV Vaccination Series	9 to 12 years	\$75	1 per member
Diabetic Retinal Eye Exam	18 to 75 years	\$50	1 per 12 months
Diabetic A1c Screening	18 to 75 years	\$50	1 per 12 months
Diabetic Medication Management and Adherence	18 to 75 years	\$10	1 per quarter

Healthy activity	Eligible member age	Reward	Frequency
Diabetes Self-Management Education and Support Sessions or Livongo Diabetes Management Program	18 to 75 years	\$50	1 per 12 months
High Blood Pressure Medication Adherence	18 to 85 years	\$10	1 per quarter
7-day Follow-Up after Behavioral Health Discharge	6 years and older	\$25	1 per quarter
7-Day Follow-up After Emergency Department Visit for Alcohol or Other Drug Abuse or Dependence	13 years and older	\$50	1 per quarter
Antidepressant Medication Management	18 years and older	\$10	1 per quarter
Metabolic Monitoring for Children and Adolescents on Antipsychotics	1 to 17 years	\$25	1 per 12 months
Mental Health/ Suicide Prevention Quiz	Ages 12 and older	\$10	1 per 12 months
Flu Vaccination	Up to 2 years	\$75	1 per 12 months
Flu Vaccination	2 years and older	\$25	1 per 12 months
Tobacco Cessation: CPT Category II Code 4004F or <a href="https://www.anthem.com/ky/benefits/medicaid-benefits.html">Go.TheEXProgram.com/AnthemKY</a> and complete	21 years and older	\$75	1 per lifetime
1st Prenatal Care Visit	13 to 55 years	\$50	1 per pregnancy
Postpartum Care Visit	13 to 55 years	\$75	1 per pregnancy
Well-Child Visits in the First 30 Months of Life	0 to 15 months (6 visits)	\$10	6 per member
	15 months + 1 day to 30 months (4 visits)	\$10	4 per member

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/ky/benefits/medicaid-benefits.html> for more information. To earn rewards, members must enroll in the program prior to or within 30 days of the date of service.

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

