

# Healthy Rewards Program

## — provider information

The Healthy Rewards Program 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, screening visits and medications they need.

When an Anthem Blue Cross and Blue Shield Medicaid (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 our 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 activity	Eligible member age	Reward	Frequency
Adult Well Visit	22 years and older	\$25	1 per 12 months
Child and Adolescent Wellness Visit	3 to 21 years	\$25	1 per 12 months
Childhood Dental Visit	2 to 20 years	\$25	1 per 12 months
Colorectal Screening	45 to 74 years	\$50	1 per 36 months
Breast Cancer Screening	50 to 74 years	\$25	1 per 24 months
Chlamydia Screening	16 to 24 years	\$25	1 per 12 months
Cervical Cancer Screening	21 to 64 years	\$40	1 per 36 months
HPV Vaccination	9 to 12 years	\$50	1 per member
Diabetic Retinal Eye Exam	18 to 75 years	\$25	1 per 12 months
Diabetic A1c Screening	18 to 75 years	\$25	1 per 12 months
Diabetic Medication Management and Adherence	18 to 75 years	\$10, max \$40	1 per quarter

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



Healthy activity	Eligible member age	Reward	Frequency
7-Day Follow-Up after Behavioral Health Discharge	6 years and older	\$10	1 per 12 months
Antidepressant Medication Management	18 years and older	\$10, max \$40	1 per quarter
Flu Shot	2 years and older	\$25	1 per 12 months
Covid-19 Vaccine	5 years and older	\$100	1 per member
Tobacco Cessation Counseling (use CPT code 4004F)	21 years and older	\$75	1 per lifetime
Initial Health Screener	All ages within first 30 days of health plan enrollment	\$50	1 per member
Annual Health Screener	All ages	\$25	1 per 12 months
1st Prenatal Care Visit	13 to 55 years	\$25	1 per pregnancy
Postpartum Care Visit	13 to 55 years	\$50	1 per pregnancy
Well-Child Visits in the First 30 Months of Life	0 to 15 months (6 visits)	\$25	1 per member
	15 months + 1 day to 30 months (2 visits)	\$25	1 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 **[mss.anthem.com/ky](https://mss.anthem.com/ky)** 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/ky>**