

Healthy Rewards Program

Through our Healthy Rewards Program, Medicaid members covered by Anthem Blue Cross and Blue Shield HP (Anthem) can earn \$10 to \$50 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 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 the Claims department. 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 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	Who’s eligible	Reward	Frequency
Seven-day follow up after behavioral health discharge	Ages 6 and older	\$25	One per 12 months
Chlamydia screening in women	Females, ages 16 to 24	\$25	One per 12 months
Viral load screening	Ages 18 and older	\$25	One per six months
Childhood wellness visit	Ages 3 to 17	\$25	One per 12 months
High blood pressure medication refill	Ages 18 to 75	\$10	One per quarter
Immunizations for adolescents — combo 2	Ages 11 to 12 (stops at 13th birthday)	\$25	One per member
Childhood immunization status — combo 3	Ages 0 to 1 (stops at second birthday)	\$25	One per member
Cervical cancer screening	Females, ages, 21 to 64	\$25	One per 36 months
Breast cancer screening	Females, ages 50 to 74	\$50	One per 24 months
Colorectal cancer screening	Ages 45 to 74 (including 74)	\$50	One per 36 months

Healthy activities	Who's eligible	Reward	Frequency
Childhood dental visit	Ages 2 to 18	\$25	One per 12 months
Diabetic retinal eye exam	Ages 18 to 75	\$50	One per 12 months
First prenatal care visit	Females, ages 13 to 55	\$25	One per pregnancy
Postpartum care visit	Females, ages 13 to 55	\$50	One per pregnancy
Well-child visits in the first 15 months of life	Ages 0 to 15 months	\$50	One per member within the first 15 months of life; 6 total visits
Well-child visits in the first 30 months of life	Ages 16 to 30 months	\$20 per visit	Two per member within the first 30 months of life

Remind your patients who are Medicaid members covered by Anthem 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.

Providers, please visit MyDiversePatients.com for resources and tips on how to care for your patients of various ethnic and cultural backgrounds and LGBTQ orientations to best meet their needs.



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

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

