

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 (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 awards.**

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
Lead Screening in Children	0 to 1 year (stops at 2nd birthday)	\$25	1 per member
Well Child Visit	3 to 21 years	\$25	1 per 12 months
Childhood Immunization Status — combo 3	0 to 1 year (stops at 2nd birthday)	\$25	1 per member
Immunizations for Adolescents — combo 2	11 to 12 years (stops at 13th birthday)	\$25	1 per member
Flu shot	18 years and older	\$15	1 per 12 months
Breast Cancer Screening	Female members ages 50 to 74	\$25	1 per 24 months
Chlamydia screening	16 to 24 years	\$25	1 per 12 months

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



Healthy activities	Eligible member age	Reward	Frequency
Follow-Up After Emergency Department Visit for Mental Health	6 years and older	\$25	1 per 12 months
Follow-Up After Emergency Department Visit for Alcohol and Substance Use	13 years and older	\$25	1 per 12 months
30-Day Follow Up After Behavioral Health Discharge	6 years and older	\$25	1 per 12 months
ADHD Medication Management & Refills	6 to 12 years	\$5, max \$20	1 per quarter
Diabetic A1c Screening	18 to 75 years	\$25	1 per 12 months
1st Prenatal Care Visit	13 to 55 years	\$25	1 per pregnancy
Postpartum Care Visit	13 to 55 years	\$25	1 per pregnancy
Well-Child Visits in the First 30 Months of Life	0 to 30 months	\$10, max \$80	Six times in 15 months; two times between 15 to 30 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/wi/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.

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