A Message for Providers:
Healthy Rewards Program

Anthem Blue Cross (Anthem) shares your commitment to your patients’ health and well-being. We implemented a new and easily accessible incentive program called Healthy Rewards. This program is designed to help your patients stay on track with their health care visits.

It’s simple. Every time your patients complete one of the qualifying healthy activities, they will get dollars added to their reloadable Healthy Rewards debit card.

- Prenatal — $25
- Postpartum — $50
- Well-child checkups — $50

Healthy Rewards can be used at the following approved retailers:

- CVS
- Dollar General
- Family Dollar
- Rite Aid
- Walgreens
- Walmart

Members may use these funds to purchase approved items, including baby care items and more.

Help ensure your patients are receiving these rewards.

- Schedule an initial obstetrics visit within the first trimester or 42 days of enrollment with Anthem.
- Complete the patient’s postpartum checkup 21 to 56 days after delivery. If your patient had a cesarean section, her one- to two-week postoperative visit does not count as a postpartum visit.
- Remind your patients to take their newborn to their pediatrician for well-child checkups.
- Encourage your patients to track their visits and earn rewards.

https://mediproviders.anthem.com/ca

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Blue Cross of California Partnership Plan, Inc. are independent licensees of the Blue Cross Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. Blue Cross of California is contracted with L.A. Care Health Plan to provide Medi-Cal Managed Care services in Los Angeles County.

ACAPEC-1382-18