

# A Message for Providers: Healthy Rewards Program



Anthem Blue Cross (Anthem) shares your commitment to your patients' health and well-being. We have implemented new, easily accessible incentives in the Healthy Rewards program related to obstetric appointments. 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 (at least six checkups before 15 months) – \$50

## Healthy Rewards can be used at the following approved retailers:

- CVS®
- Dollar General®
- Family Dollar®
- NationsOTC®
- 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 7 to 84 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.



## Here's how patients can report their activities:

1. Log in to <https://mss.anthem.com/healthyrewards>.
2. Call Healthy Rewards at **1-877-868-2004** Monday through Thursday from 8 a.m. to 7 p.m. and Friday from 8 a.m. to 6 p.m. Pacific time.

If you would like more information on the Healthy Rewards program or our high-risk obstetric case management program, call one of our Medi-Cal Customer Care Centers:

- **1-800-407-4627** (outside L.A. County).
- **1-888-285-7801** (inside L.A. County).

<https://mediproviders.anthem.com/ca>