

A Message for Providers: Healthy Rewards Program



Anthem Blue Cross and Blue Shield Medicaid (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 has been 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 visit earns \$25
- Health Risk Assessment earns \$25
- Postpartum visit earns \$50
- Well-baby visit 3 to 5 days after birth earns \$25
- Well-child (at least six checkups before 15 months) earns \$25

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 initial obstetrical visit within the first trimester or 42 days of enrollment.
- Encourage your patients to complete a Health Risk Assessment with Anthem via <https://mss.anthem.com/ky-hra> or by phone at **1-855-690-7784**.
- Complete the patient's postpartum checkup 7 to 84 days after delivery. If your patient had a C-section, her 1- to 2-week postoperative visit does not count as a postpartum visit.
- Encourage your patients to track their visits and earn rewards.
- Remind your patients after the baby is born to schedule their well-baby appointment with their pediatricians.



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 to Thursday, 9 a.m. to 8 p.m. ET and Friday, 9 a.m. to 7 p.m. ET.
3. Allow your patients to use an office-based computer terminal to report their activity online at <https://mss.anthem.com/healthyrewards>.

If you would like more information about the Healthy Rewards program or our high-risk obstetric case management program, please call our Provider Services team at **1-855-661-2028**.

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