

A Message for Providers: Healthy Rewards Program



Anthem HealthKeepers Plus
Offered by HealthKeepers, Inc.

HealthKeepers, Inc. shares your commitment to your Anthem HealthKeepers Plus 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 patient completes one of the qualifying healthy activities, they will get dollars added to their reloadable Healthy Rewards debit card.

- Prenatal visits earn \$50.
- Postpartum visits earn \$25.
- Well-child visits earn \$10 (up to six visits for a total of \$60.)

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 OB visit within the first trimester or 42 days of enrollment with HealthKeepers, Inc.
- 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, and the baby may be eligible for Healthy 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 to Thursday from 9 a.m. to 8 p.m. and Friday from 9 a.m. to 7 p.m. ET.
3. Allow your patients to use an office-based terminal to report their activity online at <https://mss.anthem.com/healthyrewards>.

If you would like more information on the Healthy Rewards program or our high-risk OB case management program, call Anthem HealthKeepers Plus Provider Services at **1-800-901-0020** or Anthem HealthKeepers Plus, Commonwealth Coordinated Care Plus (Anthem CCC Plus) Provider Services at **1-855-323-4687**.

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

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