

A Message for Providers: Healthy Rewards



Healthy Blue

Medicaid Managed Care

Healthy Blue 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 patient completes one of the qualifying healthy activities, she will get dollars added to her reloadable Healthy Rewards debit card.

- Prenatal visit — \$25
- Postpartum visit — \$50
- Well-child checkups (up to five checkups before 15 months) — \$20 per visit

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 obstetrical visit within the first trimester or 42 days of enrollment with Healthy Blue.
- Complete the patient's postpartum checkup 7 to 84 days after delivery. If your patient had a C-section, their one- to two-week postoperative visit does not count as a postpartum visit.
- Encourage your patients to track their visits and earn rewards.
- Remind your patients once the baby is born to schedule their well-baby appointment with their pediatrician. Their infant may also qualify for rewards.



Here's how patients report their activities:

1. Log in to **<https://providers.healthybluela.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. Central time.
3. Mail or fax the activity card your patients bring to your office to sign. Fax to **1-800-507-8575**.
4. Allow your patients to use an office-based terminal to report their activity online at **<https://providers.healthybluela.com/healthyrewards>**.

If you would like more information on the Healthy Rewards program or our high-risk obstetric case management program, call our Provider Services team at **1-844-521-6942**.

<https://providers.healthybluela.com>

Healthy Blue is the trade name of Community Care Health Plan of Louisiana, Inc., an independent licensee of the Blue Cross and Blue Shield Association.

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