



Employee newsletter -Template-

Suggested text for your employee newsletter

Blue Cross RewardsSM

Earn gift cards for using cost-effective health care provider locations.

Do you want to be rewarded for the health care services you receive, such as X-rays, mammograms, CT scans, MRIs and colonoscopies? All you need is a member account to sign up for a rewardable service and find cost-effective provider locations.

With Blue Cross Rewards, you can earn unlimited rewards annually for each family member on your plan per year. If you don't have a member account, visit bcbsm.com/get-rewards using the information on your Blue Cross member ID card to get started.

Once you log in, you'll find rewardable services and cost-effective provider locations near your home. Each time you sign up for a rewardable service and have it at a location that displays the *green trophy* icon, you'll receive a gift card worth \$25 to \$75, depending on the type of health care service.

When you earn a reward, you'll have the option to select a prepaid debit card mailed to you or an e-gift card to major retailers.

We want to help you actively engage in your health care plan. With your [member account](#), you can save on health care expenses by participating in the Blue Cross Rewards program and get information about coverage, claims, in-network care and much more.

An online account allows you to:

- Search for doctors and hospitals.
- Compare costs for services and procedures.
- Keep track of your out-of-pocket costs.
- View and opt-in to paperless explanation of benefits statements.

You can also download the Blue Cross Blue Shield of Michigan mobile app for access to these benefits, including Blue Cross Rewards from your smartphone.

For tax reporting purposes, Blue Cross Blue Shield of Michigan will send you a 1099 form if the total gift card amounts given to you during a calendar year are equal to or exceed the current IRS limit.