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Wellness incentives reward members for healthy moves

To reward our members' hard work, we're offering several wellness incentives in 2022.

Blue Cross and Blue Shield Service Benefit Plan Standard and Basic Option members who take the Blue Health Assessment will receive \$50 on their MyBlue® Wellness Card.* The assessment takes just 10 minutes and, when completed, members will receive personalized action plans to be healthy.

Standard and Basic Option members can earn another \$120 by completing up to three Online Health Coach goals.* Your employees receive \$40 for each goal they complete, which include:

- Nutrition
- Exercise
- Stress and emotional health
- Weight management
- Asthma
- Coronary artery disease
- Congestive heart failure
- Hypertension
- Chronic obstructive pulmonary disease (COPD)

Other incentive programs assist members in managing a chronic condition. Standard and Basic Option members* with diabetes who participate in the Diabetes Management Incentive Program may be eligible to earn up to \$100 on their MyBlue Wellness card. They can earn \$25 for having their A1c tested and then an additional \$75 for lowering their A1c by 8% during a certain time period.

We also offer a pregnancy care incentive. Expectant moms with Standard Option and Basic Option can earn \$75 on their cards when they visit their primary care doctor during the first trimester of pregnancy.*

Note: The funds on the MyBlue Wellness Card can be used for qualified medical expenses and members must meet eligibility criteria to earn rewards.



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Other rewards

Non-monetary rewards include:

- Organic and healthy meal kits, Fitbit device and more when FEP Blue Focus members get their annual checkup
- Blood pressure monitor for members who participate in the Hypertension Management Program
- Tobacco cessation products for tobacco users creating a Quit Plan
- Pregnancy Care Box*

To get details and learn more about these wellness rewards and programs, visit www.fepblue.org. For a flyer to give Standard and Basic Option members, click [here](#).

*Members must be the contract holder or spouse, 18 or older, on a Standard or Basic Option plan to earn incentive rewards.



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Blue Cross Blue Shield of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.