



Staying healthy means earning rewards with our  
**Healthy Rewards program.**



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[www.myhealthybluela.com](http://www.myhealthybluela.com)

Welcome to the Healthy Rewards program. Now you can earn \$5, \$10, \$15, \$20, \$25 or \$50 for your efforts to stay healthy.

It's simple. Every time you complete one of the healthy activities, you'll get dollars added to your very own Healthy Rewards card.



You can spend these Healthy Rewards dollars at Dollar General, Family Dollar, Fred's Super Dollar, Rite Aid and Walmart stores near you on a variety of approved items you need to stay healthy.

## How you qualify for a reward



Check the list and see which healthy activities you qualify for:

Activity	Who can earn	Reward	Limit
Well-baby visits	Ages birth-12 months	Up to \$20	All 5 visits must be made in the first 12 months of life
Well-child visits	Ages 13 months-9 years	\$20	Once every 12 months
Well-child adolescent visits	Ages 10-20	\$30	Once every 12 months
Adult wellness visits	Over age 20	\$15	Once every 12 months
Diabetic A1c test	All members with diabetes diagnosis	\$10	Once every 11 months
Diabetic nephropathy screening	All members with diabetes diagnosis	\$10	Once every 11 months
Diabetic eye exam	All members with diabetes diagnosis	\$10	Once every 11 months

Activity	Who can earn	Reward	Limit
High blood pressure medication fill	All members with hypertension diagnosis	\$10	3 times every 12 months
Behavioral health post discharge follow-up	Members age 6 years and older who have been discharged from behavioral health facility	\$10	4 times every 12 months
Sexually transmitted infections (STI) screening	Over age 16	\$15	Once every 12 months
Getting a flu shot	Age 6 months and older	\$5	Once every 12 months
Prenatal care visit	Prenatal care visit in the first trimester or within 42 days of enrollment	\$25	Once per pregnancy
Postpartum checkup	Complete your postpartum checkup 21 to 56 days after delivery.  If you delivered by Cesarean section (C-section), the 1 to 2 week postoperative visit to your doctor is not considered a postpartum visit.	\$50	Once per pregnancy



## Where can you start?

The first step is to call your provider and make an appointment. Then get the checkup or screening and tell us you have done it.

### There are four ways to tell us:

1. Log on to [www.myhealthybluela.com/HealthyRewards](http://www.myhealthybluela.com/HealthyRewards).
2. Call us at 1-877-868-2004 (TTY 711) Monday through Thursday from 8 a.m. to 7 p.m. and Friday from 8 a.m. to 6 p.m.
3. Mail the Activity Card to us.
4. Fax the Activity Card to us at 1-800-507-8575.



### We will need:

- Your name
- Your Healthy Blue ID number (on your Healthy Blue ID card)
- Your mailing address
- Your phone number
- Your email address
- The date of service
- The provider's name
- The activity you completed



## How can you use your rewards?



The first time you tell us you've completed a healthy activity, we'll put the reward into your account. We'll mail your Healthy Rewards card after we get your request and confirm you qualify for the reward.

Keep your card even after you use the reward because the same card will be used for future rewards.

Each time you finish a new healthy activity and let us know, we'll add dollars to your account. Deposits will be made after we get your request and confirm you qualify for the reward. We will also tell you when your reward is available to use. Simply take your card to one of these approved stores:

- Dollar General
- Family Dollar
- Fred's Super Dollar
- Rite Aid
- Walmart

You can choose the products you'd like to buy from the full list of products in the back of this booklet. You can choose items for a variety of needs such as:

- Pain relief
- Digestive health
- Baby care
- Cold and allergy
- Deodorants
- Diabetes care
- Weight control and nutritional foods
- Elastics and athletic treatments
- Beauty care
- Eye and ear care
- Family planning
- Feminine care
- First aid
- Foot care
- Hair care
- Homeopathic kits and products
- Alternative therapy
- Shaving and men's grooming
- Oral care
- Skin care
- Smoking deterrents
- Sun care
- Vitamins and dietary supplements
- Home health care
- Food products (limited)

Once you've chosen the items you'd like to buy, you can pay for them using your Healthy Rewards debit card. It works just like a bank card!

If you'd like to buy items that aren't on the approved list, you will have to pay for them separately.

Visit [www.myhealthybluela.com/HealthyRewards](http://www.myhealthybluela.com/HealthyRewards) or call us at 1-877-868-2004 (TTY 711) Monday through Thursday from 8 a.m. to 7 p.m. and Friday from 8 a.m. to 6 p.m. to:

- Find a retailer near you\*
- Get the full list of approved items you can buy with your rewards dollars\*
- Check the balance on your Healthy Rewards card
- Request a new card if yours is lost or stolen

\*The lists of approved items and retailers are subject to change. For an updated list of approved items and stores, check online at [www.myhealthybluela.com/HealthyRewards](http://www.myhealthybluela.com/HealthyRewards) or call us at 1-877-868-2004 (TTY 711).

## What are the program rules?

- You must be enrolled in the Healthy Rewards program to receive rewards.
- Rewards may only be used to buy items from the approved list at select retailers.
- Rewards may not be used to buy items online.
- Rewards may not be used to buy alcohol or tobacco products.
- We may verify the activities you report at any time.
- All health activities are subject to limitations (once per year, eligible members, etc.).
- You must be a Healthy Blue member at the time you complete the activity in order to earn a reward for it.
- If you're no longer a Healthy Blue member, you may use your funds **for 90 days** after your disenrollment.
- You must tell us you've completed your healthy activities within 60 days after your disenrollment.
- Healthy Blue has the right to cancel the Healthy Rewards program at any time with 30 days' notice.



## Approved items list

(Includes private label and generic products)

### Pain relief (over-the-counter)

- Pain relievers — acetaminophen, ibuprofen, aspirin and combinations
- Fever relief
- Anti-inflammatories
- Topical headache relief
- External muscle/joint pain relief patches, pads, rubs and liquids

- Sleep aids and sedatives
- Stimulants
- Motion sickness
- Restless leg treatments

### Digestive health

- Antacids
- Acid controllers
- Fiber products
- Enemas
- Laxatives
- Stool softeners
- Products for lactose intolerance



- Digestive aids
- Prebiotics and probiotics
- Anti-gas products
- Hemorrhoid treatments

### Baby care

- Baby food and formula
- Baby seats/car seats
- Baby clothing
- Baby towels and washcloths
- Baby health, beauty and wellness items
- Baby bath and hair care
- Electrolytes
- Baby therapeutic skin care (includes diaper rash)
- Baby oral and teething pain
- Baby bedding
- Breast pumps and nursing accessories (includes nursing pads and creams)
- Bottles, nipples, bottle accessories and kits
- Pacifiers and teethers
- Feeding accessories (includes utensils, cups, bibs, etc.)
- Diapers, wipes and flushables
- Baby diaper bags, pins and pails
- Training pants and swimmers
- Overnight pants

- Baby grooming products
- Baby room and training accessories (potty seats, etc.)
- Baby safety devices
- Baby strollers, carriers, car seats and accessories
- Baby toys, playthings and gift sets

### Cold and allergy

- Cough, cold and flu medications
- Cold and flu preventives/symptom reducers
- Sore throat pain relief
- Throat and cough drops
- Allergy, sinus, and combination
- Nasal sprays, drops and inhalers
- Nasal moisturizing products and washes
- Nasal strips and snore relief
- Medicated lip treatments
- Lip moisturizers
- Asthma preparations
- Vapor products (includes waterless vaporizers)
- Vaporizers, humidifiers and accessories
- Respiratory treatments

### Deodorants

- Solids, sprays, roll-ons and gels



## Diabetes care



- Blood glucose monitors
- Test strips and controls
- Lancets and lancet devices
- Blood glucose testing accessories
- Diabetes care accessories
- Alcohol swabs
- Glucose tablets, gels, etc.
- Diabetes candy and foods
- Diabetes supplements
- Diabetes skin care
- Diabetes cough, cold and allergy
- Support socks
- Diabetes hemoglobin C and supplies
- Urine testing supplies
- Insulin
- Syringes
- Auto injectors, pens, kits, needles, etc.
- Pumps

## Weight-control/ Nutritional foods



- Sugar and salt substitutes
- Weight-control foods, liquids, bars and powders
- Food scales
- Weight-control tablets, caps, etc.
- Nutritional liquids, powders and bars

- Sport/energy liquids, powders, tablets, caps and bars
- Diuretics
- Weight-loss cleansing and detox

## Elastics/Athletic treatments

- Elastic bandages
- Protective guards
- Athletic supports and cups
- Athletic tape and wraps
- Joint warmers and arthritis products
- Braces
- Hot/cold therapy
- Electric heating pads
- Abdominal supports
- Rib belts
- Hernia supports and suspensories
- Arm slings and cervical collars
- Orthopedic and surgical support
- Support hose and accessories
- Athletic support socks
- Lymphedema treatments (sleeves, socks, pumps, etc.)
- Women's high compression support hose (full and maternity)

## Eye and ear care

- Contact lens care
- Eye relief products
- Eye wash



- Eye preparations (includes sleep masks)
- Eye glass and lens accessories
- Reading glasses
- Magnifying glasses
- Ear drops and syringes
- Ear plugs
- Sunglasses

## Family planning

- Female contraceptives
- Condoms
- Pregnancy kits
- Ovulation/fertility kits
- Personal lubricants



## Feminine care

- Feminine pads
- Tampons
- Panty liners
- Feminine antifungal products
- Deodorants and powders
- Anti-itch products
- Feminine moisturizing products
- Douches
- Wipes and washes

## First aid

- First aid kits and supplies

- Bandages and dressings
- First aid tapes and adhesives
- Antiseptics, antibiotics and medicated products (includes alcohol, peroxide, Epsom salt, etc.)
- Burn and scar treatments
- Skin protectants (includes petroleum jelly)
- Wound cleansers (includes saline)
- Lice treatments and accessories
- Antiparasitic treatments and accessories
- Rubber gloves
- Masks (respiratory, barrier, etc.)
- Hydrocortisone products
- Anti-itch treatments

## Foot care

- Foot moisturizers and exfoliators
- Foot pain relief
- Heel and arch
- Shoe insoles, inserts and cushioning
- Corn, callus and bunion pads
- Corn and callus removers
- Odor and wetness treatments
- Antifungal treatments
- Wart removers



### Hair care

- Shampoos
- Conditioners
- Scalp treatments
- Hair treatments
- Styling products (mousse, gel, hairspray, pomade and wax)
- Styling aids
- Permanents and rods
- Curl kits
- Chemical relaxers
- Temporary and permanent hair color
- Hair growth products

### Alternative therapy

- Acupressure
- Aroma therapy
- Magnetic therapy
- Homeopathic remedies

### Hair removal

- Razors and blade refills
- Shaving creams and aftershave
- Hair removal products
- Hair color

### Oral care

- Toothpaste
- Toothbrushes



- Electric toothbrushes and refills
- Denture adhesives, cleaners and accessories
- Denture repair and pain relief
- Mouthwash
- Floss and flossers
- Gum care
- Dental gum
- Breath fresheners (includes strips)
- Therapeutic breath treatments
- Oral pain relief and mouth sores
- Dry mouth products
- Temporary dental repair
- Fluoride treatments

### Skin care

- Acne treatments
- Cleansers, soaps, scrubs and masks
- Moisturizers
- Medicated and specialty soaps
- Astringents, toners, pads and towelettes
- Pore strips
- Facial sponges
- Makeup removers
- Body washes and gels
- Instant hand sanitizers
- Cosmetic puffs and pads

- Hair removal products
- Body and facial waxes
- Body and facial bleaches
- Bath products (sponges, bubble bath, powder, etc.)
- Eye treatments
- Lip treatments

### Smoking deterrents

- Nicotine patches
- Nicotine gum

### Sun care

- Sunblock
- After-sun skin care
- Sunless tanning products

### Travel supplies

- Travel containers
- Travel bags and organizers

### Vitamins/ Dietary supplements

- Multivitamins
- Echinacea
- Garlic
- Ginkgo biloba
- Ginseng
- St. John's wort
- Herbs and botanicals
- Glucosamine chondroitin
- Soy



- Enzymes, amino acids and hormones
- Essential fatty acids (fish oil, flax, GLA, etc.)
- Calcium
- Iron
- Mineral supplements

### Home health care

- Bathtub safety items and accessories
- Toilet rails and frames
- Elevated toilet seats
- Grab bars
- Sitz baths
- Handheld showers
- Apnea monitors
- Thermometers, fever strips and accessories
- Blood pressure kits and accessories
- Home test kits
- Alternating pressure pads/mattresses and pumps
- Bed pads and wedges
- Scales
- Exercise equipment
- Bedding, mattresses and mattress pads
- Toilets and toilet parts
- Urinals and bedpans

- Patient lifting aids (includes lift chairs, trapeze bars, etc.)
- Miscellaneous hospital room supplies (includes disinfectants/cleaners)
- Disposable briefs, shields and undergarments
- Reusable garments and underpads
- Drip collectors
- Deodorizers
- Incontinence products
- Specialized ankle, wrist and elbow supports
- Specialized knee braces and immobilizers
- Specialized metatarsal pads/cushions
- Specialized orthopedic braces/supports
- Backrests, cervical pillows, lumbar supports and posture aids
- Joint warmers
- Orthopedic aids
- Cast boots and bandage covers
- Splints and accessories (includes cushioning materials)
- Traction equipment (belts, halters, overbed and overdoor)
- Adhesive and adhesive removers
- Irrigation products

- Night drainage sets
- Ostomy products
- Closed-end pouches
- Mini pouches
- Drainable pouches
- Pediatric pouches
- Urostomy pouches
- Patient aids for daily living
- Eating and drinking aids
- Grooming and dressing aids
- Medical alert IDs
- Medicine droppers, spoons, pillboxes, etc.
- Reachers, grippers and lifts
- Reading, writing and telephone aids
- Mastectomy bras and clothing
- Bathtub whirlpools
- Steam packs and hydrocollators
- Continuous passive motion machines
- Foot baths
- Heat lamps
- Massagers and treatment tables
- Physical therapy
- Transport equipment and restraints
- Air purifiers and filters
- Aspirators and suction machines

- Intermittent Positive Pressure Breathing (IPPB), Continuous Positive Airway Pressure (CPAP) and Bi-level Positive Airway Pressure (BiPAP) machines
- Nebulizers (includes ultrasonics and atomizers)
- Air compressors, oxygen concentrators, emergency, portable, liquid systems and tanks
- Tens units
- Caps and gowns
- Instruments and cleansers
- Irrigation trays and solutions
- Collection bags, drain bags and leg bags
- Walking aids and accessories

- Wheelchair ramps and lifts
- Wheelchairs and accessories
- Power chairs
- Scooters
- Calcium alginate
- Granules/powders
- Dressings
- Wound care

### Food products

- Dairy products
- Water/vitamin water
- Cereal
- Juice
- Granola bars
- Bread



## How do I start earning Healthy Rewards?

By enrolling in our Healthy Rewards program today, you will start earning dollars for getting healthy.



For more information, call 1-877-868-2004 (TTY 711) Monday through Thursday from 8 a.m. to 7 p.m. and Friday from 8 a.m. to 6 p.m. Or visit us online at [www.myhealthybluelua.com/HealthyRewards](http://www.myhealthybluelua.com/HealthyRewards).





# Healthy Blue

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Do you need help with your healthcare, talking with us, or reading what we send you? Call us toll free at 1-844-521-6941 (TTY 711) to get this for free in other languages or formats.

¿Necesita ayuda con su atención médica? ¿Necesita ayuda para leer lo que le enviamos o para hablar con nosotros? Llámenos al número gratuito 1-844-521-6941 (TTY 711) para conseguir esta información sin costo en otros idiomas o formatos.

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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