



BlueCross BlueShield of New Mexico

Prevention has its Rewards!

Get up to \$100 in gift cards through our Rewards Program.



www.BlueRewardsNM.com

Recommended screenings that earn **YOU** Rewards

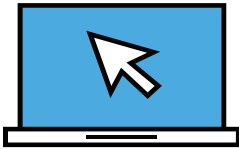
What is the Rewards Program?

The Rewards Program gives Blue Cross Group Medicare AdvantageSM members a healthy and easy way to earn up to \$100 in gift cards from major national retailers. You receive a gift card of your choice for completing Healthy Actions throughout the year.

How do you get your Rewards?

Here is a list of Healthy Actions that earn you Rewards:

- Annual Wellness Visit (worth \$50!)
- Annual flu vaccine
- Colorectal cancer screening
- Diabetic screenings
- Fall risk assessment
- In-home test kits
- Mammogram
- Retinal eye exam



Sign up and earn Rewards! Once you do, you'll be able to go to the Healthy Activity Portal to see your personalized Healthy Actions!

www.BlueRewardsNM.com

How do I get started with the program?

1. Go to www.BlueRewardsNM.com. You will need your member ID card, date of birth, and email address. After you register, we will send you an email letting you know that your account has been set up.
2. Don't have a computer? Call the number on the back of your member ID card and we can help you register and pick your gift card. It's that easy!

Once registered, the system will automatically record your Healthy Actions. It may take up to 90 days for Healthy Actions to show as completed in the system.

Things to remember:

- Registration is required to participate
- One reward per healthy action per year
- Healthy action dates of service must be in the current Plan year
- Maximum annual rewards of \$100 in gift cards
- Healthy Actions that earn rewards are subject to change



Your good health is our goal

Are all of the Healthy Actions covered in my Medicare Advantage plan?

Yes. To confirm your copays for certain benefits, please see your Summary of Benefits online or call Customer Service at the phone number on the back of your ID card.

What are my gift card options?

Gift card options include major national retailers. Retailers may offer physical and/or eCards.

How can I check the balance on my gift card?

eCards: The process for checking balances will vary by retailer. Information about checking balances for the chosen retailer will be provided along with the gift card code sent via email.

Physical Cards: Find the gift card balance by contacting the retailer by phone or online, using information on the back of the card.





BlueCross BlueShield of New Mexico

What happens if I don't receive my gift card(s)?

Digital Cards: You should receive an email with your non-refundable and non-exchangeable digital gift card within 24 hours of placing your order. Be sure to check your spam folder in the event your email provider has blocked the delivery.

Physical Cards: Allow seven business days for processing your card. If you do not receive your card via USPS within two weeks of placing your order, please call the number on the back of your member ID card.

My transaction using my gift card was denied — what should I do?

First check the balance of the card. If there is still a balance on the gift card, call Customer Service at the number on the back of your member ID card.

What should I do if a retailer won't accept my gift card?

Please call Customer Service at the number on the back of your member ID card. They will work with the retailer to resolve the issue.



The Healthy Activity Portal is a website owned and operated by HealthMine, Inc., an independent company that provides digital health and personal clinical engagement tools and services for Blue Cross and Blue Shield of New Mexico members.

*Registration is required to participate. Visit www.BlueRewardsNM.com to register and see what Healthy Actions earn rewards. If you do not have internet access, call Customer Service using the phone number on the back of your insurance card. Maximum annual rewards of \$100 in gift cards. One reward per Healthy Action per year. Healthy Action dates of service must be in the current plan year. Healthy Actions that earn rewards are subject to change. Healthy Actions that earn rewards are subject to change.

If you have other questions or concerns, please call the phone number on the back of your member ID card.

HMO and PPO plans provided by Blue Cross and Blue Shield of New Mexico, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company (HCSC). PPO plan provided by HCSC Insurance Services Company (HISC). HCSC and HISC are Independent

Licensees of the Blue Cross and Blue Shield Association. HCSC and HISC are Medicare Advantage organizations with a Medicare contract. Enrollment in these plans depends on contract renewal.