

# A message for providers: Empire BlueCross BlueShield HealthPlus (Empire) Healthy Rewards



An Anthem Company

Empire shares your commitment to your patients' health and well-being. We have implemented a new, easily accessible incentive program called Healthy Rewards. 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, they can earn a gift card from retailers such as Visa, Amazon, Target, Best Buy and Walmart:

- Prenatal first trimester visits or visits within 42 days of enrollment earns \$25.
- Postpartum visits earn \$50.

## Help ensure your patients are receiving these rewards.

- Schedule an initial obstetrical (OB) visit within the first trimester or 42 days of enrollment with Empire.
- Complete the patient's postpartum checkup 21 to 56 days after delivery. If your patient had a C-section, their 1- to 2-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.



## Here's how patients report their activities:

1. Log in to [www.empireblue.com/HealthPlusHealthyRewards](http://www.empireblue.com/HealthPlusHealthyRewards)
2. Call the Empire Healthy Rewards helpline at **1-866-549-5280 (TTY 711)** Monday through Friday 8 a.m. to 10 p.m. and Saturday from 10 a.m. to 3 p.m. Eastern time with any questions.
3. Allow your patients to use an office-based terminal to report their activity online at [www.empireblue.com/HealthPlusHealthyRewards](http://www.empireblue.com/HealthPlusHealthyRewards).

**If you would like more information on the Healthy Rewards program or our high-risk obstetric case management program, please call our Provider Services team at 1-800-450-8753.**

Empire BlueCross BlueShield HealthPlus is the trade name of HealthPlus HP, LLC, an independent licensee of the Blue Cross and Blue Shield Association.