

**BlueRewards**

Be  
Healthy.

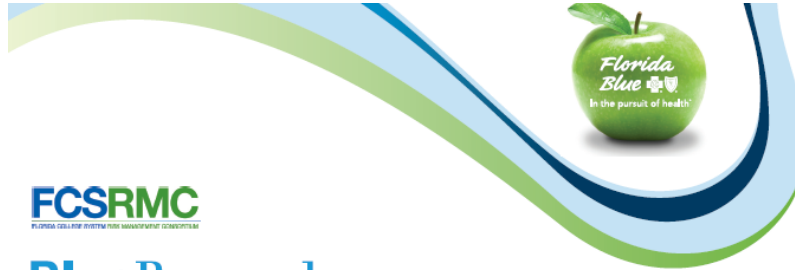
Live  
Well.

Get  
Rewarded.

# BlueRewards

## 2015 Wellness Incentive Program

# A positive way to improve your health:



**FCSRMC**  
FLORIDA COLLEGE FOR SYSTEMS MANAGEMENT OF HEALTHCARE

## BlueRewards

Your BlueRewards Checklist—it all starts at FloridaBlue.com!

ACTIVITIES	POINTS	POINTS AVAILABLE
Personal Health Assessment and Biometric Screening/Onsite	80	4-6 wks
WebMD Personal Health Assessment/Online	40	1 day
BMI: ideal range (18.5 - 24.9)	60	4-6 wks
Cholesterol: ideal range (4.0 or less)	60	4-6 wks
Blood Pressure: ideal range (<120/80) Note: both numbers must be below this range.	60	4-6 wks
Non-tobacco user: 2 years non-user	60	4-6 wks
Cholesterol ratio : Main 4.0 or less range	60	4-6 wks
Blood pressure: Improve risk category from previous year	60	4-6 wks
BMI: Improve risk category from previous year	60	4-6 wks
Blood Pressure: Actively treating with prescribed medication	20	4-6 wks
Cholesterol: Actively treating with prescribed medication	20	4-6 wks
Digital Health Assistant: Select/achieve an Exercise Goal	25 select/45 achieve	4-6 wks
Digital Health Assistant: Select/achieve a Maintain Positive Mood Goal	25 select/45 achieve	1 day
Digital Health Assistant: Select/achieve a Nutrition Goal	25 select/45 achieve	1 day
Digital Health Assistant: Select/achieve a Quit Tobacco Goal	25 select/45 achieve	1 day
Digital Health Assistant: Select/achieve a Stress Goal	25 select/45 achieve	1 day

### Personal Health Assessment

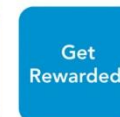
Earn 80 points when you complete your Personal Health Assessment and onsite biometric screening.

### Know Your Numbers

Earn up to 360 points when you keep your BMI, cholesterol ratio and blood pressure in the ideal range and improve your numbers from the previous year.

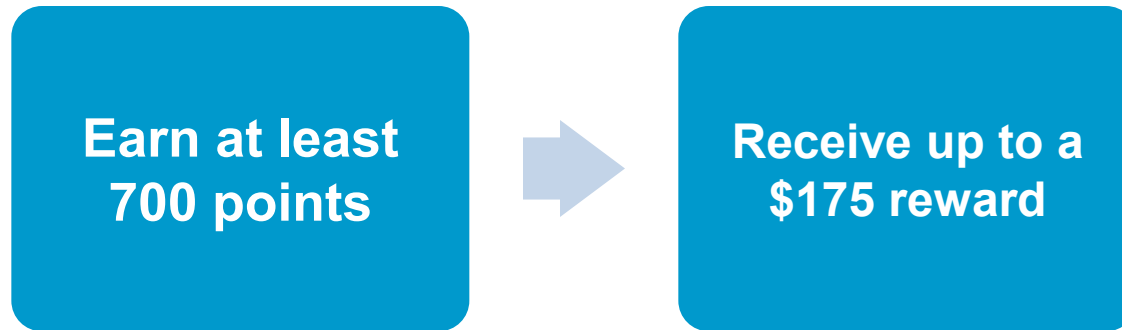
### Be Active

Earn up to a \$150 reimbursement for your annual gym membership when you earn at least 100 points for visiting the gym.



# And get rewarded!

- As you work toward your wellness goals, the points you earn will count toward an Allstar reward.



# How do I get started?

**Step 1: Visit FloridaBlue.com and register or login.** All you need is your Florida Blue member ID number (located on your member ID card) and a valid email address to register.

The screenshot shows the Florida Blue website homepage. At the top, the Florida Blue logo is on the left, and navigation links for Contact Us, Search, and Login / Register are on the right. A green arrow points to the Login / Register link. Below the navigation bar is a main content area with a large image of a Florida Blue Center. To the left of the image is a text box with 'Florida Blue Centers' and a 'Find a Center' button. To the right is a menu with 'Members', 'Providers', 'Agents', and 'Employers', each with a right-pointing arrow. Below this menu is a 'Member Registration' link. The main content area is divided into three columns: 'Shop Our Plans' with buttons for 'Individual and Family Plans', 'Medicare Plans', and 'Group Plans'; 'Florida Blue Membership Perks' with a list of benefits and a 'Learn more' link; and 'Toolbox' with links for 'Blue in the Community', 'Health Care Reform', 'Find an Agent', 'Compliance Resources', and 'Summary of Benefits'. At the bottom, there are links for 'Florida Blue Blog' and 'In the Community', and three buttons: 'Be Healthy.', 'Live Well.', and 'Get Rewarded.'. A green apple with 'BlueRewards' written on it is in the bottom right corner.

# How do I get started?

Step 2: Access the **Earn BlueRewards** page by selecting **Discounts & Rewards** under **Health & Wellness**.

The screenshot shows the Florida Blue website interface. At the top, there are navigation links for FloridaBlue.com, Find a Doctor, Find an Agent, Find a Center, and Accessibility Tools. The Florida Blue logo is on the left, and icons for Messages, Account, Support, Logout, and Search are on the right. A blue navigation bar contains links for Home, Claims & Expenses, My Plan, Tools, and Health & Wellness. The Health & Wellness dropdown menu is open, showing options for Care Programs, Discounts & Rewards (highlighted with a green arrow), Video Library, and My Health from WebMD. Below the navigation bar, there is a 'Welcome!' message and a 'Recent Claims' section with a table of claims. A 'Deductible/Out-of-Pocket Maximum (In Network)' section shows a bar chart with 'Spent towards Deductible' at \$0.00 and 'Spent towards OOP' at \$0.00, with a 'Max Individual Deductible' of \$4,000.00. On the right, there is a 'Pay Your Bill' button and a list of member discounts.

FloridaBlue.com Find a Doctor Find an Agent Find a Center Accessibility Tools

Florida Blue

Messages Account Support Logout Search

Home Claims & Expenses My Plan Tools Health & Wellness

Welcome!

Care Programs

Discounts & Rewards

Video Library

My Health from WebMD

Pay Your Bill

Recent Claims

Beginning Date	Ending Date	Provider	Claim Charge
You don't have any claims that were finalized recently. <a href="#">View All Claims</a> to see your claims history.			

View All Claims

Deductible/Out-of-Pocket Maximum (In Network)

Individual Out-of-Pocket Max \$4,000.00

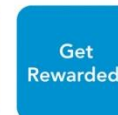
Spent towards Deductible \$0.00

Spent towards OOP \$0.00

Max Individual Deductible \$4,000.00

- **Member Discounts that go beyond your health insurance.**  
Get great discounts and valuable information you can use all year long from companies you recognize and services you want! From weight loss programs, gym memberships, vision correction and hearing products to discounts on travel and elder care services. [See details.](#)
- **Save time and money when you can avoid the Emergency Room.**  
When you can't get in to see your doctor and you have a non-emergency need – like a cold, minor sprain, ear ache – try a walk-in urgent care center. Find one near you using our [online provider directory.](#)

Know Before You Go



# How do I get started? (continued)

Step 3: Click on “Learn More” under **Earn BlueRewards**. Scroll through the activities list and select which activity you want to accomplish first.

The screenshot shows the Florida Blue website interface. At the top, there are navigation links for FloridaBlue.com, Find a Doctor, Find an Agent, and Find a Center, along with an Accessibility Tools link. The Florida Blue logo is on the left, and icons for Messages, Account, Support, Logout, and Search are on the right. Below this is a blue navigation bar with links for Claims & Expenses, My Plan, Tools, and Health & Wellness. A dark blue bar below that reads 'Discounts & Rewards'. Two light blue boxes are displayed: 'Discount Programs' (Save up to 50% on gym memberships, weight loss programs, hearing & vision products and more. [Learn More](#)) and 'Earn BlueRewards' (Earn points for taking health steps. The more you do, the more points you'll receive and the better you'll feel. [Learn More](#)). A large green arrow points from the right towards the 'Learn More' link in the 'Earn BlueRewards' box, with the word 'Select' written inside it. Below the boxes is the text 'MEM MBS 035 122008'. At the bottom, there is a footer with the Florida Blue logo, social media icons (Facebook, Twitter, LinkedIn, Pinterest, YouTube, Instagram, Messenger), and a blue navigation bar with four columns: 'I am a...' (Member, Provider, Agent, Employer), 'Products & Services' (Find A Doctor, Health & Wellness), 'Get In Touch' (Social Media, Newsroom, About Us, Contact Us, Florida Blue Centers), and 'Resources' (Site Map, Terms of Use, Internet Privacy Statement, Careers). At the very bottom, there are three buttons: 'Be Healthy.' (dark blue), 'Live Well.' (green), and 'Get Rewarded.' (blue).



# Frequently Asked Questions

**Who can participate in BlueRewards?** If you are the employee, age 18 and over and are covered by Florida Blue through your employer, we encourage you to participate.

**How do I earn points?** You can earn points by completing any of the activities listed on the **Rewards** page within your member account on **FloridaBlue.com**. For example, when you complete the Trale Personal Health Assessment and campus health screenings you'll earn 80 points.

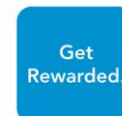
**When does the program start and end?** You can earn points from January 1, 2015 through December 31, 2015. You can redeem your rewards through January 15, 2016.



# Frequently Asked Questions (continued)

**How do I track my points?** As you complete activities, you can track your progress through your **FloridaBlue.com** account Rewards page. Log in and select the Health & Wellness tab, then Discounts and Rewards. You can then select Earn BlueRewards to track which activities you have completed and points earned. Activities completed through WebMD tools will be reported immediately. Please allow 4-6 weeks for reporting of Florida Blue activities. All group reported activities will be available the following month after the activity is reported. Please refer to your BlueRewards checklist for timelines of all activities.

**How do I redeem my reward?** Once 100 points are earned, you will be eligible to redeem a reward. From your Rewards page, click on the Redeem Now link and you will be directed to our online shopping mall to redeem your points.





# Frequently Asked Questions (continued)

**How do I get started?** You must first register on **FloridaBlue.com** using your member ID card and a valid email address. Once registered, log in and select the Health & Wellness tab/Discounts and Rewards/Earn BlueRewards in order to select the activities you want to start earning points for.

## If I have a question, who should I ask?

- For questions about your overall program or additional educational needs for your employees, contact your Better You From Blue Program Manager.
- For problems with missing or incorrect points, email us at [bluerewardsinquiry@floridablue.com](mailto:bluerewardsinquiry@floridablue.com). Please include your first name, last name, Florida Blue member ID number, and a brief description of the issue.
- For issues with **FloridaBlue.com** registration or login, call 1-800-352-2583.



# Frequently Asked Questions (continued)

**How long will it take to receive my reward?** Rewards are shipped within 24-48 hours of redemption checkout.

**What if my email changes?** If your email changes during the program, you will need to change it by accessing your member account at **FloridaBlue.com**.

**What if I log in and don't see the points I have earned?** If this is the first time you have logged in since your program began, please log completely out and then log back in from your **FloridaBlue.com** account. The first time you log in there may be some lag time before you see your points populate to your account.

