

Redeem your BlueRewards

The screenshot shows the Florida Blue BlueRewards website. At the top left is the Florida Blue logo with the tagline "In the pursuit of health". Navigation links include Home, My Health, My Health Centers, Health Information & Costs, and Healthy Fun. A "Return To Your Account" button is visible. The main content area features a "Rewards" section with a "Redeem Now" button. Below this, there are three activity cards, each offering 50 points: "Achieve a Maintain Positive Mood Goal with the Digital Health" (expires 1/31/2014), "Achieve a Nutrition Goal with the Digital Health Assistant" (expires 1/31/2014), and "Achieve a Quit Tobacco Goal with the Digital Health Assistant" (expires 1/31/2014). A "Points Balance" section shows 0 points. An "Available Rewards" section lists two options: a \$50 Reward Certificate (requires 250 points) and a \$75 Reward Certificate (requires 250 points).

BlueRewards page

This screenshot shows a different view of the Florida Blue BlueRewards website. It features a "Job well done!" message congratulating a user for participating in a wellness program. A navigation bar includes links for "About Program", "My Offers", "My Cart", "My Account", "Contact Us", and "Checkout". A search bar is present with the text "Blue Rewards Search" and a "Go" button. Below the search bar, there are "Blue Rewards Categories" and a "Welcome Florida Blue" section. The "Welcome Florida Blue" section includes a photo of a woman and a child, and text stating: "Blue Cross and Blue Shield of Florida is now Florida Blue! Florida Blue is a health solutions company which focuses on the person, not just the plan, or the financing of care. That means we're concerned with the whole health life of Floridians. The BlueREWARDS program has been designed to help you maintain a healthy weight, reduce blood pressure, learn about heart disease and make better choices about your healthcare. At the same time, you will earn points towards brand name merchandise. We want to". A "Live Well. Stress less, stop smoking, lose weight, eat healthier, exercise more, be happy!" message is also visible.

Rewards site

How do I redeem my reward?

Once you've earned enough points, select **Redeem Now** from the BlueRewards page.

You'll be directed to another website where you can shop, select and redeem your reward.

How long will it take to receive my reward?

All rewards are shipped within 24-48 hours of redemption. You'll be able to track your shipment on the rewards site.

Get started:

Log in at floridablue.com

Click **Health & Wellness**

Select **Discounts & Rewards**

Click on **Earn BlueRewards**

Florida Blue 
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