



## **Healthy Rewards Program**

We want to reward you for joining our Healthy Rewards Program and taking steps to improve or maintain your health!

### **How preventive health checkups improve long-term health**

Your healthcare provider is your best partner in keeping you healthy. He or she will test you for things like high blood pressure and diabetes. If they find a problem, they can treat you before your symptoms get worse. When a problem is found early, treatment could be as simple as a small change in your diet! Want some more good news? Just by completing those checkups, you earn more on your Healthy Rewards card!

### **What is the Healthy Rewards Program?**

The Healthy Rewards Program recognizes your efforts in taking small steps that help you live a healthy life. By seeing your provider and completing health checkups detailed in the chart, you can start earning rewards.

### **Prepaid Debit Card or Gift Card**

You can use your Healthy Rewards Prepaid Debit Card or Gift Card to buy healthy items you use every day.



## **How to Get Your Rewards**

To start earning rewards, please go to [www.wellcare.com/Kentucky](http://www.wellcare.com/Kentucky) and log in to the secure member portal. Once you are logged in, click on the *Healthy Rewards* link to notify us that you've completed an activity.

You can also call Customer Service to notify us or if you have questions about the program. You can reach us at **1-877-389-9457** (TTY **711**). We're here for you Monday–Friday, 7 a.m. to 7 p.m. Visit us any time at [www.wellcare.com/Kentucky](http://www.wellcare.com/Kentucky).

WellCare of Kentucky complies with all applicable federal civil rights laws. We do not exclude or treat people in a different way based on race, color, national origin, age, disability or sex.

If English is not your first language, we can translate for you. We can also give you info in other formats. That includes Braille, audio and large print. Just give us a call toll-free. You can reach us at **1-877-389-9457**. For TTY, call **711**.

Si el español es su lengua materna, podemos brindarle servicios de traducción. También podemos proporcionarle información en otros formatos, como braille, audio y letra de imprenta grande. Simplemente, llámenos sin cargo al **1-877-389-9457**. Para TTY llame al **711**.

如果中文是您的母語，我們可以為您翻譯。我們也可以用其它格式為您提供資訊。這些格式包括布萊葉文、音頻及大字體。僅需撥打我們的免費電話。您可以撥打 **1-877-389-9457** 聯絡我們。TTY 用戶請撥打 **711**。



# **Healthy Rewards Program**



Healthy Rewards Program	Focus Area	Activity Criteria	Incentive Type	Incentive Value
<b>New Members</b>	PCP Visit	Initial PCP Visit within 90 days of enrollment	Visa® Debit Card, or Gift Card	\$25
<b>Member Information</b>	Updated Member Information	Members get an annual reward for keeping their information current: phone number, address, and e-mail address	Visa® Debit Card, or Gift Card	\$10
<b>Children's Health</b>	0–15 Months	Well child visit per periodicity schedule (6 visits)	Visa® Debit Card, or Gift Card	\$10 per visit for a total of \$60
<b>Healthy Pregnancy</b>	Prenatal Care Visits	Members must complete a prenatal visit during their first trimester or within 42 days of enrollment (age 12 and up)	Visa® Debit Card, or Gift Card	\$25
	Completion of Prenatal Visit	Members who complete a prenatal visit will have the choice to get one of the reward options listed	Bonus Reward	Choice of a stroller, portable playpen, car seat or six (6) packs of diapers.
	Postpartum Care Visit	Attend 1 postpartum visit 21–56 days after the birth of the baby (age 12 and up)	Visa® Debit Card, or Gift Card	\$25
<b>Chronic Care Management</b>	Diabetes	Complete an annual eye exam (members with diabetes ages 18–75)	Visa® Debit Card, or Gift Card	\$25
		Complete an annual HbA1c lab test (members with diabetes ages 18–75)	Visa® Debit Card, or Gift Card	\$25
		Blood Pressure Control (members with diabetes ages 18–75)	Visa® Debit Card, or Gift Card	\$25
<b>Well Women</b>	Cervical Cancer Screening	Complete office visit for an annual Cervical Cancer Screening (pap test) (ages 21–64)	Visa® Debit Card, or Gift Card	\$25
	Mammogram Screening	Complete an annual Mammogram Screening (ages 50–74)	Visa® Debit Card, or Gift Card	\$25
	Chlamydia Screening	Complete an annual Chlamydia Screening (ages 16–24)	Visa® Debit Card, or Gift Card	\$25
<b>Adult Health</b>	Annual Adult Health Screening	Complete a annual Adult Health Screening (Wellness Visit - members age 20 and older)	Visa® Debit Card, or Gift Card	\$25
<b>Dental Care</b>	Preventative Dental Visit	Any preventive Dental visit for all members (ages 2–20)	Visa® Debit Card, or Gift Card	\$25