

How do you earn rewards?

To earn rewards, you must complete the health care activity and then provide the details (e.g., the date they attended the visit, the name of the doctor they saw, etc.) to Healthy Blue Rewards online, over the phone or by mail (see below for more information). Then, you can choose your reward.

How can you report when you have completed an activity for a reward?

ONLINE

- Visit arkansaswellnessrewards.novu.com and select an instant electronic or plastic gift card to be mailed to you.
- You can also view your personalized list of wellness activities and rewards totals and status of activities and rewards.

PHONE

- Call 1-866-582-9750 (TTY:711) Monday-Friday 7am-9pm CT and Saturday 9 am – 2 pm CT
- Call center agents will enter health care activity information and help you select a reward.

MAIL

- Some members will receive a welcome kit in the mail. You can mail back the slips included in the kit to earn rewards.
- If you didn't receive a kit in the mail, you should report your activities online or over the phone.

Are there rewards limits?

- You can only earn each reward once in a calendar year.
- Not all members will be eligible for every healthcare activity.

How will the gift cards be delivered?

You can receive gift cards electronically or they can be mailed to you.

What gift card options are available?

Gift card options may include Amazon, Walmart, Subway, Home Depot, Lowes, Kohl's and TJ Maxx.



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MEDICARE ADVANTAGE Healthy Blue Rewards FAQ



What is the Medicare Advantage Healthy Blue Rewards program?

Healthy Blue Rewards is a program where Medicare Advantage members can earn rewards for taking care of their health. You are able to earn rewards for completing health care activities such as breast cancer screening, annual wellness visit, etc. recommended for you based on age, gender and health status.

How do you sign up for the program?



ONLINE

arkansaswellnessrewards.novu.com



PHONE

1-866-582-9750 (TTY:711)

Monday-Friday 7am-9pm CT and
Saturday 9 am – 2 pm CT



MAIL

Return the welcome kit you
received in the mail

What activities earn you rewards?

2020 Medicare Advantage HMO Rewards*

Healthcare Activity**	Reward Value
Annual Wellness Visit	\$100
Breast Cancer Screening*** (women only)	\$25
Flu Shot	\$10
Colon Cancer Screening***	\$25
Diabetic Screenings***	
Diabetic Retinal Eye Exam	\$50
Diabetic Blood Test (A1c)	\$25
Diabetic Urine Test for Protein	\$25

* For 2020, Medicare Advantage HMO members are eligible.

**Healthcare activities are redeemable once a year, and must be completed by 12/31/2020.

***Screening rewards are only available to qualified members who meet program conditions.

2020 Medicare Advantage PFFS Rewards*

Healthcare Activity**	Reward Value
Annual Wellness Visit	\$25
Breast Cancer Screening*** (women only)	\$25
Flu Shot	\$10
Colon Cancer Screening***	\$25
Diabetic Screenings***	
Diabetic Retinal Eye Exam	\$25
Diabetic Blood Test (A1c)	\$25
Diabetic Urine Test for Protein	\$25

* For 2020, Medicare Advantage PFFS members are eligible.

**Healthcare activities are redeemable once a year, and must be completed by 12/31/2020.

***Screening rewards are only available to qualified members who meet program conditions.