



Arkansas  
**BlueCross BlueShield**

An Independent Licensee of the Blue Cross and Blue Shield Association

# INTRODUCING BLUE WELLNESS REWARDS



## Get Rewarded for Your Healthy Behaviors

With Arkansas Blue Cross and Blue Shield, making healthy choices has never been more rewarding. Arkansas Blue Cross members can earn rewards in 2023 for completing eligible activities. It's all part of our commitment to improving your health and well-being.

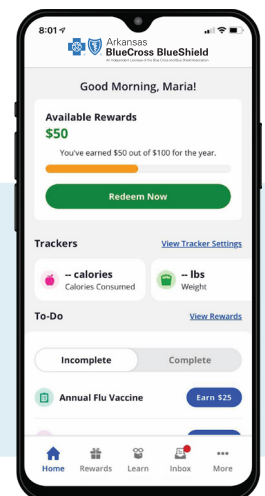
## How Does It Work?

Once you become an Arkansas Blue Cross member, you need to register for Blue Wellness Rewards.

### Signing up is easy:

- Visit [BlueWellnessRewards.Healthmine.com](https://BlueWellnessRewards.Healthmine.com) and click Register Now. **Registration opens January 1, 2023.**
- You'll need your member ID card, date of birth, and email address to set up your account.
- You can also call **800-800-4298** to sign up with a customer service representative. We're here to help!
- Once registered, you'll receive an email letting you know that your account is set up. Then you're ready to start earning rewards!

Scan the  
QR code to  
sign up



**Rewards** can be redeemed for gift cards from national and local retailers, including a wide assortment of grocery stores, restaurants, and other popular stores!

# Providing Support Beyond Rewards

Blue Wellness Rewards also offers helpful tools and resources for managing your health and making healthy lifestyle choices through a web portal and mobile application.



**To-Do List:** List of personalized activities for you to complete to improve your health while earning rewards



**Surveys to Share Feedback:** Provide feedback on your experience with your doctors and health plan through the app so that we can better customize the care you receive



**Rewards Redemption:** Make instant gift card selections right in the app and have it sent directly to you via email or physical mail



**Tracking Progress:** Connect your Garmin, FitBit, and other supported wearable devices to track your health and activity levels



**Health Education:** Extensive library of articles, videos, decision tools, and more to guide you on your journey to better health



**Your Health Information:** View your prescription record, select your preferred language, set your communication preferences, and more

**Learn more at [BlueWellnessRewards.Healthmine.com](https://BlueWellnessRewards.Healthmine.com) or call Arkansas Blue Cross Customer Service at 800-800-4298.**

Registration is required to participate. Visit [BlueWellnessRewards.Healthmine.com](https://BlueWellnessRewards.Healthmine.com) to register and see what healthy behaviors earn rewards. If you do not have internet access, call Arkansas Blue Cross Customer Service at 800-800-4298. Total rewards amount is dependent on eligibility for specific healthy behaviors, which will vary by individual. One reward per healthy behavior per year and dates of service must be in the current plan year. Rewards will be administered once the claim is processed, which can take up to 90 days.

If you have other questions, please call Arkansas Blue Cross Customer Service at 800-800-4298 from Monday through Thursday 8:00 a.m. to 5:00 p.m. Central Time and Friday 8:30 a.m. to 5:00 p.m. Central Time.

Healthmine, Inc., is an independent company that contracts with Arkansas Blue Cross and Blue Shield to provide member rewards programs.

Arkansas Blue Cross and Blue Shield, and its affiliate Health Advantage, is an independent licensee of the Blue Cross Blue Shield Association and is licensed to offer health plans in all 75 counties of Arkansas.

