Anthem Blue Cross

Anthem Offers Members Incentive for Office Visit

Anthem Blue Cross is launching a wellness campaign for individual and group-sponsored Medicare Advantage (MA) members. As part of this campaign, we will contact members by letter and encourage them to see their provider for a wellness visit or routine physical by April 30, 2016. If members visit their provider by that date, they will receive a $50 incentive. However, to receive the reward, they will be required to obtain provider signature attesting to the annual visit. Anthem members in the following Medicare Advantage plans are eligible for the incentive:

Medicare Advantage HMO and D-SNP

As a result of this campaign, you may experience more than the usual number of appointment requests from your MA patients. We hope you will complete their visits by April 30, 2016.

Please note: Providers may bill the visit as the Annual Wellness Visit, which is covered once every 365 days. If the member has had an Annual Wellness visit in the past 365 days, the provider also may use Routine Physicals/Preventive Medicine Services codes 99381-99397 - Preventive Medicine Services to bill the visit.

Additional information on routine physical coverage can be found at www.anthem.com/ca/medicareprovider under Important Medicare Advantage Updates.

Members have been asked to do the following to obtain their reward:

See Your Doctor
When you see your doctor for a qualified Annual Routine Physical, remember to ask him or her to sign the Rewards for Health coupon. During the visit, the doctor will perform a comprehensive history, assessment and review your risk factors. Your doctor will let you know which screenings, shots, lab tests and other preventive services you will need.

In the event that a member forgets to bring the reward coupon to an appointment, you may download, complete and sign the attached generic form during the visit. Thank you for supporting this program and our members.

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Dear member,

We have $50 waiting just for you. When you complete your Annual Routine Physical by April 30th, we will reward you with a $50 gift card. A yearly physical exam helps you and your doctor work out a care plan to help you stay healthy. Start getting healthy and get your rewards today. It’s easy!

HOW TO EARN YOUR REWARDS

Step 1: See Your Doctor
When you see your doctor for a qualified Annual Routine Physical, remember to get him or her to sign the Rewards for Health coupon below. During the visit, the doctor will perform a comprehensive history, assessment, and review your risk factors. Your doctor will inform you which screenings, shots, lab tests and other preventive services you will need.

Step 2: Mail Your Coupon
Once the coupon has been signed, mail it in the prepaid envelope provided. After we receive your coupon, we will mail you a $50 gift card. Please choose the store gift card you would like to receive by marking the box on the coupon. If you do not make a choice, you will get a Walmart gift card. You must mail your coupon by April 30, 2016. Allow 6 - 8 weeks for processing.

IT’S THAT SIMPLE
Take care of yourself, and earn a $50 reward! The Rewards for Health Program – just one more way Anthem Blue Cross helps you stay happy and healthy.

If you have any questions, just call the toll free Member Services phone number listed on the back of your member ID card.

1-888-230-7338
TTY 711

We’re here from 8:00 a.m. to 8:00 p.m. local time, Monday through Friday. Except Holidays.

Which Reward Card would you prefer?
☐ Walmart  ☐ CVS

(please print)

Member Name: _____________________________________________
Member ID Number: _________________________________________
Rewards for Health Program Rules: The program is available to all active Anthem Blue Cross members. Incentives are offered only if your membership is active as of the postmark date on your return envelope. The screening must be completed by April 30, 2016 and the envelope must be postmarked by May 31, 2016. Lost or stolen gift cards will not be replaced. Anthem Blue Cross may verify the information provided on your coupon at any time. The program could be discontinued by Anthem Blue Cross at any time, without notice. You may file a grievance regarding this program by calling Member Services. However, you may not file an appeal related to this program. Gift cards must only be used by Anthem Blue Cross members. They must not be used by nonmembers. Your doctor or an office staff member should sign your coupon before you return it in the prepaid envelope provided.

Anthem Blue Cross is a Medicare Advantage Organization with a Medicare contract. For Dual-Eligible Special Needs Plans: Anthem Blue Cross is a D-SNP plan with a Medicare Contract and a contract with the California Medicaid program. Enrollment in Anthem Blue Cross depends on contract renewal. Anthem Blue Cross is the trade name of Blue Cross of California. Independent licensee of the Blue Cross Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross name and symbol are registered marks of the Blue Cross Association.

FREQUENTLY ASKED QUESTIONS...

What if I forget to choose which gift card I want?
If you forget to choose a gift card, we will send you a Walmart gift card.

Can I turn in my coupon with a 2015 service date?
We only accept a coupon with a 2016 service date.

What if I want to make sure my contact information is right?
If your address is wrong or if you have moved, please call the Member Services phone number on the back of your member ID card and let us know.