Anthem Blue Cross and Blue Shield

**MA Members to Receive Gift Cards Diabetic Retinal Eye Exams**

(CT, IN, KY, OH, and WI only)

To encourage individual and group-sponsored Medicare Advantage members to receive screening for diabetic retinal disease, eligible members H5854 CT HMO/SNP Anthem Blue Cross and Blue Shield, H3655 OH HMO/SNP Anthem Blue Cross and Blue Shield, H4036 OH & WI LPPO Anthem Blue Cross and Blue Shield, and R5941 OH/IN/KY RPPO Anthem Blue Cross and Blue Shield will receive Visionary Rewards, an offer for a $50 VISA gift card for completing a retinal or dilated eye exam in 2017. The goal of the incentive is to improve HEDIS/Star measure (CDC-DRE) and improve member health outcomes while reducing cost of care through early detection and improving member satisfaction.

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