

Member Rewards Program

Taking advantage of your preventive benefits can be twice as rewarding for Blue Medicare Advantage members. You can receive up to \$50 per year (\$25 for each eligible activity) on your Blue Benefit Bucks (BBB) card.

MEMBER REWARDS PROGRAM

What is the Member Rewards Program?

The Member Rewards Program offers you up to \$50 annually when you take steps to protect your health. Your earned dollars are loaded on your Blue Benefit Bucks (BBB) card so you can spend your reward on what's most important to you.

How do I earn a reward?

You may earn a \$25 reward, up to \$50 each year, when you complete any of the following activities:

- Annual Wellness Exam
- Breast Cancer Screening
- Flu Shot
- Diabetic Eye Exam

How do I access my Member Rewards dollars?

Your \$25 rewards will be loaded on your BBB card approximately 4-6 weeks after the date of your completed activity. Your BBB card was mailed to you upon your plan enrollment.

Please note: If your plan does not include the flexible benefit or over-the-counter (OTC) allowance, you will receive a BBB card within 4-6 weeks after you've completed your first Member Rewards eligible activity.

What can I spend my Member Rewards on?

Your Member Rewards dollars may be used for non-Medicare-covered services, such as healthy foods, eyewear, transportation, dental, and hearing, and over-the-counter (OTC) services beyond the benefit provided.

Can I use my Member Rewards dollars for copays?

No. The Centers for Medicare and Medicaid Services (CMS) prohibits Member Rewards dollars from being used for any Medicare-covered cost shares. Card charges will be audited for any copayment type of services to ensure integrity with CMS provisions.

How can I manage my Member Rewards benefit?

Blue Medicare Advantage has partnered with NationsBenefits to administer your Member Rewards benefit. To track and manage your rewards balance, which is on your BBB card, please log in to Members.NationsBenefits.com/BlueKC or call NationsBenefits by phone, 24/7, at 1-877-208-2596 (TTY:711).

How do I keep track of the types of benefits on my card?

Your BBB card is loaded with up to 3 separate wallets: 1) flexible benefit allowance, 2) OTC, and 3) Member Rewards, depending on your plan. The card technology screens your purchases first for OTC eligibility, second for flexible benefits, and finally for any available Member Rewards.

I've used all of my Member Rewards dollars for the year. Do I need to keep my BBB card?

Yes, keep your card. Your card will be reloaded every year, as long as the benefit is included in your plan.

MEMBER REWARDS PROGRAM**Do I have to establish a personal identification number (PIN) for my BBB card?**

It's a good idea to establish a PIN since some retailers may require a PIN. To create or change your PIN, call Mastercard services at 1-833-690-0180 (TTY:711).

What if my BBB card is not working at a particular merchant?

The Member Rewards on your BBB card may be used for non-Medicare-covered services, such as healthy foods, eyewear, transportation, dental, and hearing, and over-the-counter (OTC) services beyond the benefit provided. If the card does not work, please contact NationsBenefits at 1-877-208-2596 (TTY:711). NationsBenefits can help you seek reimbursement for eligible items, if necessary.

I lost my BBB card. How can I get a new one?

Please contact NationsBenefits at 1-877-208-2596 (TTY:711).

Does my physical BBB debit card expire?

Your BBB card will have an expiration date and a CVC code just like your personal bank debit card.

Can I load my BBB card information into a phone app and use the app to pay at the store?

No. You must use the physical card.

What if I do not want to participate in the Member Rewards program?

You are never obligated to participate in any of our programs; however, you will automatically receive a reward (up to \$50 annually) when you complete the following activities: annual wellness visit, flu shot, diabetic eye exam, or a breast cancer screening.

When do my earned Member Rewards expire?

You must complete the eligible healthy activities during the plan year, however, you have until 3/31/23 to spend your reward dollars.

What if I have additional questions about my benefits?

Our Customer Service team is local and standing by at 1-866-508-7140 where you will ALWAYS be treated with courtesy and respect.

Benefits vary by plan.

Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross and Blue Shield Association. The HMO products are offered by Blue-Advantage Plus of Kansas City, Inc. and the PPO products are offered by Missouri Valley Life and Health Insurance Company, both wholly-owned subsidiaries of Blue Cross and Blue Shield of Kansas City.