

BetterYou REWARDS

JOB AID: Stay and Earn Program

Stay and Earn Reward

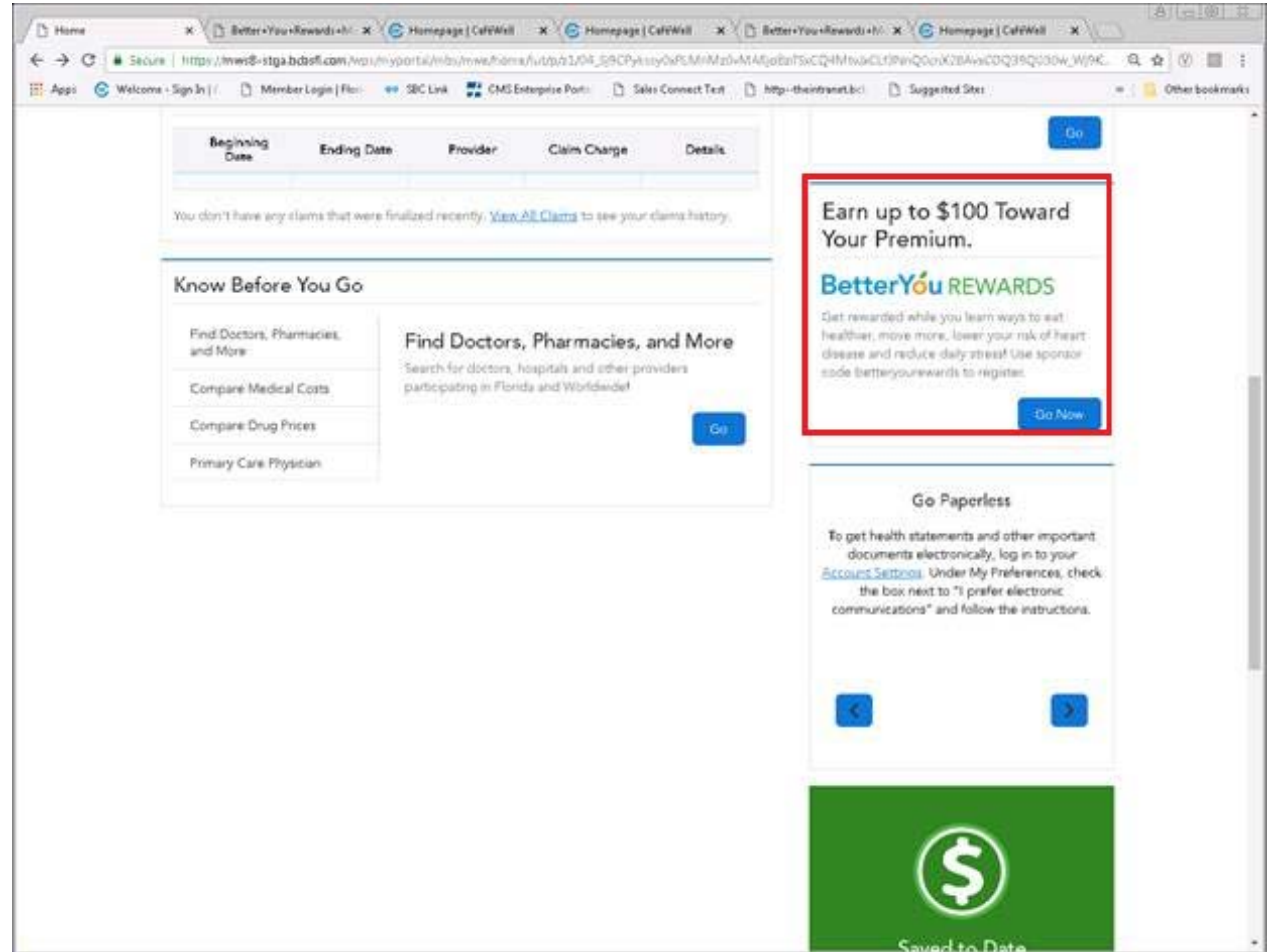
What: \$20 one-time reward under Better You Rewards

Who: ACA members who are 60 days delinquent

Why: Help members maintain coverage

JOB AID: Stay and Earn

Members must register for Better You Rewards through their member account at floridablue.com.



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Member comes to the Home screen with the Personal Health Itinerary.

If the member has already added programs, the “Active Programs” page will appear.

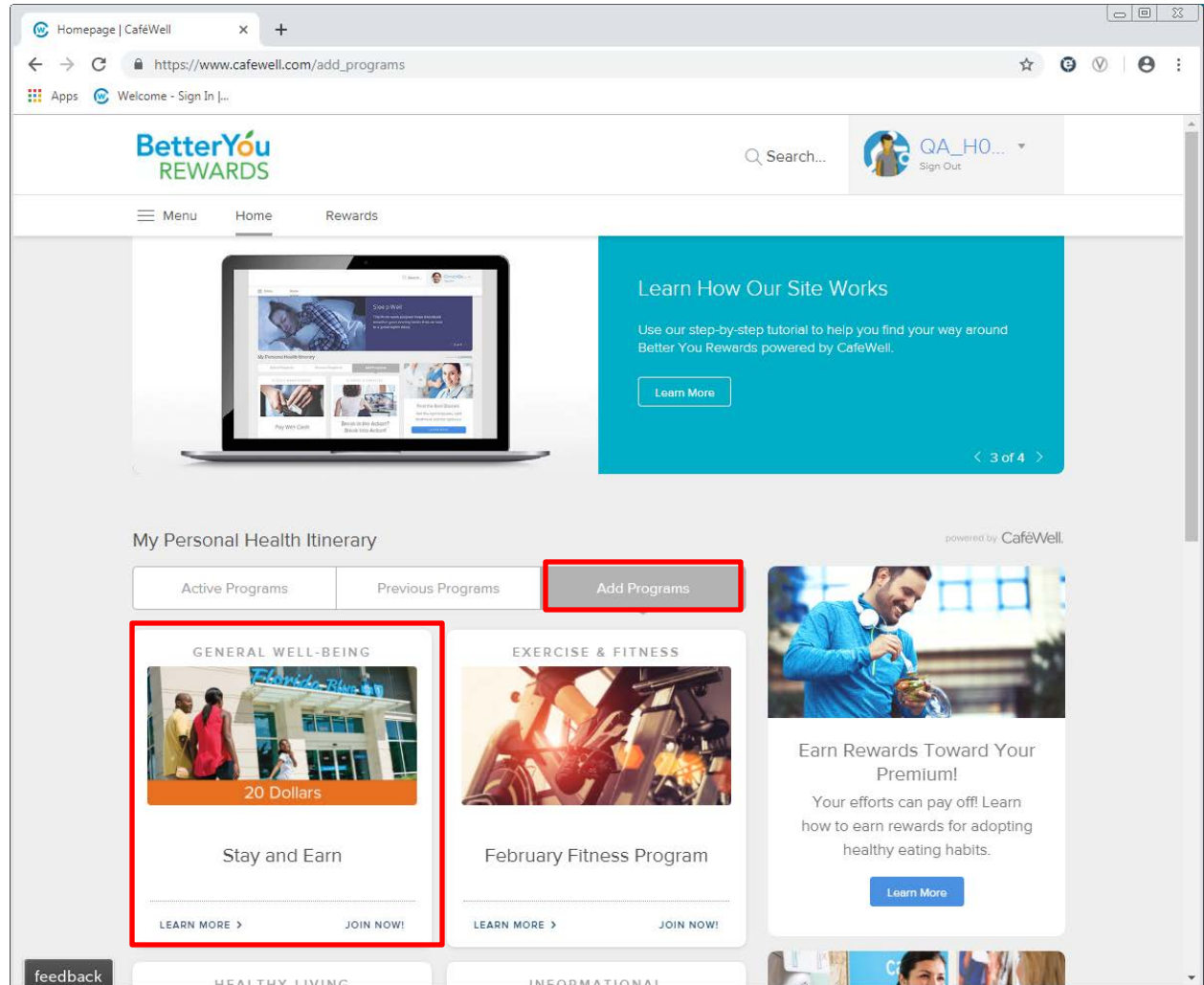
If they have not added programs, the “Add Programs” page will appear.

The screenshot shows the BetterYou Rewards website interface. At the top, there is a navigation bar with the logo, a search bar, and a user profile. Below the navigation bar, there is a main content area with a central banner for 'Learn How Our Site Works' and a 'Learn More' button. Below the banner, there is a section titled 'My Personal Health Itinerary' which is highlighted with a red box. This section contains three tabs: 'Active Programs', 'Previous Programs', and 'Add Programs'. Below the tabs, there are two program cards: 'GENERAL WELL-BEING' with a '20 Dollars' reward and 'Stay and Earn' program, and 'EXERCISE & FITNESS' with a 'February Fitness Program'. Both cards have 'LEARN MORE >' and 'JOIN NOW!' buttons. To the right of the program cards, there is a promotional banner for 'Earn Rewards Toward Your Premium!' with a 'Learn More' button. At the bottom of the page, there is a 'feedback' button and a navigation bar with 'HEALTHY LIVING' and 'INFORMATIONAL' categories.

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When the member clicks on “Add Programs,” they will see all programs they are eligible for.

Any program that has a reward features an orange banner with the dollar amount of the reward.



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When the member clicks “Learn More” on the ActionCard, it brings up a short description.

The screenshot shows the BetterYou Rewards website interface. At the top, there is a navigation bar with the logo, a search bar, and a user profile. Below the navigation bar, there is a main content area with a large banner for "How Does Insurance Work?" and a "Learn More" button. Underneath, there is a section titled "My Personal Health Itinerary" with tabs for "Active Programs", "Previous Programs", and "Add Programs". The "Active Programs" tab is selected, and the "Stay and Earn" program is highlighted with a red border. The "Stay and Earn" program description reads: "Earn \$20 towards your premium as you learn how to manage stress." Other programs visible include "EXERCISE & FITNESS" and "February Fitness Program".

Homepage | CaféWell

https://www.cafewell.com/add_programs

Apps Welcome - Sign In ...

BetterYou REWARDS

Search...

QA_HO... Sign Out

Menu Home Rewards

HEALTH INSURANCE CLAIM FORM

How Does Insurance Work?

Your health insurance plan protects you from the unexpected. Plus it covers certain benefits that help you stay healthy.

Learn More

1 of 4

My Personal Health Itinerary

powered by CaféWell.

Active Programs Previous Programs Add Programs

Stay and Earn

Earn \$20 towards your premium as you learn how to manage stress.

EXERCISE & FITNESS

February Fitness Program

Earn Rewards Toward Your Premium!

Your efforts can pay off! Learn how to earn rewards for adopting healthy eating habits.

Learn More

feedback

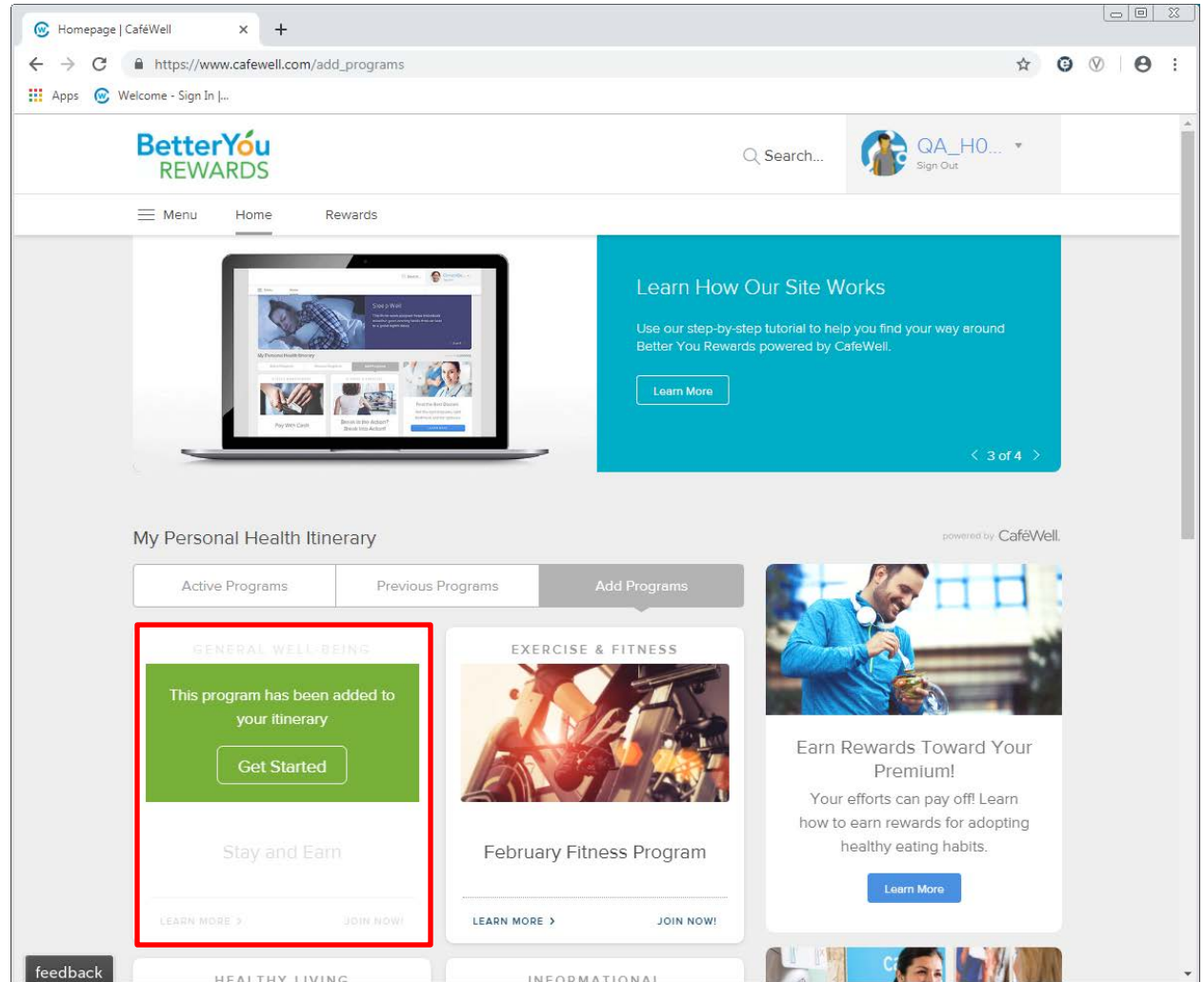
HEALTHY LIVING

INFORMATIONAL

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When a member clicks “Join Now,” card flips with the message that the program has been added to their Personal Health Itinerary.

Click “Get Started” to start the program.



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The ActionCard as it appears in the “Active Programs” tab.

The screenshot shows a web browser window with the URL <https://www.cafewell.com/#/a01bdb05-32bf-4624-9391-23c42e92ba90>. The page title is "Homepage | CaféWell". The main content area is titled "My Personal Health Itinerary" and is powered by CaféWell. It features three tabs: "Active Programs", "Previous Programs", and "Add Programs". The "Active Programs" tab is selected and contains three program cards:

- Stay and Earn: Good Choices**
Self Paced
20 Dollars
Activity Progress: SHOW ACTIVITIES ▾ DETAILS
- Nutrition Savvy: Mindful Meals**
Chapter 4 of 5: Ends today ▾
25 Dollars
Activity Progress: SHOW ACTIVITIES ▾ DETAILS
- HELP-C: Achieve Better Health**
Self Paced
250 Dollars
Activity Progress: SHOW ACTIVITIES ▾ DETAILS

On the right side of the page, there are two promotional cards:

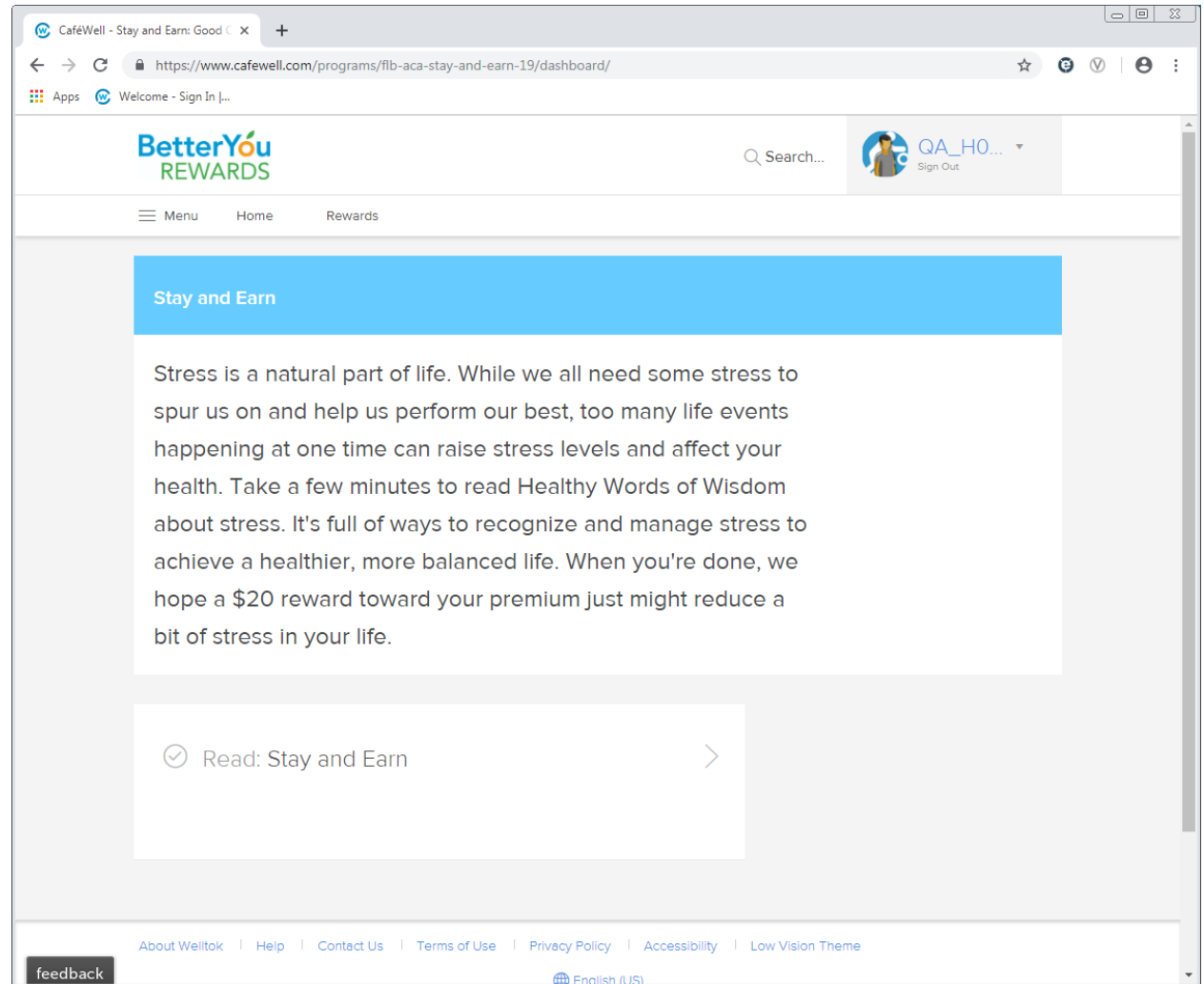
- Earn Rewards Toward Your Premium!**
Your efforts can pay off! Learn how to earn rewards for adopting healthy eating habits.
[Learn More](#)
- Visit a Florida Blue Center**
Enjoy fitness classes along with personal service at your nearest Florida Blue Center.
[Learn More](#)

The footer contains a "feedback" button and a list of links: [About Welltok](#), [Help](#), [Contact Us](#), [Terms of Use](#), [Privacy Policy](#), [Accessibility](#), and [Low Vision Theme](#).

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If the member clicks on “Details” on the previous screen, they will see another description of the program.

Click the browser back arrow to return to the Active Programs page.



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When the member clicks on “Read: Stay and Earn,” the ActionCard flips to show the steps the member must take to earn the reward.

Once the member is ready to activate the card, they will click “Complete Activity”. This moves the card to “Complete” and reward is applied.

The screenshot shows a web browser window with the URL <https://www.cafewell.com>. The page displays several activity cards. The primary card is titled "Stay and Earn: Good Choices" with a "Self Paced" status and a "20 Dollars" reward. It includes an "Activity Progress" indicator (one circle filled), a "COLLAPSE" button, and a "DETAILS" link. The "Read: Stay and Earn" section is active, showing two numbered steps: 1. Read the [Healthy Words of Wisdom](#) flier to learn how stress affects your health and ways to manage stress. 2. After completing these steps, click Complete Activity below. Below the steps, it states: "When you will get your reward: Complete the steps above by the 28th of this month and we'll credit the reward to your bill the following month*." A link for "*Click here for complete terms and conditions." is provided. A prominent blue "Complete Activity" button is at the bottom of the card. To the right, there are two promotional banners: "Earn Rewards Toward Your Premium!" with a "Learn More" button, and "Visit a Florida Blue Center" with a "Learn More" button. Below the main card, a "Nutrition Savvy: Mindful Meals" card is partially visible, showing "Chapter 4 of 5: Ends today" and a "25 Dollars" reward. At the bottom left, there is a "feedback" button and a "HELP-C:" section.

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Members can see the rewards they have earned on the Reward Dashboard by clicking on the “Rewards” tab once they are applied (usually within 1 day).

The screenshot shows the BetterYou Rewards dashboard. At the top, the user is logged in as QA_HO... with a search bar and navigation links for Menu, Home, and Rewards (highlighted with a red box). The main heading is 'Rewards' with '360 EARNED' points. Below this is a 'Rewardable Activities' table with columns for 'Rewards Milestone', 'POINTS Earned', and 'Date of Service'. The table lists activities like 'Fight the Flu Reward', 'Smart Infusion', 'Smart Imaging', and 'Stay and Earn'. A separate table below shows the 'Stay and Earn' activity details, including 'Your Status', 'Date Completed', and 'Self Report'.

Rewards Milestone	POINTS Earned	Date of Service
Fight the Flu Reward	10	01/21/2018
Smart Infusion	0	
Smart Imaging	100	11/22/2018
Stay and Earn	0	

Activity	Your Status	Date Completed	Self Report
Stay and Earn 03/01/2018-12/31/2019			N/A

HELP - C	250	06/25/2018
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