

# SALES NEWS

Florida Blue   
Your local Blue Cross Blue Shield

December 14, 2023  
A23-116588

## Blue Dollars card for Medicare DSNP OTC benefits

**Sales Audience:** Medicare

### Summary

Florida Blue Medicare Advantage members with the option to use their over-the-counter (OTC) benefits in retail stores will be sent a letter on December 15, 2023 to tell them that they will be receiving a new card to purchase their OTC items beginning January 1, 2024.

### Details

Our BlueMedicare Complete (HMO D-SNP) members that have elected to stay with Florida Blue Medicare Advantage plan H1035-027 or H1035-028, will receive a letter advising their OTC benefit will now be covered under the Blue Dollars card starting January 1, 2024. The following plan members will receive the letter:

BlueMedicare Complete HMO D-SNP H1035-027  
BlueMedicare Complete HMO D-SNP H1035-028

Members can use the new Blue Dollars card at CVS, Walgreens, Walmart, and more!

Members have been advised to destroy their previous OTC benefit card as of January 1, 2024.

Should members have questions about the new card, please refer them to the Member Services team at 1-800-926-6565. Member Services is available to answer questions from 8 a.m. – 8 p.m. ET, every day from October 1 – March 31, except for Thanksgiving and Christmas. From April 1<sup>st</sup> – September 30<sup>th</sup>, they're available 8 a.m. – 8 p.m. ET, except major holidays.

**Link to letter:** You can also click [here](#) to see the letter.

Agent sales training slides: <https://agentpoint.bcbsfl.com/apss/ps/viewer/?id=97130d5c-0704-4cc6-937e-e91229e718fa>

Member FAQs for Agents: <https://agentpoint.bcbsfl.com/apss/ps/viewer/?id=7e9e7744-4625-4103-8f76-17cbcf9e06d>

GuideWell Learning session for internal sales channels:

[https://GUIDEWELL.sumtotal.host/core/pillarRedirect?relyingParty=LM&url=app%2Fmanagement%2FLMS\\_ActDetails.aspx%3FActivityId%3D227749%26UserMode%3D0](https://GUIDEWELL.sumtotal.host/core/pillarRedirect?relyingParty=LM&url=app%2Fmanagement%2FLMS_ActDetails.aspx%3FActivityId%3D227749%26UserMode%3D0)

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## **Next Steps**

Review the information in this article so you can help members with questions.

<Date>

<First Name> <Last Name>  
<Address 1>  
<Address 2>  
<City>, <State> <ZIP >

**Your Over-the-Counter (OTC) card is  
changing to Blue Dollars Benefits  
Mastercard® Prepaid Card!**

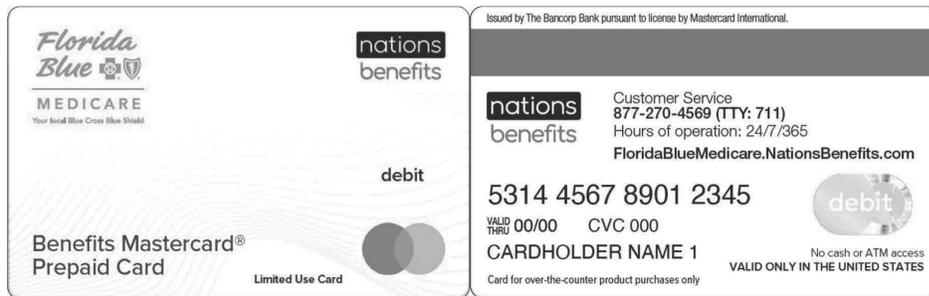
Dear <First Name> <Last Name>,

Thank you for being a BlueMedicare Complete (HMO-DSNP) member. You're eligible to receive extra services to help you manage your health, at no additional cost to you. By now you should have received your Blue Dollars card in the mail. The Blue Dollars card will replace your current OTC card. It is important to note that after December 31, 2023, your current OTC card will no longer be active. Any remaining funds will not be transferred to the Blue Dollars card, so please be sure to use the funds before the end of the year.

To learn more about your OTC benefits, you can go to [FloridaBlue.com/Medicare](https://FloridaBlue.com/Medicare).

You can use your current OTC card through 12/31/2023. Please destroy the card on 01/01/2024.

(Sample current OTC card)



Begin using your new Blue Dollars card (sample below) on 01/01/2024.



### Where can I use My Card?

Your card can be used at CVS, Walgreens, Walmart, and more!

Log in to My Health Link™ at [floridablue.com/medicare](https://floridablue.com/medicare) to:

- Check your balance
- Find a list of retail locations that accept the Blue Dollars card
- View transactions
- Check eligible items
- Replace a lost card
- Order qualifying OTC products

### We're here for you

If you have questions or need more information about these benefits, call Member Services at **1-800-926-6565**. TTY users should call **1-800-955-8770**. Our team is available 8 a.m. – 8 p.m. ET, every day from October 1 – March 31, except for Thanksgiving and Christmas. From April 1 – September 30, we're available 8 a.m. – 8 p.m. ET, except major holidays.

We hope you enjoy these extra benefits and appreciate you choosing Florida Blue Medicare.

Thank you,

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