

# SALES NEWS

Florida Blue   
Your local Blue Cross Blue Shield

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## Medicare Launching New Benefits for Members (Updated 12.14.23)

**Sales Audience:** Medicare

### Summary

Beginning January 1, 2024, Florida Blue Medicare members will have a great resource available at their fingertips — our Blue Dollars Benefits Mastercard® Prepaid Card. The Blue Dollars card can be used to help cover out of pocket expenses for certain supplemental benefits, such as healthy foods, dental, vision, hearing, and over-the-counter items. The Blue Dollars card also will be used to access HealthyBlue reward dollars. With the Blue Dollars card, members only need one card to use their Rewards and any dollars from certain benefits that come with their plan.

### Details

#### How it works

Depending on what plan a member has, the Blue Dollars card can have **up to** four different wallets for:

- HealthyBlue Rewards (available on all plans)
- Over-the-counter Retail benefit (available on select plans)
- Healthy food benefit (available on select plans)
- Dental, vision and hearing allowance (available on select plans)

All Medicare Advantage members will receive their earned Rewards on the Blue Dollars card. Some members also will receive one or more other benefit allowances on their Blue Dollars card (depending upon the plan). Members can use their earned reward dollars to purchase healthy foods, over-the-counter health items, and use toward out-of-pocket costs associated with dental, and vision services. In 2024, members will no longer have to redeem gift cards to use their earned reward dollars.

**2023 Rewards:** The deadline for redeeming rewards earned during 2023 is December 31, 2023.

Members' rewards balances will start over on January 1, 2024. Members will only have to manage one card in 2024.

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## Important Reminders for additional clarification

### HealthyBlue Rewards

- For members who have opted into the rewards program for 2023, please note that they will automatically receive a Blue Dollars card for the upcoming year, scheduled to be delivered by December 15th.
- **It's important to be aware** that funds will **not** be loaded onto the card until a member has successfully completed a qualifying activity in 2024.
- Upon completing a qualifying activity and upon receipt of the corresponding claim by Florida Blue, the reward dollars will be loaded on to their Blue Dollars card. Please note that there might be occasional delays in Florida Blue Medicare receiving certain claims. In such cases, members have the option to submit a self-attestation through the member portal, confirming the completion of the activity. Once this attestation is received and processed, the reward dollars will be promptly loaded onto the Blue Dollars card.

### Healthy Food Allowance Retail Locations

- For 2024, the availability of locations for utilizing healthy food allowance will not be as extensive as it was in 2023. We anticipate potential inquiries from members who may discover that their card no longer works at specific locations in 2024 that were accessible in 2023.
- Member's healthy food allowance can still be used at various plan approved locations including but not limited to: CVS, Walmart, Walgreens, Publix, Save A Lot, Key Foods, Sedanos, El Presidente, Kroger, Bravo, and many independent pharmacies. For a comprehensive list of retailers, members can log into MyHealth Link or call Member Services. Your support in providing this information is crucial to ensuring a smooth and informed experience for all our members.

## Next Steps

Review the information in this article to answer any questions from members and consumers.