



Personalized support and rewards for your health journey

Better You Strides is now easier than ever to use, offers more ways to earn up to \$500 in rewards and helps you get the most from your benefits.

We've improved Better You Strides, our online wellness and rewards program, to give you more personalized support and rewards on your health journey. New features are all designed to meet your one-of-a-kind needs. One feature hasn't changed—you and covered family members age 18 years and older can each still earn up to \$500 in rewards!

A better experience for you



Easy access. Your Florida Blue member account now features a Reward Center with access to Better You Strides, program resources and more:

- Total reward points you've earned and your rewards history
- Rewardable activities recommended for your health needs
- Other health plan features and valuable services



More ways to earn rewards

- Selected activities address your specific health needs and wellness goals
- Monthly challenges to help you learn and adopt new habits for better health, like drinking more water, taking stretch breaks and understanding food labels



Extra savings for Florida Blue members

- How to use your health plan and save money
- Discounts up to 50% on gym fees, nutrition programs and more through Blue365*
- Lyft ride to your doctor's office

How can Better You Strides help you?

- **Support for your health journey**
 - A personalized plan of activities that addresses your health needs so you can be your healthiest
 - Tools and resources to help you manage chronic or complex health issues
 - One-on-one health coaching¹
- **Save money**
 - Earn up to \$500 in rewards toward your premium. If you have a \$0 premium, you may be eligible for a \$500 prepaid gift card you can use for medical expenses.²
- **Show you the extras included in your health plan**
 - Discounts on health and wellness products and services
 - Lyft[®] ride to your doctor's office³

- Tools to find the lowest costs for medical services and prescription drugs
- FREE health coaching and classes at Florida Blue Centers

✓ Quick and easy reward redemption

- Points you earn are converted to dollars. 100 points = \$1.
- Rewards are automatically applied to your annual premium balance. Any additional points you earn after your balance is paid can be redeemed for a gift card.
- More ways to spend your gift card. In addition to using the card for medical expenses (including copays and coinsurance), you can also use it to pay for prescription drugs at retail pharmacies and Florida Blue health and dental premiums.
- Gift cards can be re-loaded as you earn rewards throughout the year.

Start earning rewards today!

Go to your member account at floridablue.com or the Florida Blue mobile app and click **My Rewards** to start earning rewards.



¹Must be participating in a care management program for one-on-one health coaching.

²You could be eligible for a gift card if the earned reward amount is greater than your annual premium. The maximum amount of the gift card is \$500 per contract. Rewards are only available on individual ACA plans. Anyone 18 years or older covered under the health plan, including dependents, is eligible to participate. For complete program terms and conditions, contact Florida Blue.

Florida Blue has entered into an arrangement with Onlife to provide Florida Blue members with care decision support services, information and other services. Please remember that all decisions that require or pertain to independent professional medical/clinical judgment or training, or the need for medical services, are solely your responsibility and the responsibility of your physicians and other health care providers. The programs mentioned above are subject to change.

³One (1) Lyft ride available up to \$50 roundtrip, subject to terms and conditions. Lyft is an independent third party that provides transportation services.

*Blue365[®] offers access to savings on items that Florida Blue members may purchase directly from independent vendors. Blue365 does not include items covered under your policies with Florida Blue or any applicable federal health care program. Blue Cross and Blue Shield Association (BCBSA) and Florida Blue may receive payments from Blue365 vendors. Neither BCBSA nor Florida Blue recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. For more information about Blue365, go to floridablue.com/blue-365-disclaimer.

Florida Blue and Florida Blue HMO are Independent Licensees of the Blue Cross and Blue Shield Association.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-352-2583 (TTY: 1-877-955-8773).

ATANSYON: Si w pale Kreyòl ayisyen, ou ka resewva yon èd gratis nan lang pa w. Rele 1-800-352-2583 (pou moun ki pa tande byen: 1-800-955-8770).

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