

Empire Health Rewards

Empire 
BLUECROSS BLUESHIELD

An Anthem Company



**Impacting the right
behaviors can truly
change the lives of
employees every day**



Be Active (NEW in 2021)

Engagement package to help engage in fitness management

Includes

Well-being Coach

Members can receive support to maintain a healthy weight or quit tobacco, with additional help on well-being topics like nutrition, activity, mindfulness and sleep. You can access digital coaching through an app, or, if you need additional support, connect with health coaches by telephone or through chat.”.

Rewards – up to \$1,225

Gym Membership – up to \$400¹

Reimburses members (Subscribers, Spouse, and Dependents) 18 years and older when they meet the minimum gym visit requirement at a qualifying fitness center.

Well-being Coach telephonic – up to \$300²

For participating and completing one-on-one support to help members lose weight or quit tobacco.

or

ConditionCare – up to \$300²

For participating and completing a nurse-centric program helping members with high-risk conditions.

Future Moms – up to \$200

For participating in our nurse-centric maternity program, with initial, interim and post-birth assessments.

Flu Shot and Wellness Visit - \$50 (\$25 each)

For receiving both a preventive wellness exam and flu shot based on claims.

Healthy Activities – up to \$150

Register on the app to complete a health assessment and track health activities through a variety of supported devices.

Our care management program may cut participating members' costs by up to:

\$2,136

On average

\$401

For those with Diabetes

70%

For those with Asthma²

Available for businesses with 100 or more subscribers. Product availability may vary. Contact your Empire representative for more information.

Empire Health Rewards eligibility applies to only employees and their spouse/domestic partner. Member must be active on the plan and activity must take place during the plan effective year.

The amount of rewards loaded to the Health Rewards card may be considered income to you and subject to state and federal taxes in the tax year it is paid. We recommend that you consult a tax expert with any questions regarding your tax obligations.

1. Proof of gym membership and fees required.

2. Members can achieve either the Well-being Coach reward or the ConditionCare reward.

3. Members can participate by completing an annual wellness exam and / or obtaining a flu shot during the employer group's plan year. Once we receive an Empire claim for both an annual wellness examination and a claim for an annual flu shot, members are eligible for the reward.

4. ETG Savings Analysis White Paper 2017, adjusted to 2018 \$ using National Account Allowed Trend 2017-2018.

Exercise Rewards

Reimburses member's gym membership cost, up to \$400 (\$200 every 6 months when you meet the minimum of 35 visits requirement)

To claim your reimbursement

- 1. Have your fitness facility complete a Fitness Facility Member Verification Form. A new Fitness Facility Member Verification Form will need to be completed each year.
- 2. Obtain a copy of your proof of payment such as a receipt or statement from your gym or your credit card or bank statement. Please be sure to fill out all of the required information on your claim form so we know what time period the payment covers.
- 3. Complete the Gym Reimbursement Form.
- 4. Get a computer printout from your fitness facility listing your visits.
- 5. Send all documents to:

ExerciseRewards®

P.O. Box 509117

San Diego, CA 92150-9117

Or email to: fitness@exerciserewards.com



Future Moms with LiveHealth Online Lactation Support

- Live video visits with a lactation consultant or registered dietitian for personalized postpartum nutrition and lactation support
- Education and guidance on:
 - Breastfeeding
 - Formula feeding
 - Nutrition while breastfeeding
 - Introducing solids to your baby
 - Weight loss after delivery
 - Stress management
- It's easy to join. Sign up for Future Moms by calling us toll free at 1-800-828-5891.
 - There's no extra cost to you.
 - Earn up to \$200:
 - Get \$100 for completing an initial maternity assessment by 183 days before due date
 - \$50 for completing interim assessment at least one day before due date
 - \$50 for completing post-birth assessment by 53 days post-delivery



[Future Moms video](#)

Preventive Care

For extra motivation to stay healthy, members can earn \$50 in rewards for receiving a claims-based annual preventive wellness exam and flu shot.



Flu Shot - \$25

- Each year, millions of people — around 8% of the U.S. population — become sick with the flu.
- Flu prevention may be more important than ever this year. Reduce your flu risk at no cost to you with a flu shot.
- The flu shot can help:
 - Keep you healthy
 - Lessen the impact from COVID-19
 - Prevent complications in people with chronic conditions
 - Reduce how sick you become
 - Protect the people around you



Annual Wellness Exam - \$25

- Regular checkups, or preventive exams, are an important way for you and your doctor to find health problems early, and even prevent some medical conditions.
- Most checkups start with a talk about your health history and current health or problems.
- Your doctor will also check your height, weight, blood pressure, and heart rate.

Getting regular checkups and exams can help you stay healthy and catch problems early — when they're easier to treat. That's why our health plans offer essential preventive care services and immunizations — at no cost to you.¹ As long as you see a doctor or use a pharmacy or lab in the plan, you won't have to pay anything for these services and immunizations. If you want to visit a doctor or pharmacy outside the plan, you may have to pay out of pocket.

¹The range of preventive care services covered at no cost share when provided in-network are designed to meet the requirements of federal and state law. The Department of Health and Human Services has defined the preventive services to be covered under federal law with no cost share as those services described in the U.S. Preventive Services Task Force A and B recommendations, the Advisory Committee on Immunization Practices (ACIP) of the Centers for Disease Control and Prevention (CDC), and certain guidelines for infants, children, adolescents and women supported by the Health Resources and Services Administration (HRSA) Guidelines. You may have additional coverage under your insurance policy. To learn more about what your plan covers, see your certificate of coverage or call the Customer Service number on your ID card.

Well-Being Coach

- With Well-being Coach, it's ***your*** personal health journey
- Receive personalized coaching for quitting tobacco and weight management
- Coaches provide educational materials, including web resources, podcasts and toolkits
- You can connect with your well-being coach through the Sydney app. Sydney makes it easy to stay connected to your health.
- Click to call or chat with a live Empire well-being coach
- Earn up to \$300 for receiving one-on-one support for a variety of healthy lifestyle needs.
 - \$100 for participating in program
 - \$200 for completing program



Condition Care

Get support from a dedicated nurse team if you have:



Asthma



Diabetes



Heart disease / heart failure



Chronic obstructive
pulmonary disease (COPD)



Coronary Artery Disease

- Work with dietitians, health educators and pharmacists.
- Earn up to \$300:
 - \$100 when you enroll
 - \$200 when you finish the program



Call us toll free at **866-962-0951**

We encourage you to register on **empireblue.com** and opt in for email communication.

Reloadable Debit Rewards Card

Health Rewards card

A reloadable rewards card that can be used anywhere major credit cards are accepted.*

- › Completion of the first Health Reward activity triggers the automatic fulfillment of a card
- › As members earn additional rewards, they're automatically deposited into their rewards account and available to spend using their Health Rewards card.



It's easy to get started. Here's how:

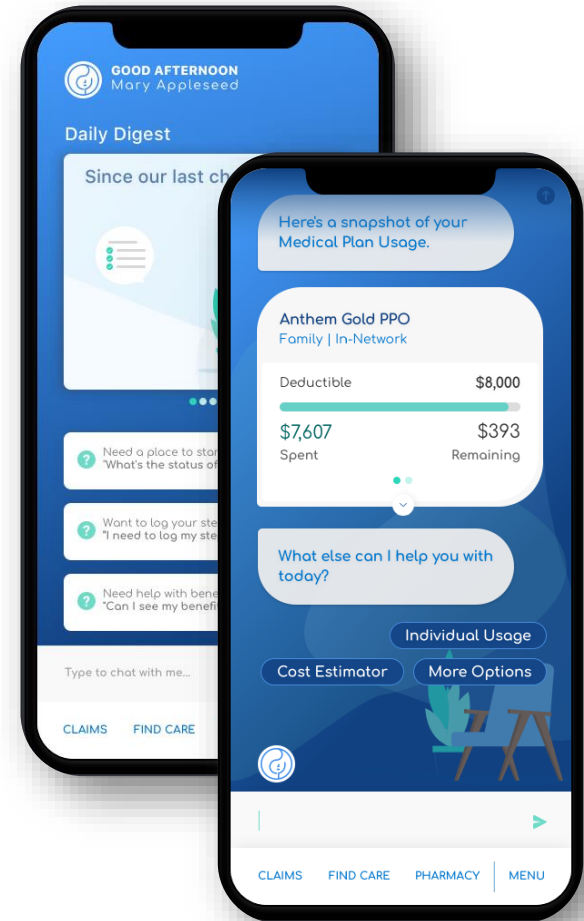
1. Register or log in at empireblue.com or the Sydney Health APP.
2. Once you're logged in, go to the Health & Wellness section.
3. Select Get My Rewards. You'll be taken to the Empire Health Rewards site, where you can view activities and start earning rewards. See inside to learn more.

*This card can be used everywhere Debit Mastercard, Maestro and NYCI cards are accepted. This card cannot be used at any ATM or to obtain cash.

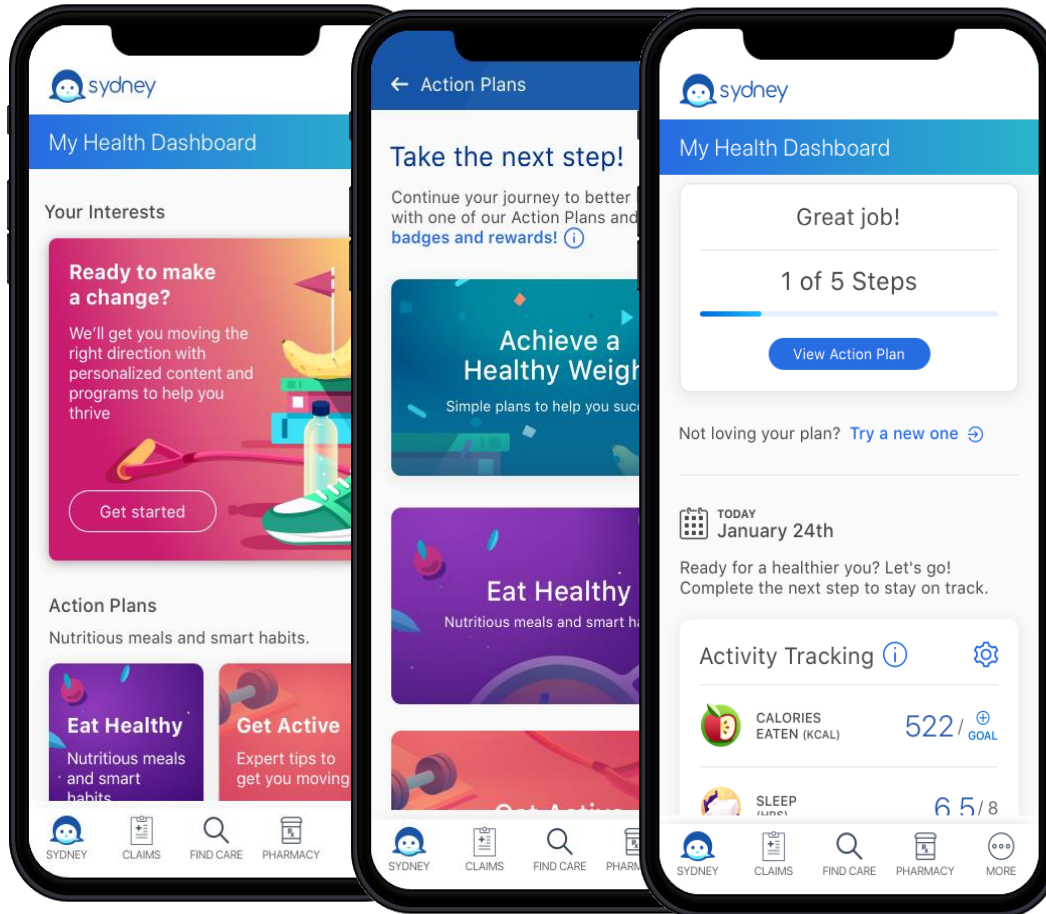
Sydney Health App

It's personalized so you can:

- See what's covered, what it costs and where you've spent your health care dollars.
- Find doctors in your plan.
- Get ratings and reviews.
- Always have your ID card with you.
- MyHealth Rewards includes ways to earn up to \$150 for the hard work you've put in, to use however you want. Get a massage, buy some new fitness gear, treat yourself for your hard work! Complete My Health Dashboard activities to earn points.



Sydney Health features –



A **centralized hub** for a multitude of health-related capabilities that offers streamlined navigational abilities.

- AI-powered models identify at-risk members utilizing claims and condition data along with member self-reported interests.
- Identifies **opportunities for better health** decisions, promotes relevant benefits and programs, and **incentivizes healthy behavior** through member-selected, action plans/goals
- **My Health & Wellness includes:**
 - Self-Reported Interests
 - Action Plans (Eat Healthy, Get Active, Maintain a Healthy Weight)
 - Lifestyle Device Integration
 - Incentives (Monetary and Non-monetary)
 - Personalized Clinical Programs
 - Personalized Health and Wellness Content

See a doctor anytime at home or on the go

LiveHealth[®] ONLINE

Easy and convenient access to the care you need, when you need it most!

- Visit with an in-network board-certified doctor 24 hours a day, 7 days a week, 365 days a year. Doctors can send prescriptions to the pharmacy you select, if medically necessary
- Talk to an in-network licensed therapist or board-certified psychiatrist. Appointments are available 7 days a week, including nights and weekends.



Sign up at livehealthonline.com today or download the free app.

[LiveHealth Online Video](#)

24/7 Nurseline

- Helps members understand their symptoms
- Increases understanding of medical condition or prescribed course of treatment
- Helps ensure members access the right care in the right setting

The 24/7 NurseLine program features include:

- A skilled clinical team – RN license
- Bilingual RNs, language line, and hearing impaired services
- Immediate physician support, as needed
- Comprehensive Audiohealth Library



When you need answers, call: **1-877-825-5276**

The program's tools and resources are available to help you and your eligible dependents manage:





- Addiction
- Anxiety
- Chronic pain
- Depression
- Problems with sleep
- Stress

Think of myStrength as a private, 24/7 health club for your mind™. You can try out:

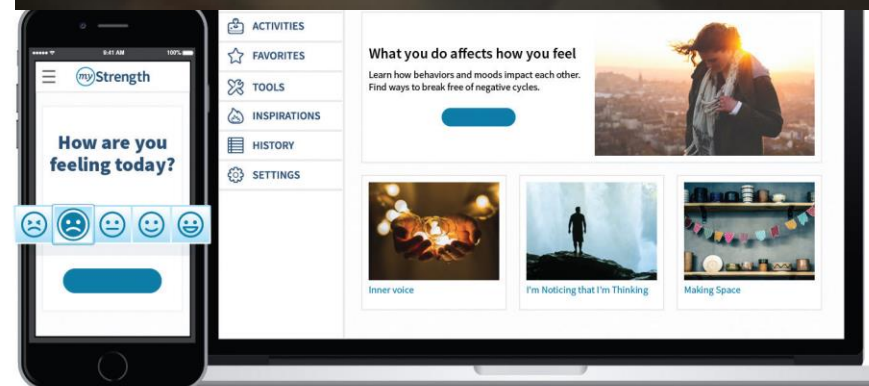
- Positivity-training tools.
- Inspirational videos, articles and quotes
- A daily mood tracker
- Step-by-step eLearning programs

<https://appv2.mystrength.com/go/antheminc/empirebcny>

How does myStrength help?

-  **Proven Tools for Your Mind, Body and Spirit**
Help you learn to reduce stress, anxiety, depression or substance use.
-  **Free and Convenient**
With web and mobile apps you'll have support at home and on-the-go.
-  **Personal and Private**
Your homepage is made for you. myStrength is secure and private.
-  **Engaging and Inspirational**
Activities help you learn new ideas while keeping you motivated!

Sign Up




SpecialOffers

Save money with discounts at [empireblue.com](https://www.empireblue.com)

Saving money is good. Saving money on things that are good for you — is even better.

With SpecialOffers, you can get discounts on products and services that help promote **better health** and **well-being**. It's just one of the perks of being a member.

A photograph of a young couple on a sandy beach. The man is carrying the woman on his back, and both are smiling. A light blue rectangular box with a thin border is overlaid on the left side of the image, containing the text 'Live life to the fullest – without paying full price'.

Live life to the fullest –
without paying full price

Check out how much you can save:

- Vision and hearing
- Fitness and health
- Family and home
- Medicine and treatment

Visit www.empireblue.com and select Discounts

QUESTIONS?

**Have a great year and
stay healthy and safe!**



An Anthem Company



HudsonValley[®]
CREDIT UNION