points to blue
BLUE KC’S NEW HEALTH AND WELLNESS INCENTIVE PROGRAM

what is it?

POINTS TO BLUE is Blue Cross and Blue Shield of Kansas City’s (Blue KC) new health and wellness incentive program. It’s designed to reward individuals for taking control of their health and making changes to live healthier lives.

It’s easy to participate. Members simply log onto www.BlueKC.com, select the link marked Reward Center and track their healthy behaviors and activities online.

POINTS TO BLUE points are rewarded for A Healthier You™ activities like taking the biometric screenings, completing the health risk appraisal, calling the health coach and completing classes. Points are also given for healthy activities like exercising regularly and participating in programs like Weight Watchers and Corporate Challenge.

Points can be redeemed for gift cards applicable for more than 350 merchants including retail stores, entertainment venues, casual and fine-dining restaurants, and hotels and resorts. Points can also be redeemed for debit cards that can be used anywhere. Or points can be donated as a cash amount to more than 1,000 charitable organizations.

Participants can start redeeming points once they’ve earned 25,000 or the equivalent of $25 (1,000 points equals $1). The maximum amount of points that can be earned in one year is 250,000 or $250.

faq

Q: When will Points to Blue be available?
A: The official launch date is April 1, 2010.

Q: What about current ePHIT users?
A: Current ePHIT users should continue to track their incentive points using ePHIT. All points will be transferred to Points to Blue.

Q: How are points redeemed?
A: Points are redeemed on-line once a minimum of 25,000 points or $25 is earned. The gift card or Visa debit card will be mailed directly to the participant's home.

Q: What if an individual doesn’t redeem points they earned?
A: The maximum number of points that can be earned in a year is 250,000. If these are not redeemed, or if only a portion is redeemed, the balance will be rolled over into the next year but must be used by March 31, at which date they will expire.

FOR MORE INFORMATION ABOUT THE POINTS TO BLUE PROGRAM, CONTACT YOUR A HEALTHIER YOU SPECIALIST OR VISIT WWW.BLUEKC.COM.