

GETTING STARTED WITH BLUE CROSS REWARDS



BlueCrossrewardsSM 

CHOOSE COSTEFFECTIVE CARE AND GET REWARDED.



WHAT IS BLUE CROSS REWARDS?

It's an exclusive program built into your online member account. You can earn unlimited rewards in the form of gift cards when you sign up and receive rewardable health care services. After you've signed up and received your service at a cost-effective provider location, you'll be eligible for a gift card ranging from \$25 to \$75, depending on the service.

You'll be able to choose a prepaid debit card mailed to your home or an e-gift card to select major retailers.

WHAT KINDS OF SERVICES ARE ELIGIBLE FOR BLUE CROSS REWARDS?

- MRIs
- Ultrasounds
- Colonoscopies
- CT scans
- Mammograms
- And more

You can see a complete list of rewardable services when you log in at bcbsm.com/get-rewards. Some procedures require prior authorization, so make sure you talk with your doctor before choosing care.



IT'S TIME YOU WERE REWARDED.

HERE'S HOW THE PROGRAM WORKS:

As part of your online member account, you can search for rewardable services and cost-effective provider locations.

Follow these steps:



Go to bcbsm.com/get-rewards and log in using your Blue Cross online member account ID and password. If you don't have a member account, select **"Register now"** to create one.




Select *Manage your rewards*.



Scroll down and open the drop-down tab next to the Blue Cross Rewards section and select *View rewardable services*. Find and choose the service that applies to you.

Select *Sign Up* after choosing a service.



Cost-effective provider locations are easy to find — look for the  or expand the search radius to see more.



Make your appointment and have your service at a cost-effective provider location with a **green trophy**.



After your claim is processed, you'll receive an email with instructions on how to choose your gift card.

It's that simple. And, each family member on your plan can earn gift cards by following these same steps.

Ready? Get started today at bcbsm.com/get-rewards.



**Blue Cross
Blue Shield**
of Michigan

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