



# A REWARDING JOURNEY

EARN  
UP TO \$100

(Subscriber and spouse, 18 years and older, each can earn up to \$100 in gift cards.)

## Healthy Blue Rewards

Welcome to Healthy Blue Rewards! This guide will help you take advantage of online tools, rewards, and challenges to stay motivated and reach your health goals. Go to [CapBlue.com/healthy-rewards](https://CapBlue.com/healthy-rewards) to learn more.

### Start your health journey today!

If you already have a secure account at [CapitalBlueCross.com](https://CapitalBlueCross.com), you're ready to go! If you don't have a secure account, there are two ways to sign up:



#### Online

If you're a Capital Blue Cross member, go to [CapitalBlueCross.com](https://CapitalBlueCross.com), select *Register*, and follow the prompts.



#### Mobile

From your mobile device, go to the App Store (iOS) or Google Play (Android) and search for *AlwaysOn® Wellness*. Download the app, enter the requested information, and follow the prompts.



Video: [How to be rewarded with Healthy Blue Rewards.](#)

### Questions?

Call Member Services at the number on the back of your ID card (TTY: 711).

## Your 2025 Healthy Blue Rewards (HBR) program

Who is eligible?	Program open date	Program close date
All active employees enrolled in Capital Blue Cross insurance and their covered spouses	January 1, 2025	December 31, 2025

Eligible program activities	Reward	Key details
<p><b>Health assessment</b></p> <p>The first step in personalizing your health journey. After completing a confidential assessment, you'll receive a personalized wellness report, along with recommendations and resources to help address any identified risk factors.</p>	\$25	Complete the health assessment on the Healthy Blue Rewards platform at <a href="https://www.CapitalBlueCross.com">CapitalBlueCross.com</a> or through the AlwaysOn® Wellness app.
<p><b>Download and register for the AlwaysOn® mobile app</b></p> <p>AlwaysOn is a simple, user-friendly way to track your wellness activities. Download it and enjoy useful tools right at your fingertips.</p> <p><small>AlwaysOn® is a registered trademark of Onlife Health, Inc., an independent company. On behalf of Capital Blue Cross, Onlife Health provides health information content and wellness tools.</small></p>	\$25	Earn the incentive by downloading AlwaysOn with your iOS or Android device.
<p><b>Self-guided program</b></p> <p>Self-paced online journeys that guide you through behavior change to improve health in specific areas. The programs contain a variety of topics and options.</p>	\$25 per program, (up to \$50)	Complete a self-guided program using the Healthy Blue Rewards platform at <a href="https://www.CapitalBlueCross.com">CapitalBlueCross.com</a> or in the app. Only two completed self-guided programs will count toward the incentive. Interactive self-guided programs take six weeks to complete and must be started by 11/15/2025 to be eligible for the incentive.
<p><b>Personal challenges</b></p> <p>Become happier, healthier, and more energetic by adopting or maintaining a healthy way of living. A variety of personal challenges are available.</p>	\$25	Complete as many challenges as you want, but only one completed challenge is eligible for the incentive and must be completed by 12/24/2025.
<p><b>Strive Health</b></p> <p>The Strive Health program provides one-on-one support, coordination with providers, and help for those living with chronic kidney disease (stages 3, 4, and 5) and end-stage kidney disease. Strive Health's team of professionals is available to answer your questions 24/7.</p> <p><small>On behalf of Capital Blue Cross, Strive Health LLC, an independent company, works with members to help improve their kidney health.</small></p>	\$50	Eligible members can earn this reward by enrolling in the program. To find out if you qualify, call <a href="tel:717.345.9117">717.345.9117</a> (TTY:711). Once you enroll, it may take up to four weeks for your completed activities to appear on your Healthy Blue Rewards activities list. There's no need for you to self-report.
<p><b>Diabetes prevention or management (Omada®)</b></p> <p>If you're at risk of developing Type 2 diabetes, the prevention program can help you lose weight and reduce your risk. For those with Type 1 or 2 diabetes, the management program offers personal support.</p> <p><small>On behalf of Capital Blue Cross, Omada provides this wellness program. Omada is an independent company.</small></p>	\$50	To qualify for this reward, you need to complete all of the following activities each week: finish a lesson, track a meal, and use your device. You must consistently perform these tasks every week for nine weeks to be eligible for the incentive. If you currently participate in Omada, you'll receive your incentive at your next milestone period of 16, 32, or 52 weeks. Check eligibility and enroll at <a href="https://www.CapBlue.com/rewards-diabetes">CapBlue.com/rewards-diabetes</a> .

<p><b>Diabetes reversal program (Virta Health)</b>          If you have Type 2 diabetes, Virta's digital diabetes reversal program can help you make lifestyle and nutrition changes to reduce your need for diabetes medicine and possibly reverse your diabetes.</p> <p>On behalf of Capital Blue Cross, Virta provides this wellness program. Virta is an independent company.</p>	<p><b>\$50</b></p>	<p>To qualify for this reward, you need to complete all of the following activities: watch the Virta video, complete all of the initial application, complete initial screening labs, and complete the follow-up labs. It may take up to four weeks for your completed activities to appear on your Healthy Blue Rewards activities list. There's no need for you to self-report. Check eligibility and enroll at <a href="https://CapBlue.com/diabetes-rewards">CapBlue.com/diabetes-rewards</a>.</p>
<p><b>Ovia Health™ program</b>          Ovia's tools guide you through the challenges of starting a family, navigating pregnancy, managing menopause and being a working parent. Enjoy unlimited support and personalized insights from health coaches, registered nurses, and certified nurse midwives.</p> <p>On behalf of Capital Blue Cross, Ovia Health™, an independent company, provides these programs.</p>	<p><b>\$25</b></p>	<p>To earn this reward, enroll in the Ovia mobile app and enter your Capital Blue Cross insurance information. It may take up to four weeks for your completed activities to appear on your Healthy Blue Rewards activities list. There's no need for you to self-report. Learn more about this program in the Healthy Blue Rewards platform <a href="https://CapitalBlueCross.com">CapitalBlueCross.com</a>.</p>
<p><b>Gap-in-care screening</b>          With certain conditions, when you're overdue for a preventive care screening, you're creating a gap in your health care journey. In that case, you may complete certain specified screenings (e.g., cervical cancer screening, kidney evaluation for individuals with diabetes, etc.) to close your gap and earn a reward.</p>	<p><b>\$25 per specified screening</b>  <i>(up to \$100 for all screenings completed)</i></p>	<p>Eligible members can complete missed screenings and earn a reward after their claim has been processed (which could take up to six weeks) or by self-reporting in the Healthy Blue Rewards platform (where rewards are earned immediately)</p>
<p><b>Annual adult wellness exam</b>          Having an annual preventive exam captures information about your overall health and identifies potential concerns such as diabetes or high blood pressure. Pre-employment, new hire, occupational exams, and annual driver exams do not qualify as an annual preventive exam.</p>	<p><b>\$50</b></p>	<p>To earn the reward, self-report your visit within the Healthy Blue Rewards platform (rewards are earned immediately).</p>
<p><b>Vaccinations</b>          Be proactive by getting your vaccinations as suggested according to age and risk factors.</p>	<p><b>\$25 per shot</b>  <i>(up to \$50)</i></p>	<p>To earn the reward, report your shots in the Healthy Blue Rewards platform. Eligible immunizations include COVID-19, Flu, Hepatitis A and B, HPV, MMR, MenACWY, MenB, pneumococcal, Td/Tdap, chickenpox and/or shingles.</p>

## Frequently asked questions

### Who is eligible for Healthy Blue Rewards (HBR)?

This program is available to you as the subscriber of the Capital Blue Cross medical plan and your covered spouse. You and your covered spouse (age 18 and older) are each eligible to earn up to \$100 in retailer gift cards. Each covered member must use their own secure member account to access their Healthy Blue Rewards journey.

### How do I redeem my rewards?

Visit the Healthy Blue Rewards platform by logging in to your secure account at [CapitalBlueCross.com](https://www.CapitalBlueCross.com) or through the AlwaysOn® Wellness app. Select *Redeem Rewards* within Healthy Blue Rewards to apply your earned rewards toward available gift cards. You can start redeeming rewards when your balance reaches \$25. Your earned points are lost if you are no longer enrolled in Capital Blue Cross coverage.

### How will I receive my results?

Your Healthy Blue Rewards platform will show the results.

### What qualifies as an annual adult wellness exam?

An annual wellness exam provides information about your overall health and can help identify potential concerns such as diabetes or high blood pressure.

### What is an online self-report activity?

An online self-report activity is a way to track completion of certain activities within the HBR platform. The self-report activity allows you to manually verify you have completed the activity. By submitting the activity, you certify the information is complete and accurate.

### What happens if I miss a deadline to report activities?

It is each member's responsibility to track their progress in the Healthy Blue Rewards platform and to ensure activities are done in time for them to be counted toward the rewards. Waiting until the final days of the program may result in issues with receiving incentives.

