
2025 Blue Cross and Blue Shield Service Benefit Plan - Standard and Basic Option
Section 5(h). Wellness and Other Special Features
Page 128

When you complete your BHA, you are entitled to receive a \$50 health account to be used for most qualified medical expenses. For those with Self Plus One or Self and Family coverage, both the contract holder and spouse are eligible for the \$50 health account. We will send each eligible member a debit card to access their account. Please keep your card for future use even if you use all of your health account dollars; you may be eligible for wellness incentives in subsequent benefit years. We do not send new cards to continuing participants until the card expires. If you leave the Service Benefit Plan, any money remaining in your account will be forfeited.

In addition to the \$50 health account, you are entitled to receive a maximum of \$120 in additional credit to your health account for achieving up to three personalized goals. After completing the BHA, you may access Daily Habits to set personalized goals designed to improve your health through increased exercise, healthier nutrition habits, managing your weight, reduced stress, better emotional health, or goals that focus on managing a specific condition. We will add \$40 to your health account for each goal achieved, up to a maximum of three goals per year. By completing the BHA and a maximum of three health goals, you can earn up to a total of \$170 in health account dollars. You must complete the BHA and your selected goals during the calendar year in order to receive these incentives.

Health account dollars are available only when you complete goals related to exercise, nutrition, weight management, stress, emotional health, heart disease, heart failure, hypertension, chronic obstructive pulmonary disease (COPD) and asthma and are limited to a maximum of three completed goals per calendar year.

Note: In order to receive your incentives, **you must complete all eligible activities no later than December 31, 2025.** Please allow ample time to complete all activities by this date.

Visit our website, www.fepblue.org, for more information and to complete the BHA so you can receive your individualized results and begin working toward achieving your goals. **You may also request a printed BHA** by calling 888-258-3432 toll-free.

Hypertension Management Program

The **Hypertension Management Program** gives members age 18 and older with hypertension (otherwise known as high blood pressure) access to a free blood pressure monitor (BPM) to

encourage members to make healthier choices to reduce the potential for complications from cardiac disease. This program is available to the contract holder and spouse who meet the following criteria.

You will be automatically enrolled in the program, and will be informed of your eligibility to receive a free BPM after the following criteria are met:

- You complete the Blue Health Assessment (BHA), and indicate that you have been diagnosed with hypertension.
- At least one medical claim has been processed during the past 12 months with a reported diagnosis of hypertension.

Once you meet these criteria, you will be sent a letter advising you of your eligibility for the free BPM. You are eligible to receive a free BPM every two calendar years. You must follow the directions in the letter, which include taking the letter to your healthcare provider. Your provider is responsible for documenting your most recent blood pressure reading, and identifying the appropriate BPM size for you.

The BPM must be received through this program. Benefits are not available for BPMs for members who do not meet the criteria or for those who obtain a BPM outside of this program. For more information, call us at the phone number on the back of your ID card. See Section 5(f) for information on preferred generic anti-hypertensive medications.

Pregnancy Care Incentive Program

The **Pregnancy Care Incentive Program** is designed to encourage early and ongoing prenatal care that improves baby's birth weight and decreased risk of preterm labor. Pregnant members can earn a Pregnancy Care Box (with pregnancy gifts and information) and \$75 toward a health account to be used for most qualified medical expenses. This incentive is in addition to other incentives described in this brochure. All covered adult members, age 18 and over may be eligible for this incentive.

Go to page [127](#). Go to page [129](#).