



# Employer Guide to Member Activities

Groups with 151 or more employees can choose from more than 60 member activities to create their own wellness incentive programs\*.

INCENTIVE CODE DESCRIPTION	PROGRAM DESCRIPTIONS
Activity Program Participation	This program is defined by the client. The client determines the activity program and then tells Blue Cross and Blue Shield of Texas (BCBSTX), a Division of Health Care Service Corporation, who has completed the program for a reward. Examples could include a company walk or attending a healthy eating discussion at work.
Asthma Program Participation	Members must be identified as having asthma from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX asthma condition management program and then a reward is given.
Asthma Recommended Care	Members must be identified as having asthma from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX asthma condition management program. To receive a reward, they need to testify to the nurse that they have completed and/or complied with recommended care in key areas of their condition.
Biometric Reporting	Members must go to a health care provider, complete specific biometric tests (e.g., body mass index, blood pressure, glucose and cholesterol). The biometric vendor must send a file to BCBSTX so the reward can be given.
Blood Donation	Members must complete blood donation as defined by their employer to receive a reward.
Bone Density Screening	Members must go to a health care provider and complete a bone density screening to receive a reward.
Cholesterol Medical	Members must go to a health care provider and complete a cholesterol screening test to receive a reward. The diagnosis can be medical or routine.
Cholesterol Screening	Members must go to a health care provider and complete a cholesterol screening test to receive a reward. Diagnosis must be routine.
Clinical Prostate Exam	Members must go to a health care provider and complete a prostate-specific antigen screening test to receive a reward.
Colorectal Screening	Members must go to a health care provider and complete a colorectal screening to receive a reward.
Complete Health Risk Assessment – VieLife	Members must complete a Health Risk Assessment with VieLife to receive a reward.
Complete Health Risk Assessment – Other vendor	Members must complete a Health Risk Assessment with a vendor other than VieLife to receive a reward.
Congestive Heart Failure Program Participation	Members must be identified as having congestive heart failure from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX congestive heart failure condition management program and then a reward is given.
Congestive Heart Failure Recommended Care	Members must be identified as having congestive heart failure from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX congestive heart failure condition management program. To receive a reward, they need to testify to the nurse that they have completed and/or complied with recommended care in key areas for their condition.
Consultation with Dietitian or Nutritionist	Members must receive a consultation with a dietitian or nutritionist to receive a reward.
COPD Program Participation	Members must be identified as having chronic obstructive pulmonary disease (COPD) from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX COPD condition management program and then a reward is given.

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COPD Recommended Care	Members must be identified as having COPD from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX COPD condition management program. To receive a reward, they need to testify to the nurse that they have completed and/or complied with recommended care in key areas for their condition.
Coronary Artery Condition Program Participation	Members must be identified as having coronary artery disease from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX coronary artery condition management program and then a reward is given.
Coronary Artery Recommended Care	Members must be identified as having coronary artery disease from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX coronary artery condition management program. To receive a reward, they need to testify to the nurse that they have completed and/or complied with recommended care in key areas for their condition.
CPR/First Aid Class	Members must complete a CPR/First Aid class as defined by the client to receive a reward.
Diabetes Program Participation	Members must be identified as having diabetes from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX diabetes condition management program. Once they agree, a reward is given.
Diabetes Recommended Care	Members must be identified as having diabetes from claims submitted and have a risk level sufficient to receive an outbound call from a condition management nurse. Members must agree to participate in the BCBSTX diabetes condition management program. In addition, they need to testify to the nurse that they have completed and/or complied with recommended care in key areas for their condition.
Diabetes Test	Members must go to a health care provider and complete an HBA1c test (indicates the level of blood sugar control) to receive a reward.
Diabetes Training/Management	Members must go to a health care provider and complete a training course on diabetes management to receive a reward.
Digital Rectal Exam	Members must go to a health care provider and complete a digital rectal exam test to receive a reward.
Drug/Smoking Testing	This program is defined by the client. The member must pass drug/smoking testing to receive a reward.
Exercise Program Completion	Members must participate in and complete an exercise program. The client selects an outside vendor to administer this program and then sends BCBSTX a list of members who have completed the program.
Exercise Program Participation	Members must participate in an exercise program to receive a reward. The client selects an outside vendor to administer this program and then sends BCBSTX a list of members who have participated.
Eye Exam Medical	Members must go to a health care provider and complete an eye exam. The diagnosis can be medical or routine.
Fecal Occult Blood Test	Members must go to a health care provider and complete a fecal occult blood test to receive a reward.
Flu Shot	Members must go to a health care provider and have an annual flu shot to receive a reward.
Herpes Zoster Shingles Immunization	Members must go to a health care provider and receive a herpes zoster shingles immunization to receive a reward.
Health Fair	Members must participate in a health fair. The client provides BCBSTX with a list of participants to receive a reward.
HPV Vaccine	Members must go to a health care provider and complete the full series of human papillomavirus vaccinations to receive a reward.
Join Athletic Club or Gym	Clients provide reporting on members who join and/or participate in a gym or club for healthy lifestyles and BCBSTX gives a reward.

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Join Weight Loss Program	Client must have Blue Care Connection® for BCBSTX to manage this program. Members must be identified as being over the threshold for body mass index (BMI) either by completing the HRA or calling the weight management lifestyle management program and volunteering to participate. Members must accept a call from a lifestyle management nurse or coach and agree to participate in the BCBSTX weight management program. Once they agree, a reward is given. This program can also be tracked by an outside vendor.
Mammogram Medical	Members must go to a health care provider and complete a preventive or diagnostic mammogram to receive a reward. The diagnosis can be medical or routine.
Meningococcal Vaccination	Members must go to a health care provider and receive a meningococcal vaccination to receive a reward.
Nutrition Program Completion	Members must participate in and complete a nutrition program. The client selects an outside vendor to administer this program and then sends BCBSTX a list of members who complete the program.
Nutrition Program Participation	Members must participate in a nutrition program. The client selects an outside vendor to administer this program and then sends BCBSTX a list of members who participate.
Office Visit	Members must go to a health care provider and complete a medical office visit to receive a reward. Diagnosis must be medical, not routine.
Pneumonia Shot	Members must go to a health care provider and have a pneumonia shot to receive a reward.
Pregnancy Program Participation	Members must agree to participate in the Special Beginnings® maternity program during their pregnancies to receive a reward.
Pregnancy Program Completion	Members must agree to participate in and complete the Special Beginnings maternity program during their pregnancies to receive a reward.
Preventive Eye Exam	Members must go to a health care provider and complete a preventive eye exam to receive a reward.
Preventive Hearing Exam	Members must go to a health care provider and complete a preventive hearing exam to receive a reward.
Preventive Mammogram	Members must go to a health care provider and complete a preventive mammogram to receive a reward.
Productivity Recognition	This program is defined by the client. The client can reward employees defined as "productive."
Routine Pap Screening	Members must go to a health care provider and have a preventive pap screening to receive a reward.
Safety Training	This program is defined by the client. Members must complete a safety training course to receive a reward.
Smoking Cessation Program Completion	Client must have Blue Care Connection for BCBSTX to administer this program. Members must be identified as using tobacco either by completing the HRA or calling the lifestyle management nurses or coaches. Members must participate in at least four calls with a smoking cessation nurse or coach to receive a reward. This program can also be managed by an outside vendor.
Smoking Cessation Program Participation	Client must have Blue Care Connection for BCBSTX to administer this program. Members must be identified as using tobacco either by completing the HRA or calling the lifestyle management nurses or coaches. Members must participate in a call from a lifestyle management nurse or coach and agree to participate in the BCBSTX smoking cessation program. Once they agree, a reward is given. This program can also be tracked by an outside vendor.
Standard Annual Physical	Members must go to the doctor for their annual wellness checkup to receive a reward. The exam must be billed as routine to get the reward.
Standard Double Contrast Barium Enema	Members must go to a health care provider and complete a standard double contrast barium enema to receive a reward. Diagnosis must be routine.
Standard Preventive Colonoscopy	Members must go to a health care provider and complete a preventive colonoscopy to receive a reward. Diagnosis must be routine.
Standard Preventive Sigmoidoscopy	Members must go to a health care provider and complete a preventive sigmoidoscopy to receive a reward. Diagnosis must be routine.

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Stress Management Program Completion	Members must participate in and complete a stress management program to receive a reward. The client selects an outside vendor to administer this program and then sends BCBSTX a list of members who complete the program.
Stress Management Program Participation	Members must participate in a stress management program. The client selects an outside vendor to administer this program and then sends BCBSTX a list of members who participate.
Tetanus/Diphtheria Immunization	Members must go to a health care provider and have a tetanus/diphtheria immunization to receive a reward.
Tobacco Pledge	Members pledge that they will not smoke in the next calendar year. The client then sends BCBSTX a list of members who make this pledge to give them a reward.
Weight Management Program Completion	Client must have Blue Care Connection for BCBSTX to manage this program. Members must be identified as being over the BMI threshold and must participate in at least four phone call engagements with a lifestyle management nurse or coach to receive a reward. This program can also be tracked by an outside vendor.
Wellness Champion	The client administers this program. The client determines the employees who qualify as "wellness champions."

\* Incentive packages are also available to groups with 2-150 employees. Contact your BCBSTX account representative for information.

## Incentive Reward Options

These incentives are tracked, reported and delivered by BCBSTX.	
Health Care Account (HCA) Credit	Employer funds are added to each member's health care account. These funds can be used to pay for eligible health care expenses that are determined by the employer, such as deductibles, copayments and other out-of-pocket expenses. The employer can credit funds to one or more of the five HCAs that BCBSTX administers.
Deductible Credit	A dollar amount is credited toward the member's deductible, which reduces how much the member pays out of pocket.

These incentives are tracked and reported by BCBSTX, but the employer or a vendor delivers the reward. The incentive options are flexible. These descriptions offer just a few examples of how rewards can be set up. In most cases, BCBSTX can work with any of your vendors.	
Premium Credits	Members can reduce the amount they contribute toward the health plan premium.
Gift Cards	Available to members from popular retailers.
Cash	Employer or a vendor gives cash to members for completing healthy activities.
HSA or FSA Credits	Employer contributes to member's health savings account (HSA) or flexible spending account (FSA).
Pharmacy Benefit Manager (PBM) Rewards	Reduces the pharmacy copayment or coinsurance the member has to pay for prescription drugs.
Drawings	Members complete an activity and are entered in a drawing to win a prize.
Subsidies	Employer contributes toward a healthy activity for members, such as subsidizing a gym membership or weight management program.
Discounts	Employer works with a vendor to provide a discount for healthy activities, such as a gym membership.