

Value Added Services

Blue Cross and Blue Shield of Texas covers more than just standard Medicaid benefits. We also offer Value Added Services to help keep you and your family healthy. These services are at no cost to you. To learn more about these VAS, visit www.bcbstx.com/provider/medicaid/education-and-reference/valueaddedservices. VAS may have limitations and restrictions. Members may contact the Member Outreach toll free at **1-877-375-9097** (TTY: **711**). Effective **Sept. 1, 2024 through Aug. 31, 2025**. For a complete list of VAS, refer to the member handbook.

Value Added Service	Applies to	STAR	CHIP
Extra Help Getting a Ride	Medicaid members	✓	✓
24-Hour Nurseline	Medicaid members	✓	✓
Texas Health Steps/Well Child Incentive Gift Card for Infants	Birth through 15 months	✓	✓
Texas Health Steps/Well Child Incentive Gift Card for Children and Adolescents	CHIP: Ages 2-18	✓	✓
Prenatal Class with Incentive Diaper Bag	Pregnant members	✓	✓
Prenatal Care Incentive with Infant Car Seat or Pack-and-Play Playard	Pregnant members	✓	✓
Prenatal Incentive Gift Card	Pregnant members	✓	✓
Breastfeeding Education through our Special Beginnings® Program	Pregnant members	✓	✓
Postpartum Incentive Gift Card	Pregnant members	✓	✓
Doula Services	STAR: High-risk pregnant members	✓	
Fresh and Healthy Produce for Pregnant Members	Pregnant members	✓	✓
In-Home Meal Delivery after a Qualifying Hospitalization	Members who recently left the hospital	✓	✓
Dental Services for Adults	CHIP Perinate: Ages 19 and older STAR: Ages 21 and older	✓	✓
Enhanced Eyewear	Ages 18 and under	✓	✓
Sports and Camp Physicals	Ages 18 and under	✓	✓
Asthma Prescription Refill Incentive	Medicaid members	✓	✓
Health and Wellness Activity Reimbursement	Medicaid members	✓	✓
Online Community Resource Platform	Medicaid members	✓	✓
Blue365® Discount Program	Medicaid members	✓	✓
Learn to Live: Behavioral Health Online Resource	Medicaid members	✓	✓
Behavioral Health Inpatient Follow-up Incentive	Medicaid members	✓	✓
HPV (Human Papillomavirus) Vaccine Incentive	Medicaid members: Ages 9-13	✓	✓

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Blue365 is a discount program only for BCBSTX members. This is NOT insurance. Some of the services offered through this program may be covered under your health plan. Members should check their benefit booklet or call the Customer Service number on the back of their ID card for specific benefit facts. Use of Blue365 does not change monthly payments, nor do costs of the services or products count toward any maximums and/or plan deductibles. Discounts are only given through vendors that take part in this program. BCBSTX does not guarantee or make any claims or recommendations about the program's services or products. Members should consult their doctor before using these services and products. BCBSTX reserves the right to stop or change this program at any time without notice. The relationship between the Blue365 vendors and BCBSTX is that of independent contractors

Learn to Live provides educational behavioral health programs. Members considering further medical treatment should consult with a physician. Learn to Live, Inc. is an independent company that provides online behavioral health programs and tools for members with coverage through Blue Cross and Blue Shield of Texas. BCBSTX makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

The information you get from the Special Beginnings Program does not replace the care you get from your doctor. It is important to see your doctor to get the health care you need.

Blue Cross and Blue Shield of Texas complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-855-710-6984 (TTY: 711).

CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Gọi số 1-855-710-6984 (TTY: 711).