



For Fully Insured Groups

A REWARDING CULTURE where health and wellbeing thrive

Employee health is vital to your company’s success. It can impact productivity, absenteeism – even morale.

Everyone wins

The Blue Cross and Blue Shield of North Carolina (Blue Cross NC) member engagement program offers all members foundational activities and programs that help them get the most out of their health plan. We use data insights to identify members for additional activities and programs addressing specific health needs. The employer experience is seamless as well. Blue Cross NC takes the lead in managing the program and communicates directly with members.

Though a priority for many employers, only 29% of employees say that their company has a strong culture of health.¹ This translates into real-world impacts, since those in a strong health culture are more likely to exercise regularly and less likely to have high stress levels.¹

Our member engagement program is an easy way to reward members for completing specific health-related activities. Designed to foster greater health engagement and create savvy health care consumers, it can lead to better health outcomes, higher productivity and cost avoidance.

Find out more

Talk to your Blue Cross NC Client Manager to learn how you can get the most out of our health and wellbeing solutions.

How it works

-  We let members know when an activity is waiting.
-  They visit the Activity Center at BlueConnectNC.com
-  They complete the activity and the reward certificate is deposited into their account.
-  We alert them by email and mail.
-  They go online to redeem their reward at UseBlueRewards.com
-  They enjoy their gift card!



Enhanced solution

Want more activity options? Choose our enhanced buy-up solution. With it you can provide your employees with a biometric screening, so they know their baseline numbers and become aware of any potential risk factors. In addition, the enhanced solution comes with an online Wellbeing Assessment, which is used to inform one-on-one Lifestyle Coaching to address identified risk factors.

The enhanced solution also helps you take your wellness strategy to new heights through a collaboration with The Wellness Council of America (WELCOA). Together, we can help you not only improve the health and wellbeing of your employees, but gain national recognition – and the opportunity to receive a 3-year premium credit!²

Find out more

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Activity	Base (included in plan)	Enhanced (\$4 PEPM)	Reward
Available to employees and eligible dependents			
Blue Connect Registration	✓	✓	\$25
Blue Connect Checklist	✓	✓	\$25
Contact Preferences	✓	✓	\$25
Available to employees only			
Wellbeing Assessment		✓	\$25
Biometric Screening		✓	\$50
Available to members with certain risk factors*			
Care Options	✓	✓	\$50
Case Management	✓	✓	\$200
Condition Care	✓	✓	\$200
Lifestyle Coaching		✓	\$100

1 "2016 Consumer Health Mindset Study." Aon Hewitt.

2 Blue Cross NC must receive notice of WELCOA award 4 months before the group's effective/renewal date for the premium credit to begin at renewal. Premium credit will be applied to rates for the subsequent 3 years while group membership with Blue Cross NC is active. The premium credit amount may increase if a group receives a higher level award from WELCOA.

Your chance to earn Blue Rewards may be available for a limited time only. Please note that it may take time for activities to show as completed in the Blue ConnectSM Activity Center and for you to receive the certificate to redeem your gift card. All federal, state and local taxes on gift cards, if applicable, are the sole responsibility of the member. Members should consult their tax professional on the tax treatment of gift cards. Velocity Solutions, Inc. is an independent company that is solely responsible for the gift card services it is providing. Velocity does not offer Blue Cross or Blue Shield products or services. Must be at least 18 years old to participate. Participation restrictions apply based on plan type. Blue Cross NC reserves the right to change or discontinue Blue Rewards at any time, including changing dollar amounts and available rewards, without prior notification. Consult with your benefits administrator or visit BlueCrossNC.com/BlueRewards for full program terms and conditions.

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