

Member Rewards Program

The EmblemHealth Member Rewards Program gives members opportunities to be rewarded for taking good care of their health. Members who join can earn rewards for getting needed medical care such as their annual wellness visit, selected preventive screenings, and more.

Who is eligible for the program?

EmblemHealth Medicare Advantage plan members, including those in a Dual-Eligible Special Needs Plan (D-SNP); Enhanced Care (Medicaid), Enhanced Care Plus (HARP), and Child Health Plus (CHPlus) members. Registration must be completed by **Dec. 31, 2026** and is required for members to be eligible for rewards.



How do members enroll?

Medicare: Members may sign in to the member portal at my.emblemhealth.com or call the phone number on their member ID card.

Medicaid, HARP, CHPlus: Members may register at emblemhealthrewards.nationsbenefits.com or call the phone number on their member ID card.

How does the program benefit the member?

Registered members will be issued a reloadable reward card through NationsBenefits upon completion of their first qualifying activity. Funds are loaded to the card after each activity has been completed.

The program helps members by encouraging them to get necessary preventive screenings and testing to help them avoid unnecessary future health complications.

How can you support your patients in the program?

The EmblemHealth Member Rewards Program is simple — no provider forms are required and it's easy for members to collect their rewards. All you need to do is provide care as you always do, including referring patients for necessary screenings such as mammograms and colorectal health screenings.

This program supports member preventive and routine care compliance, helping providers achieve quality and efficiency goals.

Eligible Services and Activities

Reward	Medicare	Medicaid	HARP	CHPlus
Adult Annual Well Visit	\$15	\$25	\$25	
Blood Pressure Control		\$10		
Bone Mineral Density Test	\$250			
Breast Cancer Screening (Mammogram)	\$50	\$25		
Cervical Cancer Screening		\$10		
Child/Adolescent Well-Care Visit		\$25		\$25
Chlamydia Screening		\$10		
Colorectal Cancer Screening	\$50	\$25		
Diabetes A1C Test	\$25	\$15	\$25	
Diabetes Care Completion Bonus (Completion of diabetes A1C, eye exam, and kidney health evaluation)	\$100			
Diabetes Eye Exam	\$50	\$15	\$25	
Diabetes Kidney Health Evaluation	\$25	\$15		
Emergency Department Follow-Up	\$50			
Follow-Up After Emergency Department Visit for Mental Illness		\$50		
Follow-Up After Emergency Department Visit for Substance Use		\$50		
Follow-Up After Hospitalization for Mental Illness		\$50		
Health Assessment (annual; D-SNP only)	\$50			
Health Assessment (initial)	\$50			
Inpatient Admission Follow-Up	\$25			
New Member Health Assessment Completion		\$15		
Oral Evaluation, Dental Services		\$25		\$25
Prenatal Care		\$25		
Postpartum Care		\$50		
Sign up for Paperless in EmblemHealth Member Portal	\$100			
Welcome to Medicare Exam	\$100			

Eligible members can earn one reward per service, per year. For hospital follow-ups, members can earn more than one reward



How long is the program?

The program runs for a calendar year. This year's program will end **Dec. 31, 2026**.

What can members purchase with their rewards card?

Members can use their card to purchase fresh, healthy foods, health necessities (e.g., toothpaste), transportation, utilities, and more.

How do I find out more?

Please contact your Quality Engagement Strategist at quality_providerengagement@emblemhealth.com.

Are there additional considerations?

- Eligible health services must be medically appropriate.
- As always, we encourage our members to speak with you regarding the health services they need.
- If your patients have questions about the program, please advise them to call EmblemHealth at the number on their member ID card.
- Please submit claims to us as soon as possible, but no later than **Dec. 31, 2026**.*

*This program is bound by Centers for Medicare & Medicaid Services' (CMS) rules for Medicare Advantage program member incentives. CMS requires all claims for these services to be received by EmblemHealth by the last day of the calendar year to be eligible for rewards.

