

Member Rewards Program

The EmblemHealth Member Rewards Program gives members opportunities to be rewarded for taking good care of their health. Members who join a program 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 (DSNP); Enhanced Care (Medicaid), Enhanced Care Plus (HARP*), and Child Health Plus (CHPlus); and Essential Plan members.

*Enhanced Care Plus is our state-sponsored Health and Recovery Plan (HARP) option.



How do members enroll?

Registration must be completed by **Dec. 31, 2025** and is required for members to be eligible for rewards.

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

Medicaid, HARP, CHPlus, Essential Plan: 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 activity. Funds are loaded to the card after each qualifying 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 designed for simplicity — 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	Essential Plan
Adult Annual Well Visit		\$25	\$25		\$25
Annual Health Assessment (D-SNP members only)	\$50				
Bone Mineral Density (BMD) Test	\$100				
Breast Cancer Screening (Mammogram)	\$100				
Child/Adolescent Dental Visit		\$25		\$25	
Child/ Adolescent Well-Care Visit		\$25		\$25	
Colorectal Cancer Screening	\$50				\$25
Diabetes A1C Test	\$50	\$25	\$25		
Diabetes Care Completion Bonus (Completion of diabetes A1C, eye exam, and kidney health evaluation)	\$25				
Diabetes Eye Exam	\$50	\$25	\$25		\$25
Diabetes Kidney Health Evaluation	\$50				
EmblemHealth Member Portal Registration	\$25				
Initial Health Assessment (90 days)	\$50				
Initial Medicare Annual Well Visit (90 days)	\$100				
Postpartum Care Visit (7-84 days postpartum)		\$50			
Sign Up for Paperless in EmblemHealth Member Portal	\$50				
Social Determinants of Health (SDOH) Questionnaire					\$25



How long is the program?

The program runs for a calendar year. This year's program will end **Dec. 31, 2025**.

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 the Provider Engagement Team
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, 2025**.*

*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.

