

My Wellcare Rewards Program FAQ

General Information / Program Design

Q: What is the name of the new Medicare member rewards program?

A: My Wellcare Rewards.

Q: What vendor will be administering the Medicare member rewards program for 2022?

A: Healthmine will administer the Medicare member incentives for 2022.

Q: When will the My Wellcare Rewards program be available for members?

A: The program is scheduled to go live with a soft launch on 3/15/2022.

Q: Is the "My Wellcare Rewards" branding taking over "My Health Pays"? Or will My Health Pays branding continue for the plans that are not transitioning over?

A: The My Wellcare Rewards branding will cover all participating Medicare H contracts in place, administered by the new vendor, Healthmine. Medicaid and Marketplace will remain under the My Health Pays branding.

Q: Will My Wellcare Rewards be to Medicare rewards program for both Legacy Centene (LCNC) and Legacy Wellcare (LWCG) plans?

A: Yes, My Wellcare Rewards, administered by Healthmine, will be the Medicare rewards program for both LCNC and LWCG plans.

Q: How will members access the My Wellcare Rewards program?

A: Members will have the ability to connect to My Wellcare Rewards through the following options:

- 1) Via a Single Sign On link within the member portal
- 2) Call My Wellcare Rewards directly
- 3) Access the My Wellcare Rewards mobile app, or
- 4) Click a link within an email to go directly to the My Wellcare Rewards page (www.wellcare.healthmine.com).

Q: Is My Wellcare Rewards a claims based member rewards program or designed to close care gaps?

A: This program is not a claims-based program, but utilizes a self-attestation model with the intention of closing care gaps.

Q: Can members attest for services completed in Q1 of 2022, prior to the My Wellcare Rewards launch?

A: Yes. Once the program is live members will be able to attest to any Health Care Activities in the program that were completed from 1/1/2022 - go live (targeted 3/15/2022).

Q: Can members claim their rewards on the My Wellcare Rewards app?

A: Members will be able to self-attest and claim their gift cards through the mobile app as well as online.

Member Communications

Q: How will members be notified about the new My Wellcare Rewards program?

A: Members will receive a communication after the go-live date of the program, which will provide information about the program and encourage registration. However the initial member outreach will be targeted outreach starting April/early May 2022.

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Q: Have there been any communication materials for 2022 sent out to members?

A: No communications for the My Wellcare Rewards program have been sent to members in 2022. Program materials will be sent to members after the program is launched.

Q: Did members receive communications about the termination of the 2021 program?

A: Members received a notification about the new program coming soon In 2022. The 2021 program was a one year program so a termination notification was not required.

Rewards Program Strategy

Q: What form of validation will be used for the program?

A: Members will be provided the ability to self-attest through an attestation form online, through the mobile app or with an agent at the My Wellcare Rewards program over the phone.

Q: What are the eligible Health Care Activities (HCA) and reward values?

A: See chart below

Health Care Activity	Reward Value
Annual Flu	\$25
Annual Wellness Visit	\$50
Breast Cancer Screening	\$40
Colorectal Screening	\$25
CDC Eye Exam	\$25
CDC HbA1C	\$25
CDC Kidney Screening	\$25
OMW Bone Health	\$50
Learn & Earn	\$10 x 2

Q: What type of reward will be offered to members?

A: Wellcare will offer digital and physical gift cards from the following vendors:

- Bed Bath & Beyond
- CVS (restricted)
- GAP (Including Athleta, Banana Republic, and Old Navy)
- Home Depot
- Kohl's
- Lowe's
- Michael's
- PetSmart
- TJX Brands (including Home Goods, Home Sense, Marshall's and Sierra)

Q: How long will it take to send out gift cards once the member attests?

A: Physical gift cards will be mailed to eligible members within 7 business days of gift card selection. Electronic gift cards will be emailed to eligible members within 3 business days of gift card selection.

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Q: Is there an annual reward maximum per member?

A: Yes. Members can earn one reward per eligible health activity per member per year.

Q: Can members self-attest to any health activity?

A: Yes. Eligible members can self-attest to any of the available 2022 HCAs. However, certain members will receive targeted messaging based on their open care gaps and the targeting strategy that is in development.

Q: What is the deadline to self-attest to Health Care Activities (HCAs)?

A: Members must currently attest within the same year as the HCAs are completed. For the 2022 Medicare rewards program, members will have to attest by 12/31/2022.