**POINTS to BLUE**

What is it?

Points to Blue is Blue Cross and Blue Shield of Kansas City’s (Blue KC) new health and wellness incentive program. It’s designed to reward you for healthy activities – from daily exercise to your annual physical.

Participation is easy. Simply log onto [www.BlueKC.com](http://www.BlueKC.com), select the link marked Points to Blue Rewards and track your healthy behaviors and activities online. (The link is located on the left below “My Claims” and “My Cabinet.”)

Points to Blue points are automatically awarded for A Healthier You™ activities like participating in biometric screenings, completing the Health Risk Appraisal, calling the health coach and completing classes.

Effective July 2010, points will be automatically awarded for routine preventive care such as getting a flu shot or annual physical exam. In addition, you can earn points for self-reported activities such as exercising regularly and participating in programs like Weight Watchers and Walking Works.

You can redeem your points for gift cards for more than 350 merchants including retail stores, entertainment venues, casual and fine-dining restaurants, and hotels and resorts. You can also redeem your points for debit cards that can be used anywhere. Or you can choose to donate your points as a cash amount to more than 1,000 charitable organizations.

You can start redeeming points once you’ve earned 25,000 or the equivalent of $25 (1,000 points equals $1). The maximum amount of points you can earn in one year is 250,000 or $250.

Log on to [www.BlueKC.com](http://www.BlueKC.com) and make your Points to Blue rewards work for you!

For questions about Points to Blue, contact A Healthier You at 816-395-2121 or e-mail ahealthieryou@BlueKC.com.

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### Frequently asked questions

**Q: How can I redeem my points?**

A: You can redeem your points online once you have earned a minimum of 25,000 points or $25.

**Q: Where do I track my points earned?**

A: The Points to Blue Rewards center is located online at [www.BlueKC.com](http://www.BlueKC.com). To view your current point balance, log self-reported activities or redeem points, simply login and click on Points to Blue Rewards located under “My Claims” and “My Cabinet” on your member home page.

**Q: What happens to the points I earn on ePHIT?**

A: Points earned on the ePHIT site are transferred to Points to Blue weekly.

**Q: What if I don’t redeem the points I’ve earned?**

A: The maximum number of points you can earn in a year is 250,000. If your points are not redeemed, or if only a portion is redeemed, the balance will be rolled over into the next year, but must be used by March 31, at which date they will expire.

**Q: What types of activities can I earn points for?**

A: There are hundreds of activities that help you earn points on Points to Blue. Some are automatically rewarded by Blue KC and some you must self report. Check out Points to Blue online at [www.BlueKC.com](http://www.BlueKC.com) by logging into your member portal.