



## **Healthy Living Rewards Program for Eligible HAP Medicare Advantage Members**

The HAP Healthy Living Rewards Program encourages eligible HAP Medicare Advantage members to make appointments with their physician for preventive tests and screenings. Members can receive rewards for completing the services.

Attached are frequently asked questions about the program and a copy of the member self-mailer.



## Healthy Living Rewards Program for Eligible HAP Medicare Advantage Members Frequently Asked Questions for Providers

**1. What is the Healthy Living Rewards program?**

A program that encourages eligible HAP Medicare Advantage members to make appointments with their physician for preventive tests and screenings. Once enrolled in the program, members can receive rewards for completing the services.

**2. Who is eligible for this program?**

HAP Medicare Advantage members, including HAP Primary Choice Medicare (HMO) and HAP Choice Medicare West Michigan (HMO).

**3. How do members register?**

Members must register for the program by October 31 of the current plan year. There are two ways members can register.

- Complete and return the registration form that was mailed to their home
- Online at: [hap.org/medicare/healthy-living-rewards-program](http://hap.org/medicare/healthy-living-rewards-program)

**4. What are the eligible tests or services for rewards?**

The eligible tests and services can be found in the chart below. They must be completed between January 1 and December 31 of the current plan year. Rewards are given in the form of a voucher.

Eligible services		
Service	Reward*	Reward Frequency
<b>Women's health screening</b>		
Mammogram	\$20	27 months
Bone density screening	\$20	24 months
<b>Colorectal cancer screening</b>		
Talk to your doctor about which screening in this category is right for you.		
Colonoscopy	\$50	10 years**
Sigmoidoscopy	\$40	5 years**
CT colonography	\$10	5 years**
Fecal Occult Blood Test (FOBT)	\$10	1 year**
<b>Health status discussion with provider</b>		
Complete and return the form on page 9.		
Bladder control, physical activity, fall risk, mental and physical health	\$10	1 year
<b>FOR MEMBERS WITH DIABETES ONLY</b>		
Retinopathy screening	\$20	1 year
Urine nephropathy screening	\$10	1 year
HbA1c test	\$10	1 year

\*Reward sent as a voucher, redeemable for a gift card.

\*\*Only in the absence of other services in this category in the time frame referenced. For instance, if you had a colonoscopy, you wouldn't be eligible for another reward by completing another screening in this category.

5. **How can providers ensure the member receives their reward?**

Provide the recommended services and submit the claim to HAP. Rewards are sent quarterly.

6. **How many rewards can a member receive?**

Members can receive one reward per type of test each year. For example: If a member has a colonoscopy, they are not eligible for another reward if they complete another screening in the colorectal screening category.

Recommended services must be completed between January 1 and December 31 of the current plan year.

7. **How does HAP know the member received a service?**

We capture the services in our claims data. We also review attestation forms submitted by members.

8. **What if the member completed a service that is eligible for a reward *before* January 1 and is not due for it again this year?**

Services have to be completed between January 1 and December 31 of the current plan year. Services completed before January 1 will not apply toward this reward program.

9. **If a member forgets their attestation form, can I print one for them?**

Yes. They can also be completed online. Visit [hap.org/healthyliving](http://hap.org/healthyliving).

10. **Who do providers contact with questions about this program?**

- Visit [hap.org/healthyliving](http://hap.org/healthyliving)
- Contact your Provider Services Administrator. Log in at [hap.org](http://hap.org) and select *Important Contact Information* under *Quick Links*.

11. **Who do members contact with questions about this program?**

Members can visit [hap.org/healthyliving](http://hap.org/healthyliving) or call the Customer Service phone number on the back of their HAP ID card.

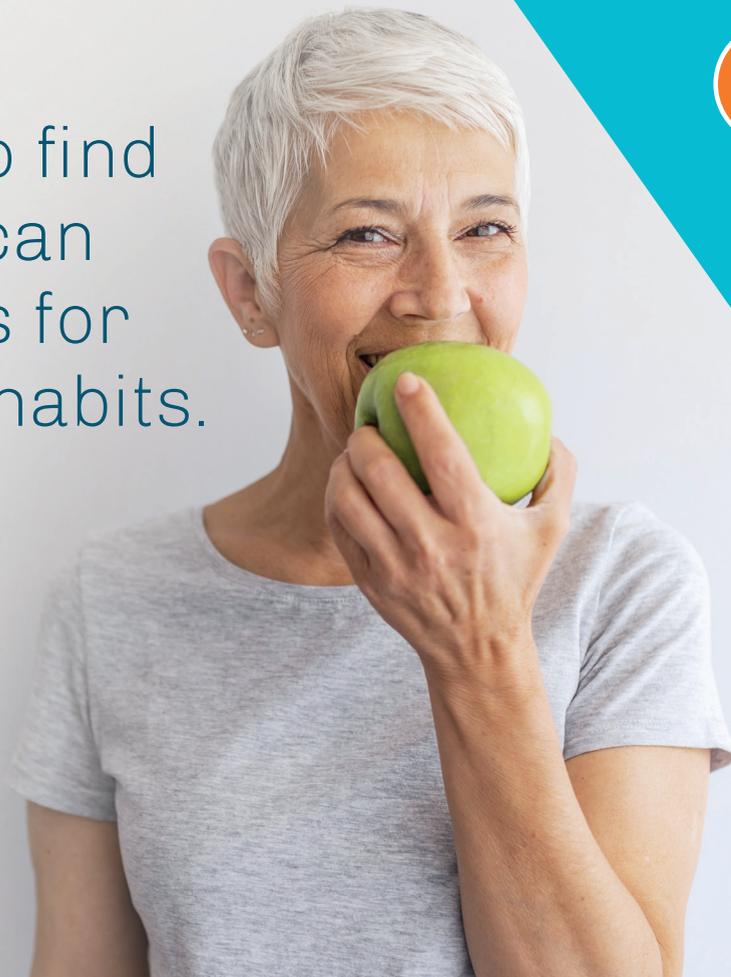


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**Look inside** to find out how you can earn rewards for your healthy habits.



MEDICARE SOLUTIONS



# HAP IS HERE

## Helping you kick off your healthiest year yet

As we start a new year, we know how important it is for members to put health first. Maybe you've set a goal to walk more or exercise three times each week. Maybe you're looking to improve your diet with whole foods. Or maybe you'd like to schedule any overdue doctor visits.

No matter your goal, our team is here for you. That's why we're excited to welcome you to the HAP Healthy Living Rewards Program – an easy-to-use tool to help Medicare members achieve better health.

Within the program, we'll guide you toward fitness milestones with gym memberships, discounts and online classes. We'll point you to the preventive tests you need to stay well. And we'll motivate you with fun rewards along the way.

Let us support you through a year's worth of wellness. Sign up for HAP Healthy Living Rewards today.

Ready to get started and earn rewards? Simply use the enclosed form or sign up online at [hap.org/healthyliving](http://hap.org/healthyliving). Or, call us at **(800) 801-1770 (TTY: 711)**, 8 a.m. to 8 p.m., Monday – Friday (April 1 through Sept. 30); 8 a.m. to 8 p.m., seven days a week (Oct. 1 through March 31).



Charles Bloom, D.O.  
Chief Medical Officer, HAP

# HAP is here, helping you live a healthy life

We're always thinking of new ways to help keep you healthy. That's why we're excited to tell you about our HAP Healthy Living Rewards Program.

## Here's how it works.

- 1.** Register with the Healthy Living Rewards Program by returning the form on page 7 or completing the form online by visiting [hap.org/healthyliving](https://hap.org/healthyliving). To be eligible, you must have a HAP Medicare Advantage plan.
- 2.** Talk to your doctor to determine which tests and services listed on the next page are appropriate.
- 3.** Get rewarded automatically. Each quarter, we'll track your rewards by looking at the claims your HAP doctor sends in. Then we'll mail a voucher to you for the value of the rewards you've earned. You can redeem your rewards for your choice of a gift card from national retailers.

## Register now and start earning your rewards.

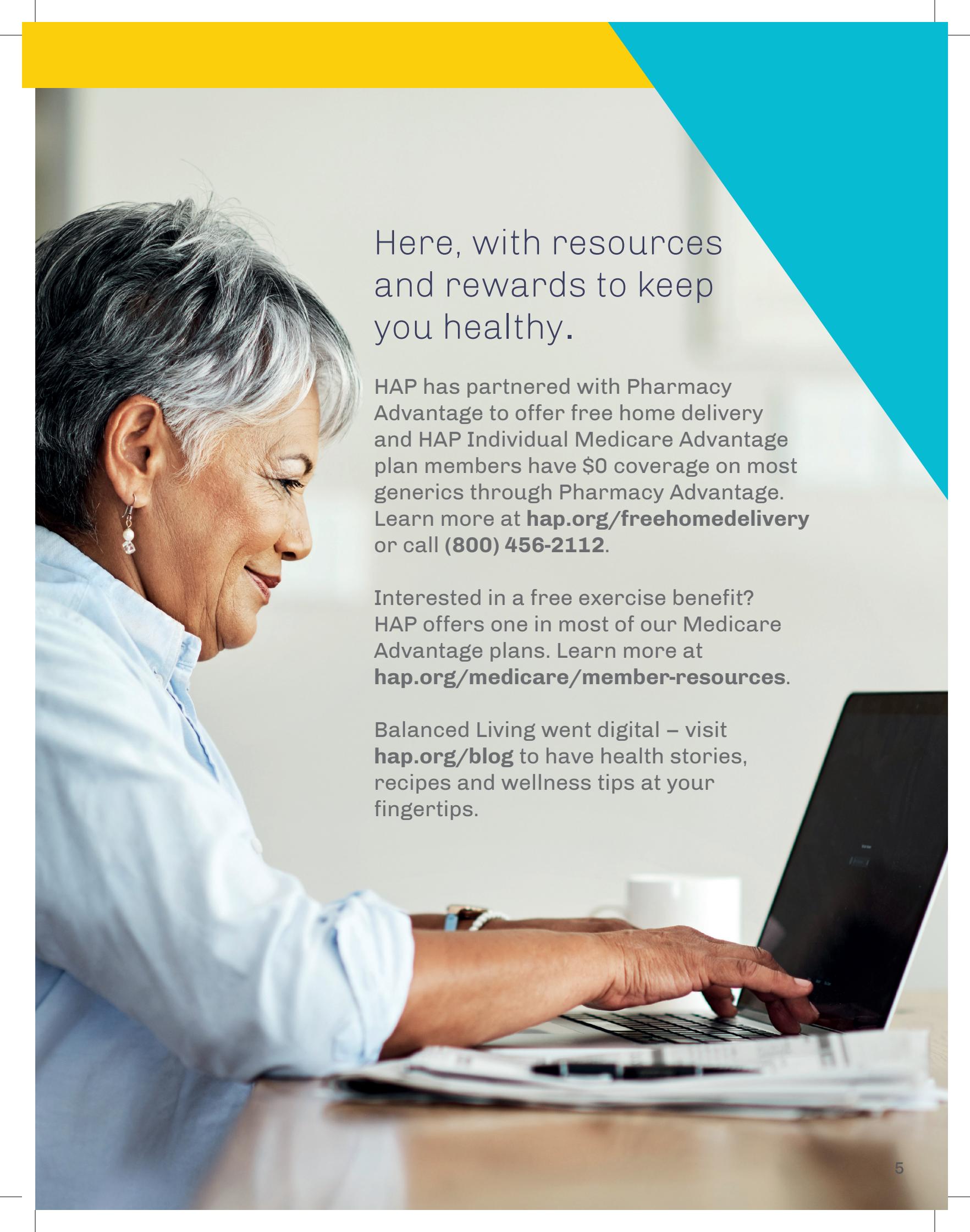
**IMPORTANT:** All tests or services must be completed between January 1 and December 31, and you may receive only one reward per type of service each year. The tests or services must be performed on the person who has registered, but all eligible members of a household can register and participate.

# Eligible services

Service	Reward*	Gender	Reward Frequency
<b>Women's health screening</b>			
Mammogram	\$20	Female	27 months
Bone density screening	\$20	Female	24 months
<b>Colorectal cancer screening</b>			
<b>Talk to your provider about which screening in this category is right for you.</b>			
Colonoscopy	\$50	All	10 years**
Sigmoidoscopy	\$40	All	5 years**
CT colonography	\$10	All	5 years**
Fecal Occult Blood Test (FOBT)	\$10	All	1 year**
<b>Health status discussion with provider</b>			
<b>Form will be provided by HAP to complete and return.</b>			
Bladder control, physical activity, fall risk, mental and physical health	\$10	All	1 year
<b>FOR MEMBERS WITH DIABETES ONLY</b>			
Retinal eye exam	\$20	All	1 year
Urine nephropathy screening	\$10	All	1 year
HbA1c test	\$10	All	1 year

\*Reward sent as a voucher, redeemable for a gift card.

\*\*Only in the absence of other services in this category in the time frame referenced. For instance, if you had a colonoscopy, you wouldn't be eligible for another reward by completing another screening in this category.



Here, with resources  
and rewards to keep  
you healthy.

HAP has partnered with Pharmacy Advantage to offer free home delivery and HAP Individual Medicare Advantage plan members have \$0 coverage on most generics through Pharmacy Advantage. Learn more at [hap.org/freehomedelivery](https://hap.org/freehomedelivery) or call (800) 456-2112.

Interested in a free exercise benefit? HAP offers one in most of our Medicare Advantage plans. Learn more at [hap.org/medicare/member-resources](https://hap.org/medicare/member-resources).

Balanced Living went digital – visit [hap.org/blog](https://hap.org/blog) to have health stories, recipes and wellness tips at your fingertips.



## Register for the HAP Healthy Living Rewards Program.

Get rewarded for tests or services you're probably already planning on getting.

Register online at [hap.org/healthyliving](http://hap.org/healthyliving). Or, you can also complete the form and mail it in.



**IMPORTANT:** You must be a HAP Senior Plus member to participate. You may receive only one reward per type of service each year. For example, if you are a member with diabetes and you get your HbA1c test more than once in the year, only one of the tests will qualify for a reward. You can, however, get rewards for different services received between January 1 and December 31. For example, based on your eligibility, if you had an HbA1c test and a colonoscopy between January 1 and December 31 both of those services would qualify. Remember that only tests or services listed on the chart that you've received between January 1 and December 31 will qualify for a reward.

**Tax Liability Disclaimer:** The recipient of the gift award may incur a tax liability. Please check with your tax advisor. No purchase or contribution is required. Gift awards are based on services you received. This program may be amended, suspended or end without written notification. Gift awards redeemed online or by mail from InComm InCentives. HAP may change gift award vendor or options without written notification. This incentive program is sponsored by HAP, 2850 W. Grand Blvd., Detroit, MI 48202. InComm InCentives is not a sponsor or cosponsor of this promotion and isn't liable for any actual or alleged claims related to this offer.

Health Alliance Plan (HAP) has HMO, HMO-POS, PPO plans with Medicare contracts. HAP Empowered Duals (HMO SNP) is a Medicare health plan with a Medicare contract and a contract with the Michigan Medicaid Program. Enrollment depends on contract renewals.



To register for the HAP Healthy Living Rewards Program, complete the form online by visiting [hap.org/healthyliving](http://hap.org/healthyliving). You can also complete this form\*, detach the page from the brochure and fold along the marked lines. Tape the form shut so the address is visible and drop in the mail. No postage is necessary.

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HAP MEMBER ID

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FULL NAME

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STREET ADDRESS

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CITY

STATE

ZIP CODE

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PHONE NUMBER

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DATE OF BIRTH

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EMAIL (OPTIONAL)

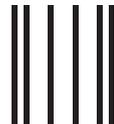
\*Please complete all fields.

Note: If you have more than one eligible person in your household, please fill out a separate form for each person.

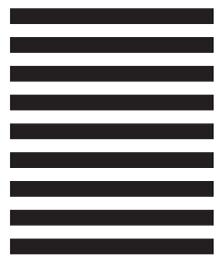
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 4 Fold up and tape closed

