




Partnering for Wellness: Enhancing Community Health Together

Missouri Coordinated School Health Conference – April 2025



1

Value-Added Benefits

Discover the incredible Value-Added Benefits with Healthy Blue, thoughtfully designed for our members! We're here to champion your health journey in key areas:

- Supporting new moms and babies every step of the way with top-notch Maternal & Infant Care!
- Offering peace of mind and effective management for Chronic Conditions!
- Elevating your mood and providing support for Emotional Well-Being & Everyday Life!

Together, let's embrace a healthier lifestyle and thrive with Healthy Blue!

2

Maternal & Infant Care VABs



Introducing Mom and Baby Essentials, exclusively for our eligible members! Enjoy a gift card to purchase vital items for a healthy pregnancy and a nurturing environment for your baby. Choose from amazing options like:

- Baby monitor to keep a watchful eye
- Baby proof items for peace of mind
- Convertible car seat for safe travels
- Diapers for comfort and care
- Highchair for joyful meals
- Breastfeeding accessories and pillows for ease and support
- Microwave steam bags for convenient cleaning
- Portable crib for sleep on the go

Plus, enjoy the added convenience of home-delivered meals post-delivery, making the transition smoother for you and your little one!



3

Asthma & COPD



Great news for our eligible members! You can select one asthma and COPD relief product from our custom catalog to help you breathe easier. Choose from an array of options, including:

- Inhaler vaporizer kits for effective relief
- Travel nebulizer compressor systems for on-the-go care
- Hypoallergenic bedding for a comfortable night's sleep
- Pillow covers and mattress covers to reduce allergens
- HEPA air filters for fresher, cleaner air
- Asthma monitoring devices for peace of mind
- Asthma spacers for more effective medication delivery

Take a deep breath and enjoy the relief and comfort provided by these essential products!"



4

Diabetes



Exciting options await with Fresh Food Connect for our eligible members! Choose one of these fantastic benefits to support your healthy lifestyle:

- A Healthy Grocery Card for nutritious shopping made easy
- Three farm-fresh diabetic produce boxes delivered straight to your door
- An annual membership to Sam's Club or Costco for great savings and quality choices

Enjoy these incredible benefits and make healthy living more accessible and enjoyable with Fresh Food Connect!



5

Obesity



Unlock your potential with Exercise Essentials, crafted just for our eligible members! Choose one of these fantastic options to fuel your fitness journey:

- An at-home exercise kit for seamless workouts right in the comfort of your home
- A 3-month gym membership to access a variety of fitness facilities and classes

And that's not all! Boost your wellness journey with Weight Watchers (WW). Eligible members receive a WW voucher to help cover initiation fees and enjoy 13 weeks of membership.

Elevate your health and fitness with these incredible offerings and start feeling your best today!"



6

Emotional Well-Being & Everyday Life

Choose Healthy

- Offers over 1,000 resource materials including videos, articles, and self-care tools covering topics such as fitness, exercise, and overall health.

Learn to Live

- Eligible members receive unlimited access to an online community designed to help members cope with emotional health issues such as depression, anxiety, stress, chronic pain, insomnia, and managing drugs or alcohol.

Equine Therapy

- Eligible members receive 10 Equine Therapy sessions to benefit physical and nervous systems, improving communication, social skills, motor skills, reducing anxiety and irritability, enhancing sensory integration, and boosting self-esteem.



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7

Emotional Well-Being & Everyday Life (cont.)

Art Therapy

- Eligible members receive 10 art therapy sessions to help tap into self-expression to help alleviate stress, anxiety and depression, to promote relaxation and healing, and used as a form of communication and to express feelings.

Meditation App Subscription

- Eligible members receive a yearly subscription to a meditation app.

Community Resource Link

- The Community Resource link is an online resource which locates and displays all available local community-based programs, benefits, and services, such as: affordable housing, food security, employment, and other SDOH to increase independence and stability.



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8

More Benefits to Keep Members Healthy



Youth Club Membership

Eligible members can receive a gift card to use toward membership fees at youth clubs, such as:

- Boys & Girls Clubs
- Boy Scouts
- Girls Scouts
- 4-H Club

HiSET

Eligible members can receive a voucher code to help cover the cost of the HiSET test.



9

VABs Request Process & Benefits Reward Hub



When a member calls **Member Services** or searches Healthy Blue **website** for VAB information, the Member is encouraged to log into the **Benefit Rewards Hub**



Member logs into their Healthy Blue secure portal/account

What's Next?

CLO

- When the member logs into their Healthy Blue secure portal, the Benefit Rewards Hub link will log them into their ChipRewards account (*single sign-on*)
- The member will see all VABs available in their market
- When the member is eligible for the VAB, there will be a button on the VAB that says "Request"
- When the member is not eligible for that VAB, the button says, "Learn More"

If the member does not have access to the internet, then Member Services will warm transfer the member to the ChipRewards call center where they will walk them through the online process to redeem the VAB.



10

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Community Resource Link



- 1). Visit healthybluemo.com/mohelp (or scan QR code)

Find local resources to help you live well

When you need a little extra help, use our Community Resource Link tool to find low-cost services near you. Or call 833-439-1058 to find local resources near you.



Community Resource Link

Get help finding food, jobs, housing and other things you may need.

Zip



- 2). Enter your zip code to receive information about no-cost community resources available in your area (membership with Healthy Blue is not required).



11

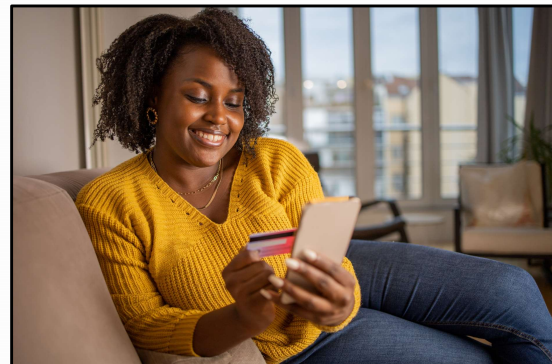
Healthy Rewards



Healthy Rewards Program **incentivizes members** to stay healthy by rewarding their healthy choices. This initiative encourages members to undertake health-promoting activities and screenings, fostering their overall well-being.

To start earning Health Rewards, members should:

- Sign up for Healthy Rewards by visiting the Benefit Hub at healthybluemo.com, or by calling us toll-free at 888-990-8681 (TTY 711). Our lines are open Monday through Friday, between 8 a.m. and 7 p.m. Central time.
- Complete the eligible appointments and screenings to earn rewards.
- Select a gift card and enjoy!



12

Care Management

- Care Management is available to all members
 - Outreach can be conducted over the phone or face-to-face
- Offers specialized support for members with complex physical, behavioral, obstetrics and social needs by connecting the member to resources, providing education and helping navigate benefits.

Contacting Healthy Blue:

Member Services: 833-388-1407

BH Crisis Line: 833-405-9088

Social Resource Team:

Toll Free: 833-439-1058

Direct Line: 314-236-0789

Dedicated School Nurse Email:

sm_schoolnrslnk@healthybluemo.com

Dedicated Referral Email:

SM_MODCMREF@HealthyBlueMo.com



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