2025 Blue Advantage® Rewards & Wellness Program

Get rewarded for making your health a priority when you enroll in the Blue Advantage Rewards & Wellness Program. Blue Advantage (PPO) members can enjoy this program at no cost, and may be able to earn up to $140 in Walmart gift cards[1] in 2025!

How to Enroll

- Log in or register for your *my*BlueCross account at **AlabamaBlue.com/BlueAdvantageRewards**.

- From *my*BlueCross, click on Blue Advantage Rewards & Wellness on the right side of the page.

- Follow the prompts on the screen to enroll.

- Continue to access Blue Advantage Rewards & Wellness through *my*BlueCross. You'll also find online wellness resources including:

  - A health assessment that recommends healthy habits to improve your health.

  - Programs that help you set goals and create healthy habits.

How to Earn Rewards

Earn rewards by completing the following activities:

Enroll in Blue Advantage Rewards & Wellness .... $15[2]

Annual wellness visit $25

Breast cancer screening (mammogram) .... $35[3]

Colorectal cancer screening .... $35[3]

Flu shot (received August 1 to December 31, 2025)........ $10

Diabetic eye exam... $20[3]

If you enrolled in the Blue Advantage Rewards & Wellness Program in a prior year, you will stay enrolled for 2025 and do not need to enroll again.

Enroll Today! | **Questions or prefer to enroll by phone?** Call **1-877-634-2583** (**TTY: 711**)[4]

Blue Advantage
A Medicare Approved PPO

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1 All rewards will be mailed in the form of a Walmart gift card, which may be used in store or online at Walmart.com. Gift card may NOT be used for Alcohol, Tobacco, Firearms or Lottery. After completing an activity, it may take approximately 8-12 weeks to receive the gift card.

2 Only for new reward program enrollees.

3 Only for qualifying members due for screening in 2025. Only the first claim for each screening is eligible to earn a reward.

4 Our hours are from 7 a.m. to 9 p.m. Central time Monday - Friday. On weekends and holidays you may be required to leave a message. Calls will be returned the next business day.

Blackhawk Network is an independent company providing rewards (Walmart gift cards) to Blue Advantage members on behalf of Blue Cross and Blue Shield of Alabama. Blue Advantage PPO is provided by Blue Cross and Blue Shield of Alabama, an independent licensee of the Blue Cross and Blue Shield Association.