

2026 Blue Advantage® Rewards & Wellness Program

Get rewarded for making your health a priority when you enroll in the Blue Advantage Rewards & Wellness Program. As a Blue Advantage (PPO) member you can enjoy this program for free!



How to Enroll

You can enroll online by logging into your myBlueCross account at **AlabamaBlue.com/myBlueAdvantageRewards**.

If you do not have a myBlueCross account, register by clicking on the Register link.

Once you are in the Rewards Program online portal you can:

- See what rewards you can earn.
- Take a Health Assessment and see personalized articles and programs focused on your health needs.
- Participate in programs and challenges to help you meet your health goals.

How to Earn Rewards

Earn rewards¹ 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, 2026).....	\$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 2026 and do not need to enroll again.



**Enroll
Today!**

Questions or prefer to enroll by phone?
Call **1-877-634-2583** (TTY: 711)⁴



Scan for information
on free language
assistance services.

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 2026. 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.