

Medicare Advantage Rewards

It's easy to earn rewards as a Medicare Advantage member with Blue Cross Blue Shield of Michigan or Blue Care Network. When you take certain healthy actions, we'll send you a reward.

What is Medicare Advantage Rewards?

This program offers our Medicare Advantage members gift cards for taking certain healthy actions. If you've previously participated in this program, keep in mind that eligible activities can change each year.

How it works

1. To create your rewards account you'll need your enrollee ID, including all letters and numbers, found on your member ID card.
 2. Once you've created your rewards account, you'll be directed to a list of healthy actions you can take to earn rewards.
 3. After you've completed your activities, you can turn your earned rewards into gift cards.
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Frequently asked questions

Who should I contact if I need help creating or logging in to my rewards account?

First, make sure you're entering your full enrollee ID number, including all letters and numbers. You can find it on your member ID card.

If you're still having issues, contact support@personifyhealth.com.

Do I need to sign up for rewards every year?

Yes. You'll need to accept the terms of service each year for the rewards program by signing in to your Medicare Advantage Rewards online account.

Are all activities rewardable?

We have a list of available activities that are rewardable. Some activities are only available for a limited time. To see if your activity is rewardable log in to your Medicare Advantage Rewards online account and refer to the Available Activities page.

Why don't I see the same activities as last year?

Each year we evaluate our rewards program and make changes to meet the needs of our members.