



2025 Medicare member incentives

Our Medicare members can earn rewards through our [Wellbeing Hub](#) for completing select services that help them live healthy lives. Rewards are available for members who complete the below services between Jan. 1, 2025 and Dec. 31, 2025.

To support you as you care for our members, we encourage our members to complete these services through their PCP or a specialist recommended by their PCP.

Service	Member reward	HEDIS gap closure and/or provider incentive
Annual check-up (Can be defined as an AWW, annual physical, or in-home health assessment)	\$25	<ul style="list-style-type: none"> • Closes care gaps in the AWW HEDIS measure • Increases performance in our Disease Burden Management program (DBM)
Diabetic retinal eye exam	\$40	<ul style="list-style-type: none"> • Closes care gaps in the Eye Exam for Patients with Diabetes (EED) HEDIS measure • Increases performance in our PCP Incentive Program (PIP)
Flu shot	\$10	<ul style="list-style-type: none"> • Closes care gaps in the Flu Vaccinations for Adults Age 65 and Over HEDIS measure
Mammogram	\$25	<ul style="list-style-type: none"> • Closes care gaps in the Breast Cancer Screening (BCS) HEDIS measure • Increases performance in PIP

2025 Medicaid member incentives

Our Medicaid members can earn rewards for completing select services that help them live healthy lives. Rewards are available for members who complete the below services between Jan. 1, 2025 and Dec. 31, 2025.

Service	Member reward	HEDIS gap closure and/or provider incentive
<p>Lead screening Available to Medicaid members who complete at least 1 lead screening before their second birthday</p>	<p>\$10 gift card Note: The type of gift card may vary</p>	<ul style="list-style-type: none"> • Closes care gaps in the Lead Screening in Children (LSC) HEDIS measure • Increases performance in our PIP program
<p><u>Pregnancy notification</u> Available to Medicaid members who notify us of their pregnancy within 12 weeks of becoming pregnant</p>	<p>\$20 gift card</p>	<ul style="list-style-type: none"> • Assists in closing care gaps in the Prenatal and Postpartum Care (PPC) HEDIS measure
<p><u>Prenatal visit</u> Available to pregnant Medicaid members who complete a prenatal visit with a provider in their first trimester</p>	<p>\$30 gift card</p>	<ul style="list-style-type: none"> • Assists in closing care gaps in the PPC HEDIS measure
<p><u>Postpartum visit</u> Available to Medicaid members who complete a postpartum visit with a provider between 7 and 84 days after delivery</p>	<p>\$50 gift card</p>	<ul style="list-style-type: none"> • Assists in closing care gaps in the PPC HEDIS measure
<p><u>PriorityMOM and PriorityBaby</u></p>	<p>Free gift upon enrollment \$50 gift card upon completion of survey post delivery (PriorityMOM only)</p>	<ul style="list-style-type: none"> • Assists in closing care gaps in the Well Child Visits and Childhood Immunizations HEDIS measures