

Healthy Lifestyles Rewards Plus Tobacco Cessation Program

Healthy habits take time, commitment, and support. To reward your efforts, you can earn $150 for participating in an approved program to help you quit tobacco and nicotine products.

Through the newly enhanced **Healthy Lifestyles Rewards Plus Tobacco Cessation Program**, Independence Blue Cross (IBX) members who are 18 and older can earn $150 on a reloadable Visa® card each year for completing an approved program. It's one more way IBX makes taking care of your health a little more rewarding.

Approved cessation programs include those that focus on behavior modification and provide frequent and regular support, to help you quit using tobacco products, e-cigarettes, and vapes. Work with your health care provider to determine which method is best for you.

Where should I start?

To get the most out of your Healthy Lifestyles Rewards Plus program, you should complete the online Health Risk Assessment. The Health Risk Assessment helps us learn more about your health care needs. Your answers can help us connect you with covered benefits, care reminders, or support from a Registered Nurse Health Coach, if needed.

To complete your assessment, log in to your member account at **ibx.com** or on the IBX app and navigate to the Healthy Lifestyles Rewards page.

After you enroll in and finish an approved tobacco cessation program, submit documentation of your participation and payment electronically through the Rewards platform within the calendar year.

How do I submit documentation?

Here's what you'll need to submit:

- **Proof of participation** in an approved tobacco cessation program or a certificate of completion
- **Receipts for the program** and any nicotine replacement products or medications prescribed to you to help you quit

Falsification of information to earn your rewards is strictly prohibited.

What should I know about earning rewards?

You'll receive a reloadable Visa card, usually within 7 – 10 business days after submission, that can be activated online or by phone. Keep the same Visa card for future rewards you earn. Your Visa card can be used at more than 77,000 participating retailers. You can find a complete list of participating retailers on your Rewards platform.

Log in at **ibx.com** or use the **IBX app** to access your Rewards platform, check your virtual wallet, and track what you've earned and spent.

Questions?

Call the Customer Service number on the back of your member ID card.

Independence

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Program guidelines

Selecting an approved tobacco cessation program

No matter who you are, you can find a program that will give you the type of support and encouragement you need to kick the habit. Eligible programs include those that focus on behavior modification and provide frequent and regular support, such as weekly meetings or telephone-based sessions.

Work with your health care provider to determine which method is best for you. You can opt for an individual approach or choose a program that offers group support. Some programs can even help you manage stress, avoid weight gain, and overcome barriers to quitting. You can also choose a program offered by an in-network hospital in your area.

To find an in-network hospital, visit **ibx.com/findadoctor** or use the IBX app. Or, call the Customer Service number on the back of your member ID card.

Not eligible for rewards

- Copays, coinsurance, and deductibles
- Hypnosis
- Acupuncture
- Dietary supplements and injections
- Electronic cigarettes

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Support for quitting other forms of tobacco and nicotine

Smokeless tobacco products (chewing tobacco, spit tobacco), e-cigarettes, and vapes can all contain nicotine, which is highly addictive. These products also increase your risk for serious health conditions, including damage to your teeth and gums, breathing issues, and certain cancers of the lip, tongue, cheeks, gums, throat, and mouth.

If you use smokeless tobacco products, e-cigarettes, or vapes, you don't have to quit on your own. Many eligible tobacco cessation programs offer support for quitting these products too.

Nicotine replacement and prescription medications to help you quit tobacco

Nicotine replacement medications may be covered under your prescription drug plan with a prescription from your doctor.

Log in at **ibx.com** or on the IBX app to access your Rewards platform.

Independence

Independence Blue Cross offers products through its subsidiaries Independence Assurance Company, Independence Hospital Indemnity Plan, Keystone Health Plan East, and QCC Insurance Company — independent licensees of the Blue Cross and Blue Shield Association.

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