

Brief Notes

NEWS FOR BROKERS & CONSULTANTS

April 20, 2017

Applies to: Individual and Small Group markets

Member Incentive for Completing an In-Home Health Assessment

Horizon Blue Cross Blue Shield of New Jersey is committed to helping our members lead a healthy lifestyle. That's why we offer members enrolled in Individual plans or Small Group plans a \$40 CVS Pharmacy® gift card for completing a comprehensive health assessment in the comfort of their own home. **Gift cards are not offered as the result of a member receiving a physical or health assessment from their doctor.**

Horizon BCBSNJ works with Matrix Medical Network to provide these members with a fully licensed and qualified nurse practitioner to evaluate their health.

This assessment is part of the member's current coverage and is provided at no additional cost. It **does not** replace appointments or care provided by the member's primary care or personal doctor. Participation in the assessment is strictly voluntary. No medicines, treatments or tests are ordered during the assessment.

What's included

During the assessment, the health care professional will:

- Go over the member's health history
- Listen to the member's health concerns
- Answer the member's health-related questions
- Review any medicines the member takes
- Suggest screenings or other tests

Results of the assessment are shared with the member, his or her primary care or personal doctor and Horizon BCBSNJ to help ensure the member receives the best care possible and stays on top of any health conditions.

A sample postcard is attached.

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.



Horizon Blue Cross Blue Shield of New Jersey

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Horizon Blue Cross Blue Shield of New Jersey

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Spanish (Español): Para ayuda en español, llame al **1-855-477-AZUL (2985)**.

Chinese (中文) : 如需中文協助, 請致電 **1-800-355-BLUE (2583)**。

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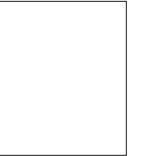
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Get your free in-home health visit and earn a \$40 CVS Pharmacy® gift card.



SAMPLE



It's time someone went out of their way
for you, <Member First Name>



Horizon Blue Cross Blue Shield of New Jersey



Horizon Blue Cross Blue Shield of New Jersey



Get quality care in your own home, and on your time!

You have a unique health service available through Horizon Blue Cross Blue Shield of New Jersey to enhance your lifestyle, and it's at **no additional cost**! It's worth your time! In addition, Horizon BCBSNJ will give you a \$40 CVS Pharmacy gift card just for completing this visit.¹

Why have an in-home health visit?

The facts your Matrix nurse practitioner discovers about your health go beyond a visit with your doctor and serve to enhance that relationship for a well-rounded approach to your health.

¹You will receive your gift card about three weeks after you complete your in-home health visit.



The value of having an in-home health visit:

- Your visit is **convenient** because it's in your own home and on your time.
- Your nurse practitioner will help enhance your healthy **habits** because of what he or she learns through your unique health discussion.
- Your visit's **health report goes beyond helping you understand your health better** because it is sent directly to your primary doctor.
- **After the visit, you'll receive a Personal Health Summary in the mail.** This document details your health information in one easy-to-read document. Keep it as a reference or share it with family and your doctor.
- **You will receive a \$40 CVS Pharmacy gift card** for completing your health visit.

Call today while appointments are available!
1-888-912-8414

Call Matrix at
1-888-912-8414,
Monday through Friday,
from 8 a.m. to 8 p.m.,
Eastern Time, to schedule
a visit.

A nurse practitioner is available in your area over the next few weeks, so schedule your visit right away. Evening and weekend appointments fill up quickly!



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