

Date  
Member  
Address  
Address  
City, State, and Zip

Geisinger

## Earn rewards for staying healthy!

Dear <Name>:

Your health and well-being are our top priorities. That's why we'd like to offer you rewards just for completing healthcare screenings in 2021!

Here's how to earn your rewards:

1. Complete an Annual Wellness Visit (AWV) – This is a special visit that can be completed by your primary care provider or another member of your healthcare team, and you will receive a personalized prevention plan. Completing the AWV lets us know you would like to join the rewards program. Complete each screening that applies to you and earn a Walmart gift card for the amount listed. There are no copays for these screenings.

Health care activity	Gift card amount
Annual Wellness Visit	\$25
Breast Cancer Screening (mammogram)	\$25
Diabetic Eye Exam	\$20
Diabetic A1C	\$20
Diabetic Nephropathy (urine) Screening	\$10
Osteoporosis	\$10
Colorectal cancer screening (complete only <u>one</u> ):	
FIT kit	\$10
Cologuard	\$20
Colonoscopy	\$50

2. Once you complete your screening(s), you have earned gift card rewards and there is no further action you need to take. Please see the back of this page for more information about when to expect your reward.

Sincerely,

Geisinger Gold

### A reminder about your Annual Wellness Visit

This visit is a great time to ask your healthcare provider any health-related questions you may have. You may also want to discuss important topics such as your:

- bladder health
- fall risk
- physical health
- mental health



Have questions?

More details are available  
on the back of this page.

You can also call  
888-342-8751,  
Monday through Friday  
from 8 a.m. to 4 p.m.

A representative will be  
happy to assist you!

Y0032\_21089\_1\_M Accepted 3/3/21

## Frequently asked questions

### **Q: When will I receive my gift card reward?**

**A:** The rewards program is based on claims we receive from your provider. It can take up to 16 weeks to process your claim, prepare your reward and mail your gift card to you. We mail gift cards once per month.

### **Q: If I earn multiple gift cards/amounts, will I be paid the total amount all at once?**

**A:** The gift card rewards are not cumulative. They are fulfilled and sent to you on a monthly basis, so you will receive separate gift cards for each screening you complete.

### **Q: How do I choose one of the three colorectal cancer screening options that is right for me?**

**A:** You have several options for colorectal cancer screening. If you have questions, you can speak to your doctor about what he or she recommends. Below are descriptions of each screening:

**FIT** - Stool testing that screens for blood in the stool. Non-invasive and can be completed in your own home. Needs to be completed yearly.

**Cologuard** - Stool testing kit that screens for blood and altered DNA. Non-invasive and can be completed in your own home. Needs to be completed every 3 years.

**Colonoscopy** - Evaluates/detects changes and abnormalities in the large intestine and rectum. Invasive screening completed by a surgeon. Needs to be completed every 10 years or more often if abnormal.

### **Q: I had my Annual Physical. Is that the same thing as the Annual Wellness Visit needed to earn my gift card reward?**

**A:** No, an Annual Wellness Visit (AWV) is a special visit unlike an annual physical exam. The AWV can be completed by your primary care provider or another member of your healthcare team. You will receive a personalized prevention plan based on your health and wellness needs. In order to earn your reward, you will need to have an AWV. For more information about the AWV, visit [medicare.gov/coverage/yearly-wellness-visits](https://www.medicare.gov/coverage/yearly-wellness-visits)

### **Q: I had one (or more) of the recommended screenings this year, but I have not had an Annual Wellness Visit (AWV) exam yet. Am I still eligible for the reward?**

**A:** Yes. Once you complete your AWV, you will receive all rewards for any qualifying screenings you completed during calendar year 2021. If you've already completed your AWV this year, you are now eligible to earn rewards for any other screenings you may be qualified for.

*Geisinger Gold Medicare Advantage HMO, PPO, and HMO SNP plans are offered by Geisinger Health Plan/Geisinger Indemnity Insurance Company, health plans with a Medicare contract. Continued enrollment in Geisinger Gold depends on contract renewal. Geisinger Health Plan/Geisinger Indemnity Insurance Company are part of Geisinger, an integrated health care delivery and coverage organization.*

*Geisinger Health Plan, Geisinger Quality Options, Inc., and Geisinger Indemnity Insurance Company comply with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, gender identity, or sexual orientation.*

**ATENCIÓN:** si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 800-447-4000 (TTY: 711).

注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 800-447-4000（TTY：711）。

*HPM50 njp Medicare Incentive letter rev. 3-2021*