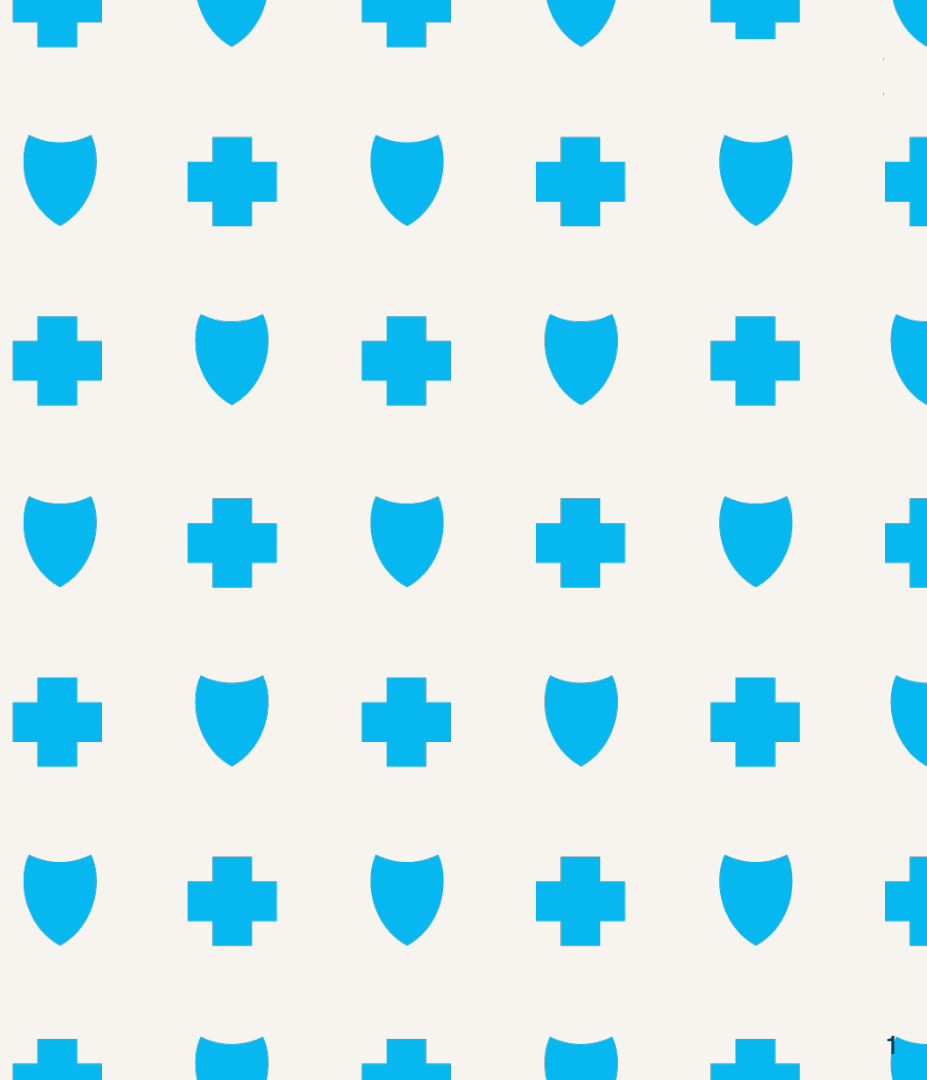




2025 Blue Cross NC Medicare Advantage Agent Roadshow



Agenda

- FitOn
- Blue FlexCard
- More Supplemental Benefits
- Resources Appendix

FitOn – NEW Fitness Benefit for 2025



How Does It Work?

- Access your account via mobile app, online or by phone
- \$112 per month to spend on gym memberships, fitness classes and equipment

Does Your Gym Have to Be In the FitOn Network?

- No – FitOn can provide members with a digital card to use at one Out-of-Network Gym at a time, details online
- As many In-Network Gym memberships as you want within the allowance

FitOn – NEW Fitness Benefit for 2025



How Do I Sign Up?

1. Members go to their Blue Connect Member Portal
2. Navigate to the “Coverage” section
3. Click on the “Visit FitOn Health” link
4. Member is directed into FitOn Health to set up credentials and profile
 - Enter an Email and Password.
 - Check the disclaimer box
 - Click **Continue**
 - Answer the identifying Questions about yourself (Gender, Name, Height, Weight, Zip Code)
 - Answer the experience questions. (Goals and how often do you want to workout)
5. Check email for verification code

FitOn – NEW Fitness Benefit for 2025



Accessing an Extended Network Gym

- FitOn Health issues a digital debit card for members to gain access to out-of-network gyms that accept credit and debit cards as a payment method.
- To activate your virtual card in order to purchase your out-of-network benefit, you can follow the following steps:
 - Go to the In person tab on the FitOn website.
 - Put in the name of gym and city
 - If nothing comes up, click search and type in the name again.
 - If you see it, click on it and then click purchase.
 - Enter personal information on the form (name phone number, address and then continue.
 - Check your phone for SMS message, enter the 6digit code, your digital card will be generated, click on visit website to your desired gym and pay using your flex card.

FitOn – NEW Fitness Benefit for 2025



1. Log into FitOn account and Explore the Network by clicking "In-Person" tab.
2. At the bottom of the Network list, you will see the prompt: "Don't see your favorite facility? Tap here to see all locations." Click on **Search**
3. Then you will search for your favorite facility, and select the location.
4. Once you are taken to the studio page, click on **Purchase Membership**.
5. Please enter the dollar amount your desired membership costs.
6. Here you will follow the steps to Activate your digital card.
7. You will be provided a digital payment card to be used at the selected location.

Membership fees will be billed to the digital payment card until you cancel or are no longer eligible.

FitOn – NEW Fitness Benefit for 2025



How to Order Fitness Equipment

1. Go to <https://www.fitonhealth.com/medicare/at-home>
2. Scroll to find the “Order Now” button.
3. The next step will depend on if the member is already logged in to FitOn (via another tab, web history, etc.)
 - If logged in, the member will be taken to the order form.
 - If not logged in, the member will be taken to a login screen.

To order accessories: fill out the order form, choose the type of FitOn Accessories your wanting to purchase, click Submit.

FitOn – NEW Fitness Benefit for 2025



FitOn Customer Service

- Email: help@fitonhealth.com
- Phone: 1-855-462-8602

Agent Resources

- FitOn Health Client Services Training Guide (Agent Facing)
- FitOn Health Flyer (Member facing)

Videos

- [Activating In Network Membership](#)
- [Ordering FitOn Accessories_Medicare At Home](#)
- [Purchasing OON Membership](#)

Debit Card for Medicare Advantage Members

- Contains benefits for OTC, Home Safety Devices, Vision and Member Rewards
- Funds for each benefit housed in separate sections of the card

Home Safety Devices

- Members get 2 free devices per year
- Order online via Blue Connect, via phone or via form in mail order catalog
- Catalog of eligible items mailed to members and is also available on the Agent Portal
- Additional devices can be purchased with OTC funds

OTC Allowance

- OTC allowance varies based on plan of coverage (*not available on Essential HMO and Freedom+)
- Use it or lose it – funds expire at the end of each quarter
- Eligible items can be purchased:
 - Online via Blue Connect
 - Over the phone 1-844-428-9837 (8am – 8pm, 7 days a week)
 - Via Mail-Order (order form in catalog)
 - In select stores - Walgreens, Walmart, Harris Teeter, CVS, Dollar General, Costco
 - At Costco, you must select “Debit” and enter a PIN you set during card activation. If you have forgotten your PIN, call **1-844-428-9837 (TTY 711)** anytime and Press 2 from the menu options. You will be prompted to enter a new 4-digit numeric PIN. You can also set/reset your PIN through the menu on the Blue FlexCard portal.
 - Catalog is available to members and also available on the Agent Portal

Using the OTC Allowance

- Members can use Blue Connect mobile app to manage OTC account
- ** Currently must use the Blue Connect website through your mobile web browser
 - Scan eligible items (must elect to give the Blue FlexCard mobile-optimized portal permission to access the phone's camera)
 - Locate eligible stores (must elect to give the Blue FlexCard mobile-optimized portal permission to access the phone's location)
- Members can download the **My Total Benefits** app (owned and operated by the Blue FlexCard team), and they can use that app for the Product Scanner and the Store Locator.

Vision Allowance

- Funds vary based on plan of coverage (*not available on Freedom+)
- Can purchase prescription eyewear at any eyewear store
 - Vision providers in online provider directory
 - No need for claim forms with out-of-network providers (no reimbursement process)

Member Rewards

- Incentives awarded for completion of certain health and/or social activities
- Members can self-attest completion of activities on Blue Connect via the Blue FlexCard Portal, or call (844) 428-9837.
- To claim a fitness reward click the FitOn tile in BlueConnect, choose **For You** and **Find Activities**, select **+Add** or call (855) 462-8602.
- Reward examples:
 - \$50 - Annual Preventive Visit (includes Annual Wellness Visit, Welcome to Medicare Visit, or Annual Routine Physical)
 - \$15 - Flu Shot
 - \$10 (each) - Diabetes Eye, Kidney or Glucose Exam
 - \$10 once a month - Fitness activities logged through FitOn
 - \$5 once a month - social activities (book club, playing bridge, social activities with friends)

Member Rewards

- Fitness and social activities must be logged during the month they were completed
- Reward dollars can be spent at:
 - Retailers like: Home Depot, Lowe's Home Improvement, Food Lion, Shell Gas, Kohl's, PetSmart
 - Restaurants like: Olive Garden, Panera, Dunkin' Donuts, Cracker Barrel
- Members can track rewards received on Blue Connect

More Supplemental Benefits



Liberty Dental

- First Dollar Coverage using In-Network Dentist
<https://client.libertydentalplan.com/BCBSNC/FindADentist>
- Using Out-of-Network Dentist member pays 20% coinsurance of Reasonable & Customary
- Member submits claim and paid receipt with dental codes via email/fax/mail
- **Not offered on Freedom+

TruHearing

- Members can set up calling (866) 201-9212 or TruHearing.com/bcbsnc
- Using the number above member calls to schedule exam/appointment
- Risk free 60-day trial period; 3-yr manufacturer warranty
- **Not offered on Freedom+

More Supplemental Benefits



Carelinx

- Members can set up calling (855) 524-1211 or [Carelinx.com/BlueCrossNC](https://www.Carelinx.com/BlueCrossNC)
- Members contact Carelinx to set up this benefit, a brief survey will be conducted to match member with a professional caregiver
- CareLinx includes 60hrs per year of in-home support services (for example meal prep, bathing, medication reminders, etc.)
- ** Subject to caregiver availability
- **Not offered on HMO Choice

ConnectAmerica (Personal Emergency Response System)

- Members can set up calling (877) 909-4179 or [BlueCrossNC.ConnectAmerica.com](https://www.BlueCrossNC.ConnectAmerica.com)
- A wearable device with one-button emergency calling plus fall detection and GPS tracking
- No monitoring fees

More Supplemental Benefits



Saferide

- Members are eligible for 24 one-way trips per year and can set this up by up calling (888) 617-0271 or saferidehealth.com
- Non-Emergency Medical Transportation per year to medical appointments, pharmacy and other medical services
- **Not offered on HMO Choice
- Will-Call Ride: Members can schedule rides in advance, even if they are uncertain when the appointment will end.
 - To activate your Will-Call Ride members can call or text (Will-Call Ride uses Lyft or Uber)

Carallel

- Members can set up calling (877) 740-2870 or <https://app.carallel.com/bluecrossnc>
- Support for Caregivers; personalized coaching and resources to share notes, calendars, medication information and more with those in your circle of care
- **Not offered on ExH plans

More Supplemental Benefits



Mom's Meals

- Available to members for post-inpatient and/or Skilled Nursing Facility stays
- How it works: Once a member discharges to home a case manager will contact them to offer post discharge meals
- Members are eligible for two, nutritionally tailored, meals per day for 14 days
- Meals are delivered to member's home

[Agent Portal Home Page](#) > [Advertising Materials](#) > [Medicare Tab](#)

Supplemental Benefits Materials

- [Fiton Health Flyer](#)
- [Blue Flexcard Member Guides](#)
- [OTC Catalog](#)
- [Home Safety Device Catalog](#)
- [SafeRide Flyer](#)
- [MA Supplemental Benefits Magnet \(contact list\)](#)

Additional Resources



[Agent Portal Home Page](#) > [Advertising Materials](#) > [Medicare Tab](#)

Sales Materials

- [Agent Tool](#)
- [Enrollment Kits](#)
- [Summaries of Benefit](#)
- [Benefits at a Glance](#)
- [Blue to Blue Flyer](#)

Onboarding/Reboarding

- [Medicare Advantage Onboarding/Reboarding Guides](#)

Additional Resources



[Agent Portal Home Page](#) > [Advertising Materials](#) > [All Plans](#)

Blue Connect Toolkit

- [Blue Connect Brochure](#)
- [Blue Connect Registration Guide](#)
- [Blue Connect Digital ID Card](#)

Additional Resources



[Agent Portal Home Page](#) > [Forms & Applications](#) > [Medicare Tab](#)

Member Forms

- [UPDATED: Liberty Dental Claim Form](#)
- [Mail Order Rx Drug Form Job Aid](#)
- [Mail Rx Order Forms](#)



Questions?

your.email@bcbsnc.com

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Thank you!

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