

# Rewards



Eligible UnitedHealthcare Medicare Advantage members can **earn valuable rewards** by **completing certain health-specific activities**.

**Earn up to \$165\*  
in rewards**

**Combine with benefit  
credits to shop**

## What's new for 2025?



**'Connect with Others' reward** will be available to members at the beginning of the year, so members can engage with their plan and earn rewards early.



**'Get Moving Monthly Challenge' reward** can be reported using a fitness tracking device. Members can switch between self-attestation and using a fitness tracking device at any time.



**National marketing campaigns** will advertise rewards to highlight the value UnitedHealthcare provides members.



**Rewards will expire one month after their termination date** when a member leaves their UnitedHealthcare Medicare Advantage (MA) plan. This doesn't impact members who switch to another MA plan.



**'Go Paperless' and 'Text Messaging' rewards** will no longer be offered in 2025.

## Why UnitedHealthcare?

- Members can earn up to \$165\* annually in rewards to spend on eligible OTC products, gifts, groceries, clothing and more.
- If available, reward dollars are loaded to the UnitedHealthcare UCard® for easy access and to allow eligible members to combine their OTC benefit credits, making their dollars go further.
- Members can shop a large network of retail stores, including Walmart, Walgreens, Kroger and more.
- Members don't need to opt in to the program to earn rewards.

## How does it work?

- **Earn.** Members earn rewards by completing certain health-related activities, like an annual physical or wellness visit. Special Needs Plan (SNP) members can earn up to \$165\* annually and Non-SNP members can earn up to \$155\* annually if they get started in January.
- **Report.** Most activities require self-attestation to earn eligible rewards, which can be reported on the member site, mobile app or by phone; while the 'Meet your 2025 UCard' activity automatically triggers a reward. Rewards are loaded to a member's UCard within 24 hours after reporting the activity.







## Rewards

### How does it work? Continued...

- **Shop.**

- Visit a participating store in the S3 network. The digital store finder makes it easy for members to find a nearby location.
- Shop for eligible items such as OTC products, gifts, groceries, clothing and more. Members can use the product scanner in the mobile app to see if an item qualifies for purchase. Rewards purchase restrictions apply.
- At checkout, members can swipe their UCard just like a debit or credit card.
- When shopping with UCard, benefit credits (OTC, Healthy Food) are applied first, then earned rewards (rewards or HouseCalls) will be applied. After the benefit credits and rewards are applied, the member is responsible for any remaining balance due.
  - If the member is purchasing non-OTC items, rewards are applied automatically.
  - If a member does not want to use earned rewards, we recommend separating benefit-eligible products into a second transaction.

- Plans excluded from rewards include Erickson Advantage, Preferred Care Network (PCP), UnitedHealthcare Senior Care Options, People's Health, PFFS, MN D-SNP, MASCO, I-SNP, MMP, Preferred Care Partners (PFP), Medicare Supplement, Prescription Drug Plans (PDP).

### Members can earn the following rewards:



#### Meet Your 2025 UCard

Reward: \$5



#### Annual Wellness Visit

Reward: \$15 (22 plans piloting \$25)



#### Get Moving Monthly Challenge

Reward: Up to \$120 (\$10/month)



#### Connect with Others

Reward: \$10



#### Health Assessment (SNP only\*)

Reward: \$10



#### Flu Shot

Reward: \$5

### How can you support your members?

- Help members know what to expect for 2025 and how to get the most out of their plans.
- Remind members the sooner they start, the more rewards they can earn. To earn \$155 or \$165, members must start in January.
- For plan-specific rewards information, visit the Medicare Product Portal.

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