
2025 Blue Cross and Blue Shield Service Benefit Plan - FEP Blue Focus

Section 5(h). Wellness and Other Special Features

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Routine Annual Physical Incentive Program

The Routine Annual Physical Incentive Program rewards members for receiving a routine annual physical exam. This incentive enables you to receive, at no cost, an incentive reward from our “shopping mall.” To qualify, you must be the contract holder or covered spouse (over age 18), receive an annual routine physical exam from a Preferred provider, and have an active MyBlue account (visit www.fepblue.org to set up your account). Qualifying members will receive notification through their MyBlue account with instructions on how to redeem this incentive. Additional details are available on our website, www.fepblue.org/fepbluefocus. FEP Blue Focus members may also call 800-411-BLUE (2583) for inquiries related to this incentive program.

Note: In order to receive your incentive, you must have received your annual physical no later than December 31, 2025, and you must request your incentive before December 31, 2026. Please allow ample time to complete all activities by this date. If these activities are not completed by the dates listed above, the incentive will be forfeited. Product availability and shipping limitations may apply. International shipping is not available.

The fepblue Mobile Application

Blue Cross and Blue Shield’s fepblue mobile application is available for download for both iOS and Android mobile phones. The application provides members with 24/7 access to helpful features, tools and information related to Blue Cross and Blue Shield Service Benefit Plan’s FEP Blue Focus benefits. Members can log in with their MyBlue® username and password to access personal healthcare information such as benefits, out-of-pocket costs, deductibles (if applicable) and physician visit limits. They can also view claims and approval status, view/share Explanation of Benefits (EOBs), view/share member ID cards, locate Preferred providers, and connect with our telehealth services.

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