



Kansas City



Direct Rewards Gift Card Buy Up

Blue KC A Healthier You offers a Direct Rewards Gift Card Buy Up option. With this option, all members who participate in AHY can earn a gift card by earning a set number of points or completing specific health actions!

Gift Cards will be an additional incentive funded by the group for individuals who achieve the requirements as determined by the group.

The gift card catalog includes vendors such as:



Fees:

- \$1,000 Implementation fee
- Client will be invoiced for each gift card issued (denominations available in \$25 increments) as well as the service fee of \$5 per issued card.
- Client must pre-pay for cards and fees during the current wellness program year

Guidelines:

- Digital Cards only – cards will be distributed via email
 - Groups will notify AHY at least 90 days in advance if they would like to implement the direct rewards gift card incentive
 - Groups shall determine the dollar value of each gift card available in denominations of \$25.
 - Groups shall determine the requirement/s with specified deadline/s to earn the gift card.
 - AHY will not issue a credit or refund for cards not redeemed.
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- Two weeks following your internal deadline, a final participation list showing members who have met the requirement/s will be sent to you for review and approval. Once the list is approved, all gift cards will be issued within 10 business days.
 - Qualifying members will receive an email requesting the individual to log in to the AHY portal to view the message details and follow directions for redemption of the gift card.
 - AHY Sweepstakes will remain available for all members.

Please contact AHY@BlueKC.com to request more details