
















Managed Care Organization Value Added Benefits (VAB) 2026

VAB Category	 <small>Aetna Better Health® of Kentucky</small>	 <small>Healthy Horizons™ in Kentucky</small>			
Eligibility Details	<p>For eligibility details: https://www.aetnabetterhealth.com/kentucky/whats-covered.html</p> <p>1-855-300-5528 (TTY: 711)</p>	<p>For eligibility details: www.humana.com/medicaid/kentucky-benefits</p> <p>1-800-444-9137 (TTY: 711)</p>	<p>For eligibility details: www.molinahealthcare.com/members/ky/en-us/mem/medicaid/overview/coverd/benefits.aspx</p> <p>1-800-578-0603 (TTY:711)</p>	<p>For eligibility details: www.uhc.com/communityplan/kentucky/plans/medicaid/community-plan</p> <p>1-866-293-1796 (TTY: 711)</p>	<p>For eligibility details: www.wellcareky.com/members/medicaid/benefits/Additional-benefits.html</p> <p>1-888-392-1185 (TTY: 711)</p>
Value Added Benefits Rewards	<p>Over \$1,000 worth of value-added benefits, products and services including \$450+ in rewards for completing certain health screenings and visits.</p>	<p>Over \$1,000 in rewards, value added benefits and service that includes \$530 in gift cards for healthy activities. Retail gift cards available but not limited to:</p> <p>AMC Theaters, Barnes and Noble, Chewy, Chipotle, CVS, Google Play, Kroger, Nintendo, PlayStation, Publix, Starbucks, Uber, Walgreens, Walmart, and more.</p>	<p>Over \$1,000 in rewards for completing healthy screening and visits.</p> <p>Rewards can be used at hundreds of stores including Dollar Store, Wal-Mart, Kroger, CVS, Walgreens, Food City, Food Lion, Ruler, Save-a-Lot, And More.</p>	<p>Over \$1,000 in rewards, value-added benefits and services.</p> <p>Up to \$150 in rewards for completing preventative dental screenings, health screenings, well-care visits and immunizations.</p> <p>Gift card rewards can be used at: Kroger - Publix – Meijer - Save-A-Lot - Food Lion - Walgreens - Food City - Dollar General – CVS - Sam’s Club - Walmart and more.</p>	<p>Over \$1,000 in value added benefits and rewards.</p> <p>Over \$600 in healthy rewards for a wide variety of merchandise by completing well visits and health screenings.</p>
Health Risk Assessment Rewards	<p>Newly enrolled and/or pregnant will receive a \$25 gift card for completing the Health Risk Assessment (HRA). SKY members are eligible to receive an HRA incentive every year upon completion of the assessment.</p>	<p>Earn \$20 in rewards for completing the HRA, once per year.</p>	<p>Complete an HRA and receive a \$25 reward.</p>	<p>N/A</p>	<p>N/A</p>






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Opt-In Rewards	N/A	N/A	Stay connected: Earn up to \$30 in rewards for opting into: email notifications, text messages, and member portal.	N/A	N/A
Maternal Health benefits	Maternity Matters program, including \$150 in gift cards, and crib or car seat for new moms. 24/7 virtual perinatal and infant feeding support.	Pregnant/new moms earn up to \$300 in rewards through our HumanaBeginnings maternal care program. Portable crib or car seat per infant with healthy activities, home-delivered Baby and Me meals, & doula services for emotional and physical support.	Pregnant and New Moms can earn up to \$150 in Maternity Rewards. Rewards can be used for many baby items, including pack n’ plays, car seats, strollers, formula, diapers, wipes, and more. Limited app based support and doula services for expectant members in targeted areas determined by the health plan.	Earn up to \$175 in gift cards for completing timely prenatal and postpartum visits and required assessments. Additional benefits include diapers and wipes as well as choice of car seat, stroller, or pack ‘n play.	Healthy Baby Program- Choose a stroller, portable playpen, car seat, or diapers.
Maternal Health & Wellness Resource	Access to the Maternal Health & Wellness Resource Guide for information on services and support. 2025 Kentucky Medicaid Maternal Health & Wellness				
Smartphone	No-cost smartphone, unlimited data, text, minutes, and hotspot.	Smartphone with data, talk & unlimited text.	Smartphone with unlimited talk, text, and data.	Unlimited text, talk and 10 GB of data in the bring your own phone program or an option to purchase a low-cost smartphone.	Smartphone with talk, text, data, and hot spotting.
General Educational Development benefits	\$500 for trade school/college after completing GED.	Free GED preparation and test pass guarantee with access to bilingual advisors.	Free GED Test and a \$50 reward.	Free GED coaching, prep, and testing.	Steps2Success + GED, \$1,000 College and Trade School Scholarships.






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Home-delivered meals	Home-delivered meals and nutrition counseling for eligible members following an inpatient hospital stay.	One box of 14 shelf stable meals before or after a natural disaster or following discharge from an inpatient or residential facility. Also, pre-cooked home-delivered meals for pregnant members who are high risk, and fourteen home-delivered meals.	Home delivered meals (Qualifying members who have specific conditions, as identified by the health plan).	Home-delivered meals for members who have been discharged from the hospital with a diagnosis of diabetes or pre-diabetes or has delivered a baby. 112 home-delivered meals for members with a diagnosis of diabetes and an A1C over 8.	Ten home delivered meals following every inpatient stay at; hospital, behavioral health, rehabilitation, or skilled nursing facility.
Healthy Activities & Well Child benefits	Aetna Better Care rewards up to \$400 in gift cards for healthy adult and well child activities including: Up to \$200 for completion of shots and screenings for children.	Earn up to \$100 for completing recommended flu vaccine between ages of 6 months and two years, \$80 for completing two doses of HPV vaccine, up to \$60 for completing well child visits. These rewards can be utilized at Carter's, Baby Gap, PlayStation, Nintendo, AMC, Regal and other retailers.	Earn up to \$230 rewards for completing the recommended vaccine series on or before child's 2 nd birthday (provider attestation form required): Up to \$100 rewards for <ul style="list-style-type: none"> • Rotavirus • Hep A • Hep B • DTAP • HiB • Influenza • PCV • MMR • Varicella • Polio completing the HPV vaccine series on or between 9-12 years. Up to \$80 rewards for completing on-time well-child visits.	Gift Cards for completing preventive services \$25 gift card for completing well-child visit. \$25 gift card for completing all recommended vaccines before age 2. \$25 gift card for completing annual dental visit. \$25 gift card for completing all recommended vaccines before age 13 (including HPV series).	\$75 Nike gift card for members 6-18 that complete a well-child visit and dental appointment. Earn additional points towards merchandise for completing childhood and adolescent vaccinations.
Criminal Record Expungement	Criminal record expungement application fees.	\$340 criminal expungement fees and support from local Community Health Workers.	Provide resource referrals for expungement assistance.	\$175 in Criminal Record Expungement.	Criminal Record Expungement fees.
Telehealth	24/7 Telehealth access.	24/7 Telehealth Access.	24/7 Telehealth.	24/7 Telehealth.	24/7 Telehealth Services.






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Digital Scale and Blood Pressure Monitor	Health tools like blood pressure cut; glucose meter.	Digital scale, Blood pressure monitor.	Blood pressure cut; other health tools available via rewards.	Blood pressure cut, scale and additional health tools available.	Blood pressure cut, scale, and other health tools available with Health & Wellness benefit.
Tobacco Cessation benefits	Tobacco and vaping cessation coaching and support.	Free health and well-being library with education on tobacco cessation.	Nicotine cessation program including one-on-one counseling.	Smoking Cessation services.	Tobacco and Smoking Cessation. Earn 250 points for merchandise.
Housing Assistance	Care team members and certified Community Health Workers will connect members with trusted community programs for housing, food, utilities, transportation, and other essential needs.	\$350 in Housing aid to help pay for utilities, rent, & more, plus case management support from Community Health Workers who provide members with resource solutions for needs like: transportation, food getting medically necessary health equipment, and more.	We provide members support, health education, and resources for transportation, food, housing, and financial needs. Additional support may be available for members currently in shelters. Financial assistance may be provided on a case-by-case basis.	Help with finding community resources, including food, housing, transportation, utilities, childcare, and more.	Resource assistance with food, housing, utilities, childcare, formula, transportation, legal services, financial aid, and more.
Diabetes Management	Smartphone app for diabetes management. Earn gift cards up to \$60 for diabetic care activities like: Annual Diabetic Retinal Eye Exam, Annual HBA1c test.	Earn up to \$50 in rewards for diabetic care, plus access to Smartphone App with coaching and other resources for Diabetes Management.	Earn up to \$125 in rewards for Diabetic care: Annual Diabetic Retinal Eye Exam, Annual HBA1c test.	At-home Diabetes & weight management resources Gym membership 112 home-delivered meals (for members with a diagnosis of diabetes and an A1C over 8), and nutrition counseling.	At-home diabetes & weight management coaching.
Youth club benefits	\$50 for 4-H, Boys & Girls Clubs of America, Boy Scouts of America, Girl Scouts of the United States of America, Big Brother Big Sisters and other established	\$250 annually for participation in activities such as: <ul style="list-style-type: none"> • YMCA • Swim lessons • Computer coding classes • Music lessons 	Free Boys & Girls Club Membership.	Free Boys & Girls Club Membership and after-school care, Free Boys & Girl Scouts Memberships.	Girl Scouts & Boy Scouts membership +\$25 for uniforms, Parents and guardians are also eligible for free membership.






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	<p>community organizations, afterschool programs or organized team sport programs. Supporting Kentucky Youth (SKY) members eligible for YMCA membership, laptops, and more.</p>				
Transportation benefits	<p>No-cost rides for groceries, interviews, and more.</p>	<p>Earn up to \$530 in gift card rewards – including Uber—through our Go365 app. Transportation benefits are available to members engaged in workforce development program to assist with job search.</p>	<p>Free no-cost rides available for children’s preventive visits, immunizations and more.</p>	<p>24 free, annual one-way trips for community and medical services to the grocery store, job interviews, medical services and more.</p>	
Health, Wellness, Hygiene benefits	<p>\$180 annually for over-the-counter health & hygiene items. \$240 annually for feminine hygiene products.</p>	<p>Healthy Activity Rewards can be used to purchase health and hygiene items at Walmart, CVS, Walgreens, Kroger and other retailers. Rewards can also be used to purchase pet supplies through Chewy.</p>	<p>Rewards earned through healthy rewards can be used to purchase health and hygiene items.</p>	<p>\$100 annually for healthy foods, health and hygiene items.</p>	<p>\$15 per member every month—up to \$45 per family—for health and hygiene items. Available in CVS stores or shipped free to home.</p>
Sports Physical	<p>Free sports physicals.</p>	<p>Free sports physical.</p>	<p>Free sports physicals.</p>	<p>Free sports physicals.</p>	<p>Free sports physicals.</p>
Weight Management	<p>Access to MyActiveHealth wellness platform with personalized coaching.</p>	<p>Free health and well-being library with education on diet and nutrition, weight management, men’s and more.</p>	<p>Weight Management</p>	<p>Access to MyActiveHealth wellness platform with personalized coaching.</p>	<p>Free health and well-being library with education on diet and nutrition, weight management, men’s and</p>

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		<p>KidsHealth library with nutrition and fitness content tailored to children’s needs as they grow.</p>			
Gym Membership	<p>SKY members eligible for annual gym membership.</p>	<p>N/A</p>	<p>Rewards can be redeemed towards gym memberships, including at YMCA.</p>	<p>Gym membership, including YMCA for members 18+ with a diabetes or hypertension diagnosis.</p>	<p>N/A</p>
Job Seeker support	<p>Ten round trips per year to activities like job interviews, training, and shopping for professional clothes.</p>	<p>Job seekers support, including childcare, interview prep, transportation vouchers.</p>	<p>Job seekers support including free internet access at our OSHC and transportation vouchers.</p>	<p>Online housing, employment & money management skills training. Goodwill partnership for job skills & placement.</p>	<p>Job coaching, resume writing resources, and more.</p>
Mobile App	<p>Mobile App.</p>	<p>Mobile App with access to well-being library, find a doctor tool, digital ID card, and other services. Go365 Rewards app with healthy activity rewards and access to gift card mall.</p>	<p>Mobile App.</p>	<p>Mobile App.</p>	<p>N/A</p>
Mental Health	<p>PYX virtual companion app to help reduce loneliness, anxiety and depression \$20 for follow-up visit with a mental health provider after discharging hospital after a behavioral health related inpatient stay.</p>	<p>Free health and well-being library with information on behavioral health conditions.</p>	<p>Members under 21 can earn a \$25 reward for completing at least 90 days of Passport care-management for behavioral health needs.</p>	<p>Access to Calm Health app to help reduce anxiety and depression. Connect with a case manager for additional support and resources. 24/7 Telehealth Access.</p>	<p>Earn points towards merchandise by:</p> <ul style="list-style-type: none"> • Completing a 7-day follow-up appointment after behavioral health hospitalization. • Completing blood tests for children taking anti-psychotic medications.

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	MCO Specific VAB	MCO Specific VAB	MCO Specific VAB	MCO Specific VAB	MCO Specific VAB
	Back to school supplies.	2 standard haircuts for members in grades K-12 per year.	Wi-Fi, private telehealth rooms, and health education.	Free mobile hotspot and internet access for K-12 students.	Internet service and Hotspot in select rural areas.
	\$180 annually for over-the-counter health & hygiene items. \$240 annually for feminine hygiene products.	Personalized tutoring services for members between ages 5 – 18.	One Stop Help Centers in Bowling Green, Covington, Hazard, Lexington, Louisville, and Owensboro - provide access to computers, free.	24 free music therapy and equine therapy visits.	Tutoring Sessions.
	Transition-age youth benefits for SKY members like moving expenses, tattoo removal, and drivers' license fees.	\$40 in rewards for participation in member advisory sessions.	Earn rewards for healthy behaviors like completing preventive screenings, health assessment, and more.	Respiratory kit including hypoallergenic pillowcases, peak flow meter, and air purifier for members with asthma or COPD.	State Issued ID Card.
	N/A	N/A	Provide State IDs for Members Post Incarceration.	\$50 gift card for participation in quarterly Member Advisory Committee.	
N/A	Not Applicable				
Taxable Income	Some Rewards may be identified as taxable income. Speak to your MCO Representative to find out more information on how this may affect you.				
	All MCO Value-Added Benefits program offerings and services are subject to change. Contact the MCO directly for additional details and requirements.				