
















Managed Care Organization Value Added Benefits (VAB) 2025

VAB Category	 Aetna Better Health® of Kentucky	 Healthy Horizons™ in Kentucky			 Beyond Healthcare. A Better You.
Eligibility Details	For eligibility details: https://www.aetnabetterhealth.com/kentucky/whats-covered.html	For eligibility details: https://www.humana.com/medicaid/kentucky-benefits/Kentucky-2025	For eligibility details: Passporthealthplan.com/rewards Benefits and Rewards Passport by Molina Healthcare	For eligibility details: Click here for all member benefit information.	For eligibility details: Member Handbook Value Added Benefits details
VAB Rewards	Up to \$355 in gift cards for certain health screenings and visits	Thousands of dollars in benefits to include \$190 in gift cards for healthy activities. Retail gift cards available but not limited to: <div> <div> ✓ Walmart ✓ Google Play ✓ Starbucks ✓ Panera Bread ✓ Carters </div> <div> ✓ Apple ✓ CVS Pharmacy ✓ Uber ✓ Chipotle ✓ TJ Maxx </div> </div>	Earn up to \$190 in gift card credits for completing the recommended vaccine series by age 2 (provider attestation form required): <div> <ul style="list-style-type: none"> • Rotavirus • Hep A • Hep B • DTAP • Hib • Influenza • PCV • MMR • Varicella • Polio </div>	\$3,400+ in rewards, value-added benefits and services	\$4,500+ in value added benefits and healthy rewards. Healthy Rewards up to \$610—including \$75 Nike gift cards, \$25 gift cards, and a wide variety of merchandise for well visits and health screenings.
Maternal Health benefits	\$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 \$195 in rewards through our HumanaBeginnings maternal care program. Portable crib or car seat with healthy activities, Baby and Me meals, & doula services	Earn up to \$150 Maternity gift credits for completing timely prenatal and postpartum visits!	Up to \$50 for pregnant members, Diapers and wipes, Choice of car seat, stroller, or pack ‘n play, Doula services	Healthy Baby Program-Choose a stroller, portable playpen, car seat, or diapers.
Smartphone	No-cost smartphone, unlimited data, text, minutes, and hotspot	Smartphone with data, talk & unlimited text.	Smartphone with unlimited talk, text, and data: Members 18 and older. Members 16-17 years old with special circumstances	Smartphone with talk, text, and data.	Smartphone with Talk, Text, and Data.
GED benefits	\$1000 for trade school/college after completing certain GED/job skills trainings	A lifetime benefit of \$250 for free GED preparation and testing	Free GED Test and a \$50 gift card for passing!	GED coaching, prep, and testing	Steps2Success + GED, \$1,000 College and Trade School Scholarships






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Home-delivered meals	Home-delivered meals	Home delivered meals	N/A	Home-delivered meals	Ten home delivered meals following every inpatient stay at; hospital, behavioral health, rehabilitation, or skilled nursing facility.
Healthy Activities & Well Child benefits	\$50 in gift cards for child well-care visits, to be used for after school programs (non-SKY)	Up to \$525 in rewards through our Go365 app	Up to \$100 in gift card credits for completing the HPV vaccine series on or between 9-13th birthdays.	Gift Cards for completing preventive services	\$75 Nike gift card for members 6-18 that complete a well-child visit and dental appointment. \$25 gift card for completing HPV series before age 13.
Criminal Record Expungement	Criminal record expungement application fees	\$340 criminal expungement support	N/A	\$175 in Criminal Record Expungement	Criminal Record Expungement fees
Telehealth	24/7 access to virtual companion app	24/7 Telehealth Access	N/A	24/7 Telehealth	24/7 Telehealth Services
Digital Scale and Blood Pressure Monitor	Health tools like blood pressure cuff, glucose meter	Digital scale, Blood pressure monitor	N/A	Digital scale, remote blood pressure monitor	Blood pressure cuff, scale, and other health tools available with Health & Wellness benefit
Tobacco Cessation benefits	N/A	Tobacco and vaping cessation coaching including \$50 dollars in rewards for completing the courses	Quit Tobacco Program	Smoking Cessation services	Tobacco and Smoking Cessation. \$25 gift card for completing.
Housing Assistance	N/A	\$500 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.	Community Connectors and Housing Specialists work with case managers to provide members with support, health education, resource solutions needs like: transportation, food, housing, and more.	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

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Diabetes Management	N/A	Smartphone App for Diabetes Management including \$50 in rewards	Earn gift card credits for Diabetic care: Annual Diabetic Retinal Eye Exam, Annual HBA1c test	At-home Diabetes & weight management resources	At-home diabetes & weight management coaching
Youth club benefits	SKY members eligible for YMCA membership, laptops, and more	N/A	N/A	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.
Transportation benefits	No-cost rides for groceries, interviews, and more	N/A	N/A	24 free, annual one-way trips for community and medical services	N/A
Health, Wellness, Hygiene benefits	\$15 monthly for children's health & hygiene items	N/A	N/A	\$100 annually for healthy foods, health and hygiene items	Up to \$300 in health and hygiene items. Products shipped free to your home.
Sports Physical	N/A	Free sports physical	N/A	Free Sports Physicals	Free sports physicals
Weight Management	N/A	Weight management coaching including \$15 reward for completion of program	Weight Watchers up to 13 weeks of digital program free for members 18 years and older.	N/A	Free Weight Watchers six month membership. Free health coaching to help you lose weight or manage a health condition.
Gym Membership	N/A	N/A	N/A	Gym membership, including YMCA*	N/A
Job Seeker support	N/A	Job seekers support, including childcare, interview prep, transportation vouchers	N/A	Online housing, employment & money management skills training. Goodwill partnership for job skills & placement	Job coaching and more.
Mobile App		Mobile App	Mobile App		

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Mental health			Members under 21 in Passport case management for behavioral health needs for at least 90 days.	Self-Care app to help reduce anxiety and depression.	
	MCO Specific VAB	MCO Specific VAB	MCO Specific VAB	MCO Specific VAB	MCO Specific VAB
	Back to school supplies	Free standard haircuts for Kids	Stay connected! Heads of Household can earn \$10 gift card credit for opting into e-mail/text	\$50 gift card for participation in Member Advisory Committee	Internet service and Hotspot in select rural areas
	\$20 monthly CVS Period Promise benefit for eligible women ages 15-55, to be used on health and hygiene items, in-store or shipped to your home	NA	One Stop Help Centers in Bowling Green, Covington, Hazard, Lexington, Louisville, and Owensboro - provide access to computers, free Wi-Fi, private telehealth rooms, and health education.	30 Acupuncture visits	State Issued ID Card
	NA	N/A	Earn gift card credits for healthy behaviors like: •Health Risk Assessment completion •Annual preventive dental exam •PCP/ Behavioral Health Follow-up within 7 days of discharge from a related inpatient hospital stay	Music therapy and equine therapy	Food allergen program for infants.
	NA	NA	NA	NA	Tutoring Sessions