

Value Added Services

Blue Cross and Blue Shield of Texas covers more than just standard Medicaid benefits. We also offer Value Added Services to help keep you and your family healthy. These services are at no cost to you. To learn more about these VAS, visit www.bcbstx.com/provider/medicaid/education-and-reference/valueaddedservices. VAS may have limitations and restrictions. Members may contact the Member Outreach line at **1-877-375-9097 (TTY: 711)** for more information. These VAS are effective **Sept. 1, 2024 through Aug. 31, 2025**. For a complete list of VAS, refer to the member handbook.

Value Added Service	Applies to
Extra Help Getting a Ride	All STAR Kids members
Texas Health Steps Incentive Gift Card for Infants	Birth through 15 months
Texas Health Steps Incentive Gift Card for Children and Adolescents	Ages 2 to 18
Prenatal Class with Incentive Diaper Bag	Pregnant members
Prenatal Care Incentive with Infant Car Seat or Pack-and-Play Playard	Pregnant members
Prenatal Incentive Gift Card	Pregnant members
Breastfeeding Education through our Special Beginnings® Program	Pregnant members
Postpartum Incentive Gift Card	Pregnant members
Fresh and Healthy Produce Delivery for Pregnant Members	Pregnant members
Sensory Pack - On Focus Learning Bundle	Members with a diagnosis of Dyslexia, ADHD, Dyscalculia, Dysgraphia or Processing Deficits
Eight Hours of Supplemental Respite Care	Members in the Medically Dependent Children Program (MDCP)
In-Home Meal Delivery after a Qualifying Hospitalization	Members who recently left the hospital
Enhanced Eyewear	Ages 18 and under
Sports and Camp Physicals	Ages 18 and under
Summer Recreational Activity Reimbursement	All STAR Kids members
Online Community Resource Platform	All STAR Kids members
Blue365® Discount Program	All STAR Kids members
Learn to Live: Behavioral Health Online Resource	All STAR Kids members
Behavioral Health Inpatient Follow-Up Incentive	All STAR Kids members
Asthma Prescription Refill Incentive	All STAR Kids members

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The relationship between these vendors and Blue Cross and Blue Shield of Texas is that of independent contractors.

Blue365 is a discount program only for BCBSTX members. This is NOT insurance. Some of the services offered through this program may be covered under your health plan. Members should check their benefit booklet or call the Customer Service number on the back of their ID card for specific benefit facts. Use of Blue365 does not change monthly payments, nor do costs of the services or products count toward any maximums and/or plan deductibles. Discounts are only given through vendors that take part in this program. BCBSTX does not guarantee or make any claims or recommendations about the program's services or products. Members should consult their doctor before using these services and products. BCBSTX reserves the right to stop or change this program at any time without notice.

The information you get from the Special Beginnings Program does not replace the care you get from your doctor. It is important to see your doctor to get the health care you need.

Learn to Live provides educational behavioral health programs. Members considering further medical treatment should consult with a physician. Learn to Live, Inc. is an independent company that provides online behavioral health programs and tools for members with coverage through Blue Cross and Blue Shield of Texas. BCBSTX makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

Blue Cross and Blue Shield of Texas complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística.

Llame al 1-855-710-6984 (TTY: 711).

CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn.

Gọi số 1-855-710-6984 (TTY: 711).