2025 Blue Cross and Blue Shield Service Benefit Plan - Standard and Basic Option Section 5. Benefits
Section 5(h). Wellness and Other Special Features
Annual Incentive Limitation

Annual Incentive Limitation

Financial incentives earned through participation in the Blue Health Assessment, personalized goals through Daily Habits and the Pregnancy Care Incentive Program are limited to a total of \$420 per person per calendar year for the contract holder and spouse.