

wellness debit card frequently asked questions

Where can I use my wellness debit card?

Your card can be used nationwide at:

- Fitness centers (gym memberships, fitness classes, personal training sessions)
- Health food stores (nutritional supplements and health products from retailers, including GNC, Feel-Rite Fresh Markets, and Vitamin World)
- Acupuncturists
- Massage therapy and chiropractic facilities
- Weight Watchers®
- Sports programs, camps, and lessons
- Races, fun-walks, and runs (5Ks, 10Ks, marathons, triathlons, etc.)
- Products purchased from **fitbit.com**

Where can I find a list of wellness debit card vendors?

To see a list of where members have used their wellness debit cards, visit bcbswny.com/wellnesscard.

We update this list frequently as our members continue to take advantage of this benefit at more places.

What do I do if my wellness debit card is declined?

If your card is declined at one of the above types of vendors, BlueCross BlueShield of Western New York will be notified. We will then notify Visa, who will add the vendor to the wellness debit card network. Adding vendors can take up to one (1) month.

Note: Your card will be declined at vendors other than the types listed above.

➡ (over)



Can I use my wellness debit card for online vendors?

Yes, the following online vendors accept your wellness debit card:

- GNC.com
- Vitaminshoppe.com
- Vitacost.com
- Evitamins.com
- Vitaminworld.com
- fitbit.com

What if I lose my wellness debit card or need a new one?

You can request a new wellness debit card by signing into our website as a member.

1. Go to bcbswny.com and click *Login*.
2. Enter your username and password.
3. Click *Get Healthy* and then *Wellness Card*.
4. Within the new window, click *Profile* and then click *Banking/Cards*.
5. Under Debit Cards, click *Order Replacement* and follow the prompts to complete your request.

Your new wellness debit card will arrive in 7-10 business days.

Can I use my wellness debit card to purchase gym equipment?

The intent of the wellness debit card is to engage members in health and wellness-related activities. The purchase of fitness equipment falls outside the scope of the purpose of your wellness debit card.

Can I use my wellness debit card to purchase vitamins at a grocery store?

The wellness debit card is not intended to be used at grocery stores. If you would like to purchase vitamins, you can visit any GNC, Feel-Rite Fresh Markets, Vitamin Shoppe, or Vitamin World location. See the above list of online vendors.

I live in a more rural area and there are no approved vendors nearby.

How can I utilize this benefit?

The wellness debit card is not limited to any town or county. We are currently researching the geographic area and working to add new vendors – possibly in your area. In the meantime, you can use your card to make purchases online. See the above list of online vendors.

