



Healthy Foods Card

2020 AGENT TOOLKIT

Humana®

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Nutritious food at the speed of a swipe.

Members who qualify for the Healthy Foods Card benefit can buy approved healthy foods at retailers nationwide.



Easy. Quick. Convenient.

Many Humana members face financial barriers that limit their access to basic foods (something many of us take for granted). To help those who qualify break down those barriers, we created the Healthy Foods Card. It offers either a \$25 or \$50 allowance (depending on the plan) every month so they can get the food—not to mention the nutrition—they need.

As simple to use as your debit card.



1.

Activate the card.

Go to the [OTC Network website](#) or download the app on [Apple](#) or [Android](#).



2.

Shop for food.

Visit a participating retailer and pick up any approved food or beverage.



3.

Check out approved items.

Swipe the card at checkout to pay for approved items, just like any other card.



4.

Pay for the rest.

Use another payment method to purchase items that aren't approved or are over the allowance.

Three (very) important notes:

1. The card can be used only at participating stores. Luckily, there are thousands nationwide, from CVS and Dollar General to Walgreens and Walmart.
2. The allowance doesn't roll over from one month to the next, so be sure your members know they need to use it by the end of the month.
3. The card can't be used until it's activated online (see above).

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Not all members are eligible for Value Based Incentive Design (VBID) benefits. Eligibility will be determined by Humana, after enrollment, based on relevant criteria such as clinical diagnoses or participation in a disease state management program.



Healthy Foods Card FAQs

Where can I find out which plans include this benefit?

FirstLook.Humana.com. There are 27 plans that provide this benefit for more than 50,000 members.

What foods are approved?

Most human foods and non-alcoholic beverages are approved. See page 5 for a complete list of approved items. And a list of items that aren't.

How can members check their card balance?

In one of three ways: by calling the number on the back of the card, visiting the [OTC Network website](#) or using the app (available on [Apple](#) and [Android](#)).

Do unused funds roll over month to month?

No. The card balance automatically resets, so members have to spend their full allowance before the end of the month or lose however much is left.

Does a store manager or cashier need to know about the Healthy Foods Card?

No. Members can swipe the card without showing it to their cashier, just like they would with a debit card. After swiping, approved foods are automatically paid for with the available balance. Members can then use a payment method of their choice to cover the rest of their purchase.



Healthy Foods Card FAQs

What if a member has trouble at checkout?

The three most likely reasons are:

- The store isn't a participating Healthy Foods Card retailer. Members can find a list of participating stores on the OTC Network website or app.
- The member used all of their funds for the month. They can check their balance anytime online or in the app.
- The member is trying to purchase unapproved items. They can see if an item is approved by scanning the barcode with the OTC Network app.

If you want to help your members troubleshoot, visit the OTC Network website or download the app. You'll need your member's Healthy Foods Card number to check participating stores and the card balance.

Who should members contact for lost or stolen cards and other customer service questions?

Humana Customer Care. They can be reached at 1-800-457-4708, Monday–Friday, from 8 a.m.–8 p.m., Eastern time.

What items are approved to buy with the Healthy Foods Card?

Here's a complete list of items that can be purchased by members who have this benefit as part of their plan:



Perishable foods:

- Dairy (milk, cheese, butter, sour cream and whipping cream)
- Whole eggs and egg substitutes
- Yogurt
- Margarine
- Soy and other nut milks
- Lard
- Ready-to-eat soups, meals and sandwiches
- Deli items—processed and fried
- Produce (fruits and vegetables)
- Meats—poultry, ground beef, beef
- Processed meats—sausage, jerky, lunch meat
- Seafood
- Bakery (pies, cakes, muffins)
- Bread, rolls and tortillas



Beverages:

- Dry and liquid/concentrated drink mixes
- Soda
- Cocoa, coffee and tea (dry or liquid)
- Juices (includes sparkling)
- Juice blends, drinks and punches (includes sparkling)
- Bottled water
- Enhanced water
- Sport drinks—Gatorade®, etc.
- Bottled energy drinks
- Ice
- Sparkling water



Nonperishable foods:

- Baking/cooking supplies (baking powder, yeast, etc.)
- Puddings and gelatin
- Flours, cornmeal, nut and seed flours, bread/biscuit mixes
- Sugar—white, brown and powdered
- Cake/cookie mixes, frosting, chocolate chips, marshmallows, decorations
- Herbs, spices and seasonings
- Oils and shortening
- Condiments, sauces, dips, mayonnaise and salad dressing
- Tomato/spaghetti/alfredo/nutritionally significant sauce
- Jams, jellies, sweet spreads, syrup
- Peanut butter and other nut butters
- Cereal (hot and cold), pancakes and waffles
- Breakfast foods (toaster pastries, cereal bars, granola and granola bars)



Frozen foods:

- Ice cream, frozen yogurt, sherbet
- Other desserts/sweets
- Fruits and vegetables
- Appetizers, french fries, onion rings, etc.
- Meats
- Seafood
- Juices
- Prepared food
- Stews, pizza, heat and eat, soy burgers



What items aren't approved to buy with the Healthy Foods Card?

- Pet food
- Alcohol
- Tobacco or vaping products
- Household, cleaning or personal hygiene-products
- Over-the-counter health products
- Lottery or any gaming tickets