



# Get paid to shop. Really!

**Beginning October 15, 2017: You're invited to join this unique rewards program that gives Anthem members up to 15% cash back on purchases.**

Here's why this is no ordinary rewards program:

- **You get serious cash back from PayForward** – we're talking up to 15% instant<sup>1</sup> cash back when you shop at more than 12,000 participating retailers – online and in stores like Home Depot, The Gap and Target.com.<sup>2</sup>
- **You can link your own eligible<sup>3</sup> debit or credit card** – so it's amazingly easy! And if you already have rewards on your current card, that's great - you get them, plus PayForward's.

Easy, right? It gets even better.

Once you've earned the cash, you decide how to use it!



**Spend it**  
however you like on  
whatever you want.



**Save it**  
in your PayForward account or  
transfer it to your bank account.



**Share it**  
with friends or family, or donate  
it to charity – with no fees.

**You can even use rewards toward health care expenses!**

Sock away reward dollars in the **Anthem Health Wallet** that comes with your PayForward account. Use it to help pay for things like copays, coinsurance and deductibles!

The best part? This program is absolutely free to join – and you won't find it with any other health plan. For more details, check out our video at [anthem.payforward.com](http://anthem.payforward.com).



**Anthem**  
BlueCross BlueShield



## Here's how to sign up:

1. Register through the PayForward app or online at [anthem.payforward.com](http://anthem.payforward.com).
2. Link up your existing eligible<sup>3</sup> debit or credit cards.
3. Shop away and watch rewards roll in.

1 Cash back is awarded at the time a transaction posts to PayForward, not when the purchase is made. Please see legal disclosures at [anthem.payforward.com](http://anthem.payforward.com) for details.

2 Examples of brands currently undergoing approval process.

3 Most types of Visa or MasterCard and signature-based transactions at participating merchants are eligible for the PayForward cash back program. Please see legal disclosures at [anthem.payforward.com](http://anthem.payforward.com) for details.

Anthem Blue Cross and Blue Shield is the trade name of Anthem Health Plans, Inc.. Independent licensee of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.