

# Welcome to HEALTHYREWARDS®

HealthyRewards® powered by Rally<sup>SM</sup> is an exciting way to earn rewards for doing simple things to get and stay healthy. You can earn \$500 individually, or a combined \$1,000 for subscriber and spouse, just for doing simple things that fit into your day. So, schedule regular check-ups, eat right and stay active. Then get paid at any time throughout the year.

As a HealthyRewards® member, you earn rewards in three simple steps:



## STEP 1 – Log In & Take The Health Survey

Go to [ExcellusBCBS.com/HealthyRewards](https://ExcellusBCBS.com/HealthyRewards) to log in as a member, and then click the “**Get started earning HealthyRewards®**” link.

- The link will take you to the Rally<sup>SM</sup> website
- Create an account and take the Health Survey
- Begin earning rewards



## STEP 2 – Earn Rewards

Based on the responses from the Health Survey, select various Missions and Challenges you would like to achieve throughout the year. Choose from fitness and nutrition goals, quitting tobacco, improving your mood or sleeping better. It's up to you! Report your progress to earn credits/dollars toward your goal.



## STEP 3 – Claim Your Rewards

All of that hard work pays off! Redeem your credits and claim your rewards. Choose between a Visa® Gift Card or virtual gift cards from a number of national retailers to spend on things like workout apparel, sports and fitness products and more!



Our Health Plan complies with federal civil rights laws. We do not discriminate on the basis of race, color, origin, age, disability, or sex.

Atención: Si habla español, contamos con ayuda gratuita de idiomas disponible para usted. Consulte el documento adjunto para ver las formas en que puede comunicarse con nosotros.

注意：如果您说中文，我们可为您提供免费的语言协助。请参见随附的文件以获取我们的联系方式。

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# EARN REWARDS FOR LIVING HEALTHY.



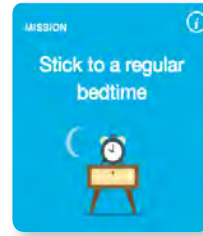
HealthyRewards® | Powered By RALLY™



## HEALTH SURVEY

The Health Survey is a quick way to help get you on the path toward healthy living. It takes fewer than 10 minutes to complete and you'll start earning rewards right away. Additionally, doing things like submitting or updating your Advance Care Planning Directive, taking preventive health measures, tobacco cessation, and managing your specific conditions will earn you credits.

Program Component	Potential Credits
Complete a Health Survey	\$50
Quit tobacco/confirm non-smoker	\$40
Advance Care Planning Directive	\$20
Preventive health measures	\$25
Manage conditions	\$40
Daily Missions	\$145
Monthly Fitness Challenge (\$15/ea.)	\$180
<b>Total Potential Credits</b>	<b>\$500</b>



## DAILY MISSIONS

Big changes start with small steps. Missions are simple activities or tasks you can fit into your daily routine to help you form positive, healthy habits. Your responses to the Health Survey will generate recommendations for Missions to improve your diet, fitness, and mood in little ways every day, and you'll earn credits/dollars as you make progress. **Complete three missions by simply checking in weekly throughout the year and you'll earn \$145 in gift card credits/dollars.**



## MONTHLY FITNESS CHALLENGES

Challenges\* are an opportunity for a little friendly competition to get you motivated. Using a motion-tracking app or device, track your daily steps as you walk or run, and see how you measure up against others on virtual race courses set in cities like San Francisco, Washington, DC, New York, or Las Vegas. You'll earn credits for hitting milestones along the way. **You'll earn up to \$180 in gift card credits/dollars by completing one Challenge each month.**

\*The Rally<sup>SM</sup> app or other select motion tracking devices are required for completing Challenges. There is an option for those without these devices to record activities and receive credit for their monthly fitness challenges. Please visit [ExcellusBCBS.com/HealthyRewards](http://ExcellusBCBS.com/HealthyRewards) for more information.

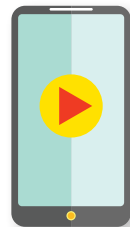


## CLAIM REWARDS & CHARITABLE COINS

You can claim your rewards at any time (minimum \$10, limited in \$100 increments) by visiting the Rally<sup>SM</sup> website and browsing the selection of gift cards.

- After viewing your gift card options, select the brand to display gift card information, terms and conditions
- Choose the amount of credits/dollars you would like to redeem
- Click "Add to Cart" and your selections will be added to your shopping cart
- When you're ready to redeem your credits/dividends, click the "Check Out" button

Charitable Coins are earned for completing a task, which can be redeemed to make a charitable donation toward a featured charity.



## MOBILE APP – TAKE RALLY<sup>SM</sup> WITH YOU!

The Rally<sup>SM</sup> mobile app makes earning rewards on the go even easier!

By using the app on your Android or Apple phone you can:

- Easily check in as you make progress on your Daily Missions
- Set your own personal reminders for each Mission
- Track your progress in Monthly Fitness Challenges by viewing the leaderboard
- Connect with third-party devices or Apple Health to track your activity
- And much more!