

Employer Quick-Start Guide

Step 1: Select the Challenges You'd Like to Offer¹

Great American Adventure

- **Registration Begins:** January 14, 2019
- **Challenge Runs:** January 21, 2019–February 18, 2019
- **Deadline to Upload Steps:** February 20, 2019

Appalachian Trail

- **Registration Begins:** April 22, 2019
- **Challenge Runs:** April 29, 2019–May 27, 2019
- **Deadline to Upload Steps:** May 29, 2019

Amazing Architecture

- **Registration Begins:** July 8, 2019
- **Challenge Runs:** July 22, 2019–August 19, 2019
- **Deadline to Upload Steps:** August 21, 2019

North American Nomad

- **Registration Begins:** October 7, 2019
- **Challenge Runs:** October 21, 2019–November 18, 2019
- **Deadline to Upload Steps:** November 20, 2019

Interested in a Custom Challenge?²

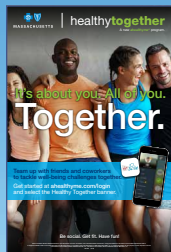
Choose from a library of available themes, including:

- Amazing Architecture
- Walk the Wonders
- Great American Adventure
- World Tour
- Great Escapes
- Appalachian Trail
- Scale the Summits
- North American Nomad



Step 2: Promote the Program to Your Employees

Spark interest and drive engagement. See the schedule and learn how to use marketing materials to raise program awareness and engagement.



Promo Poster/Flyer

When to use: One month in advance of the challenge start date.

What to do: Hang these up around your workspace for a physical presence, and email to your employees.



Program Overview Brochure

When to use: Three weeks in advance of the challenge start date.

What to do: Send to your employees through email, informing them that this brochure answers their questions.



Coming Soon Registration Email

When to use: On the first day of registration.

What to do: Send the email to your employees to inform them of the new challenge and generate interest.



Reminder to Register Email

When to use: On the start date of the challenge.

What to do: Send the email to your employees to inform them of the new challenge and encourage them to register, if they haven't already.

Getting Started

Here's how to access these materials:

1. Visit bluecrossma.com/blue-iq
2. Click Health & Wellness
3. Click [ahealthyme®](#)
4. Click Healthy Together

For Help: Contact Your Health Engagement Strategist.