

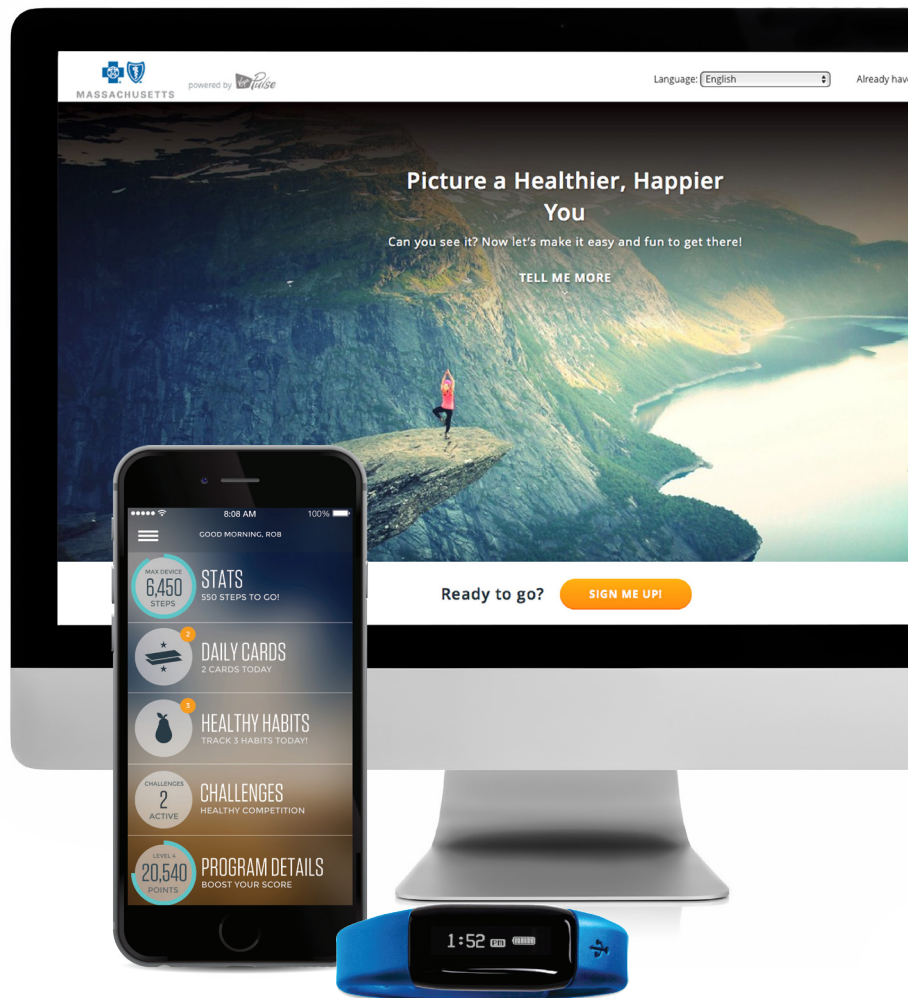
Get Healthy. Get Rewarded.

Program Rewards Overview

Blue Cross Blue Shield of Massachusetts is partnering with Virgin Pulse®, an independent company, to bring you ahealthyme Rewards. Get the tools, guidance, and motivation for a happier, healthier you. Compete with friends, family, and coworkers, reach new milestones, and earn points to redeem for up to \$400 annually.

Here's how:

1. Register for your ahealthyme Rewards account on ahealthymerewards.com.
2. Download the Virgin Pulse mobile app for your iOS® or Android™ device.
3. Track your healthy activities like getting fit, eating healthier, staying hydrated, sleeping better, and more.
4. Get rewards for the healthy things you do!



Getting Rewarded Is Easy

What You Do		How Often	Requirements	Points
Preventive Health		Annually	Set a well-being goal	200 points
			Get a flu shot	250 points
			Preventive cancer screening (i.e. mammography, cervical cancer screening, colonoscopy)	500 points
			Well visit compliance	500 points
			Complete your Health Pulse Check	1,000 points
Interests		Quarterly	Set interests	100 points
Physical Activity Upload steps from your tracker		Daily	Per 1,000 steps (validated, 14,000 steps max) 15 or more active minutes 30 or more active minutes 45 or more active minutes <small>*Maximum of 140 points per day</small>	10 points* 70 points 120 points 140 points
		Monthly	Take 7,000 steps 20 days a month Take 10,000 steps 20 days a month	400 points 500 points
Self-Tracking Track healthy habits and activities		Daily	Healthy Habit Tracking (up to three a day)	10 points
		Monthly	Enter your weight or blood pressure Complete 10 days tracking in a month Complete 20 days tracking in a month	50 points 200 points 300 points
		One-time	First time tracking healthy habits five days in a month	100 points
Cards Complete cards		Daily	Complete cards (up to two per day)	20 points
		Monthly	Complete 10 daily cards in a month Complete 20 daily cards in a month	100 points 200 points
Challenges Complete challenges	Personal Challenges	Monthly	Create a personal challenge Join a personal challenge	50 points 100 points
	Healthy Habit Challenges	Monthly	Achieve the healthy habit goal five days in a week	200 points
	Destination-Based Steps Challenges	Quarterly	Join the company challenge Post a chat comment at least once a week during the challenge period Track steps at least once a week during the challenge period Create and fill a team in the company challenge Unlock a destination Reach the final stage of a challenge	100 points 100 points 100 points 250 points 100 points 100 points
Nutrition When you make good nutritional choices		Daily	Daily calorie tracking using MyFitnessPal	20 points
		Monthly	Track calories 10 days in a month Track calories 20 days in a month	200 points 300 points
		One-time	Connect calorie tracker to MyFitnessPal	100 points
Sleep When you get enough sleep		Daily	Track sleep manually Track sleep nightly (validated) Sleep more than seven hours a night (validated)	10 points 20 points 50 points
		Monthly	Track sleep 10 days in a month Track sleep 20 days in a month Sleep more than seven hours, 20 days a month	100 points 200 points 300 points
More Ways to Earn		One-time	Registration Connect first activity device Add profile picture Add your first five friends Add a friend outside of your company Refer up to five colleagues (50 points each) First login on your mobile app	100 points 200 points 100 points 250 points 100 points 250 points 250 points

Not signed up yet?
Go to ahealthmerewards.com