

# Help employees stay motivated and keep earning with virtual fitness challenges.

Be proactive and promote ahealthyme<sup>®</sup> Rewards virtual team challenges. The theme changes every quarter, giving your employees\* new motivation to get moving, track their steps, and earn more points so they can earn more rewards. Our virtual fitness challenges are a fun and effective way to:

- Improve the health, well-being, and productivity of your workforce.
- Inspire employees to team up, build camaraderie, and have a blast competing with each other.
- Encourage them with rewards (up to \$100 per quarter and up to \$400 annually).

## Tips for promoting challenges:

1. Note the start and end dates of each challenge on your calendar (so you can inform employees at just the right time).
2. Hang a new challenge poster in your workplace each quarter to build excitement and interest.
3. Keep upcoming challenges top of mind by sending a virtual challenge email to employees.



\*Program is available to Blue Cross Blue Shield of Massachusetts subscribers only.

# Promote a new virtual fitness challenge every quarter.

## Quarter 1, 2020: Amazing Architecture

Employees take a virtual journey through some of the world's most historic sites, from LA's retro party pad to Rome's ancient amphitheater.

**Registration date:** February 10

**Start date:** February 24

**End date:** March 23

**Data upload deadline:** March 25

**Points available:** March 27

## Quarter 2, 2020: Great Escapes

Join an excursion and get first-class access to the top 25 must-see locations, from all corners of the world. The more activity your employees track, the more destinations they'll uncover.

**Registration date:** May 4

**Start date:** May 18

**End date:** June 15

**Data upload deadline:** June 17

**Points available:** June 19

## Quarter 3, 2020: World at Play

On this trek around the globe, discover the many creative ways people enjoy spending their leisure time. Like glima wrestling in Iceland, rugby in New Zealand, or fly fishing in Argentina. As your employees add steps, they'll experience something fascinating and new at each stop!

**Registration date:** August 3

**Start date:** August 17

**End date:** September 14

**Data upload deadline:** September 16

**Points available:** September 18

## Quarter 4, 2020: North American Nomad

Encourage your employees to get their favorite activity tracker, and take a virtual journey on hiking trails across the continent. This route starts in Northern United States, winds through Canadian parks and cities, then heads back to Seattle for the finish line.

**Registration date:** October 26

**Start date:** November 9

**End date:** December 7

**Data upload deadline:** December 9

**Points available:** December 11

Powered by Virgin Pulse®, a best-in-class health engagement platform.

Spread the word and drive participation.  
[ahealthmerewards.com/employerportal](https://ahealthmerewards.com/employerportal)



Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association. ® Registered Marks of the Blue Cross and Blue Shield Association. ® Registered Marks of Blue Cross and Blue Shield of Massachusetts, Inc., and Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc. ® Registered Marks and ™ Trademarks are the property of their respective owners. © 2019 Blue Cross and Blue Shield of Massachusetts, Inc., and Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc.

199675M

(12/19)