



Easy

to commit.
to conquer.



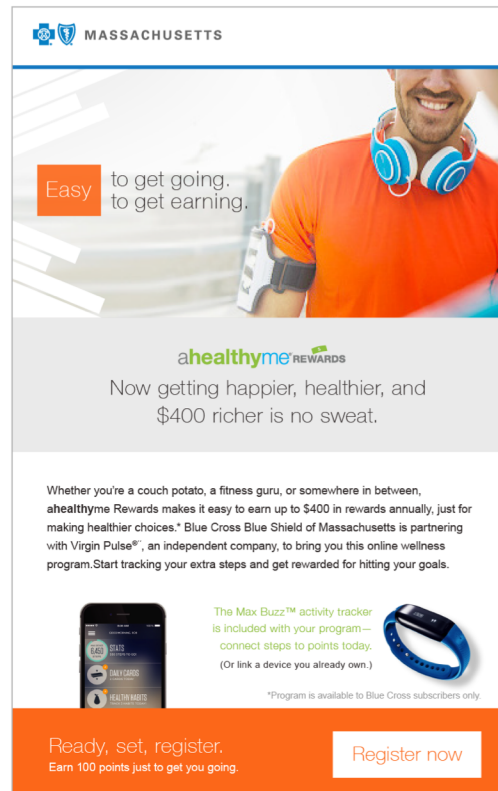
MASSACHUSETTS

ahealthyme®
REWARDS \$

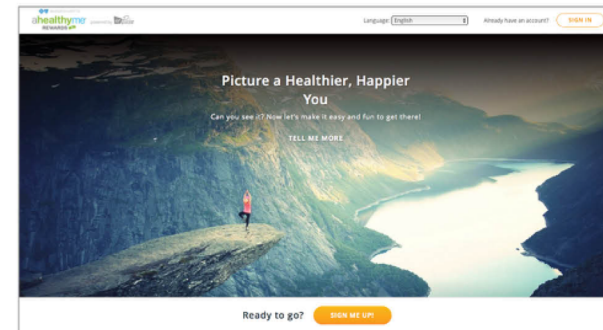
Get started at ahealthyme_rewards.com

It's easy, peasy.

Blue Cross Blue Shield of Massachusetts is partnering with Virgin Pulse®, an independent company, to bring you ahealthyme Rewards.



1. Activation Email



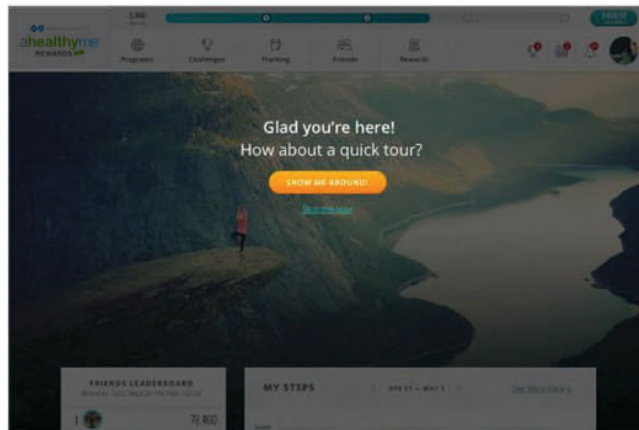
2. Enrollment Landing Page

3. Sign-up Form

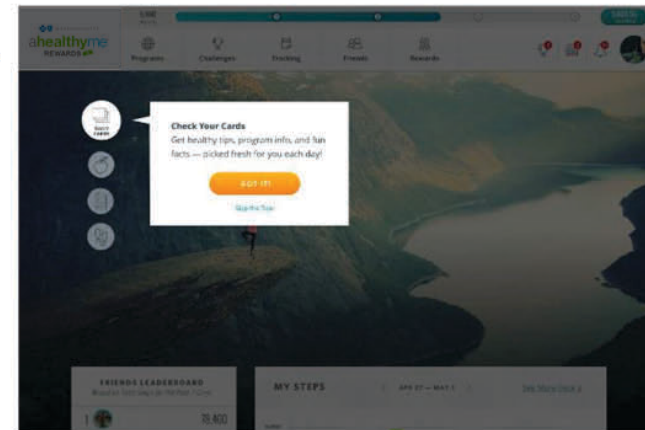
Onboarding

Tips to guide you through the home page.

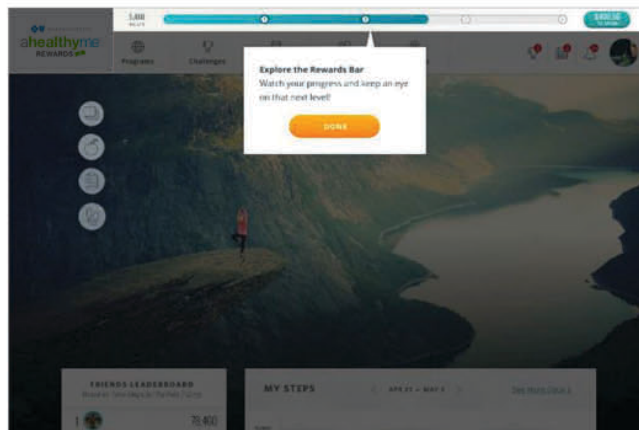
1.



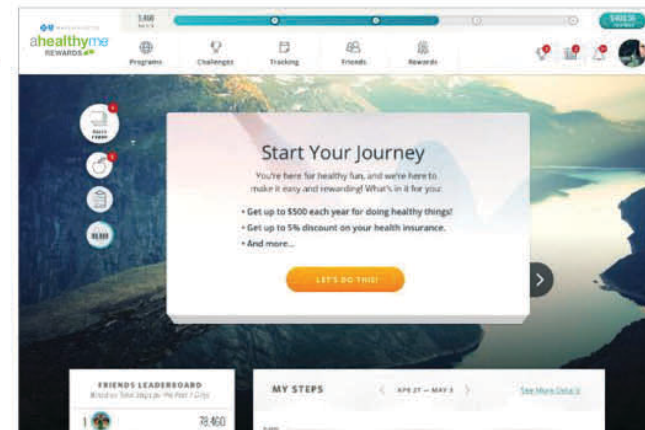
2.



3.



4.



Ways to Earn

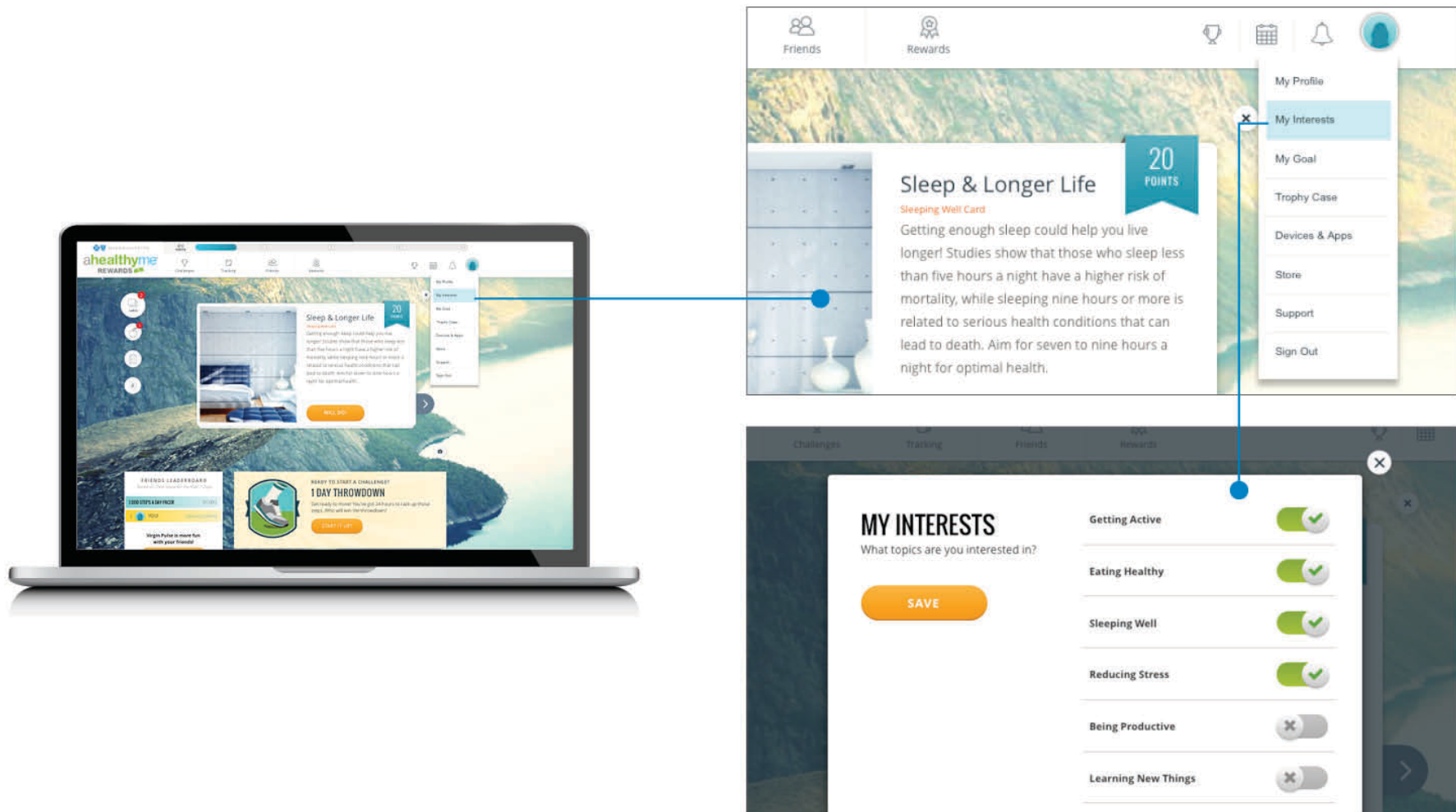
View all the opportunities to live healthier and get rewarded.



Click here to see your rewards and how to earn more.

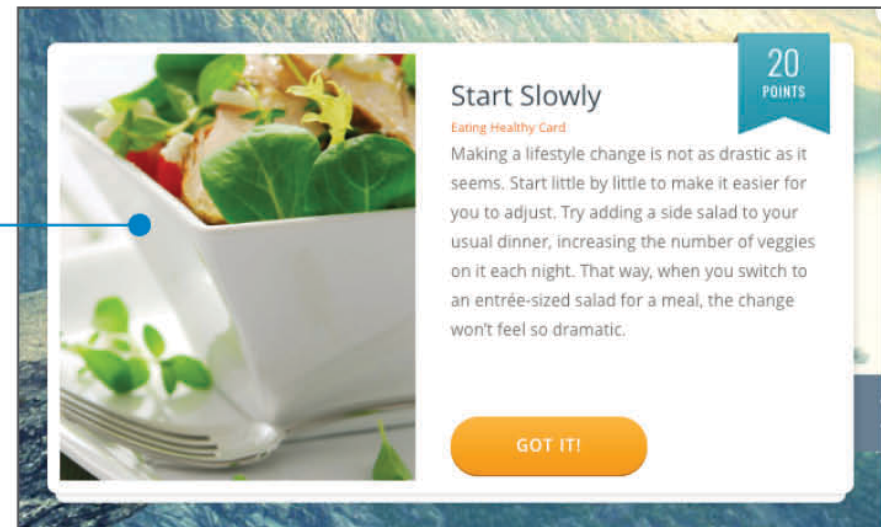
My Interests

Customize the program based on your personal interests.



Cards

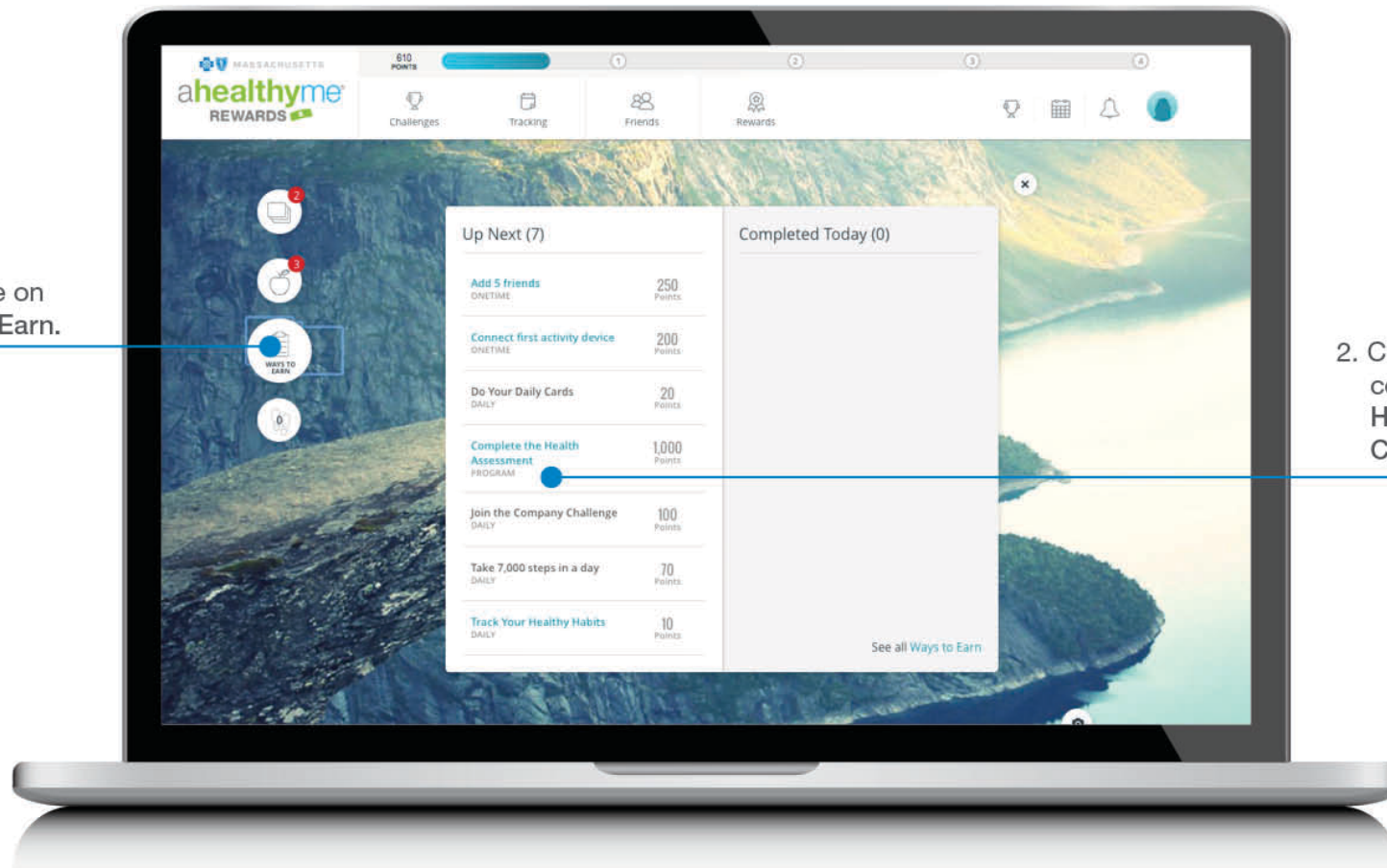
View your daily cards for quick tips on making healthier choices.



Health Pulse Check

This health assessment helps identify what you're doing well and where you can improve.

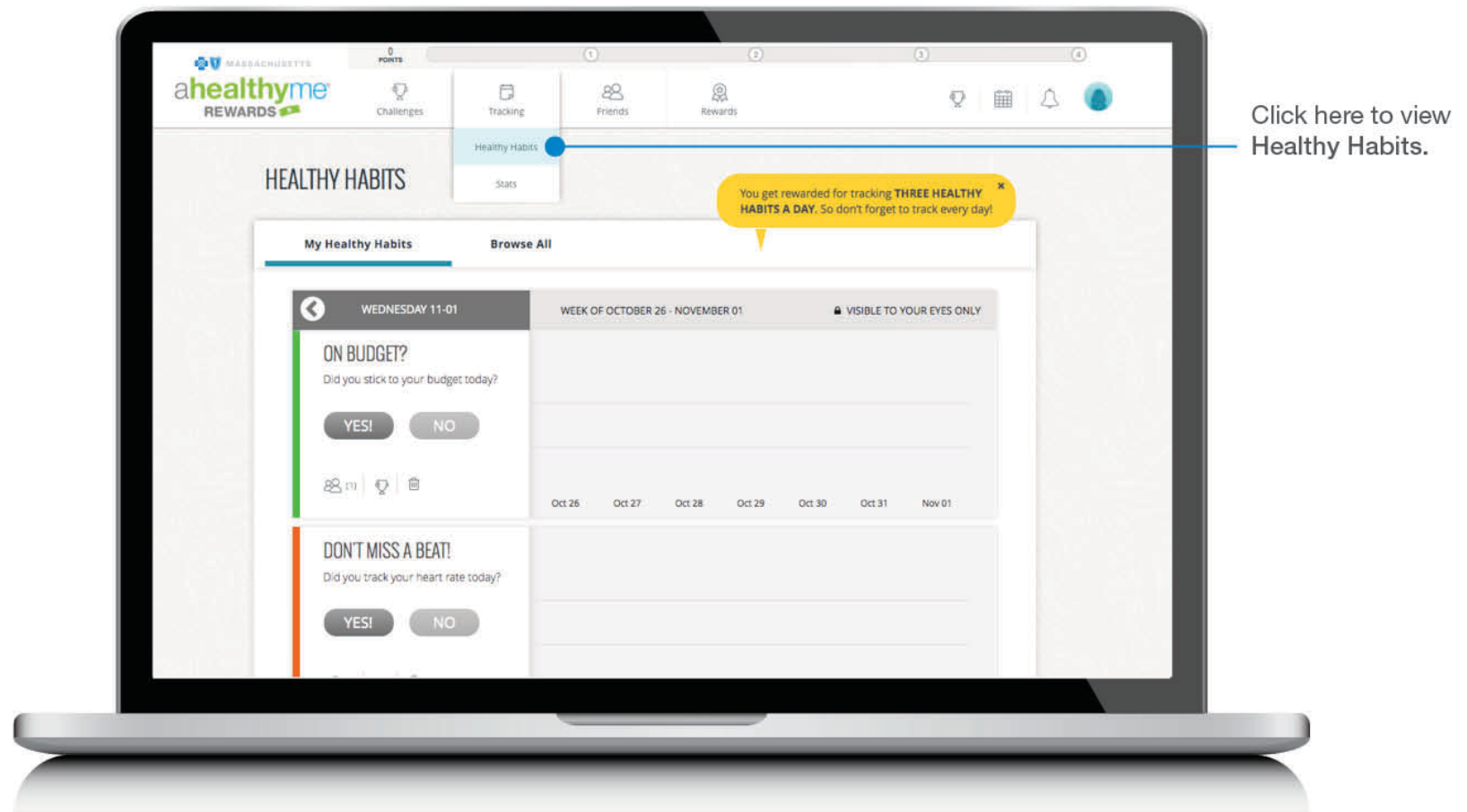
1. Click here on
Ways to Earn.



2. Click here to
complete your
Health Pulse
Check.

Healthy Habits

Track progress toward positive behavior changes.



Activity Tracking

Track activity with a variety of devices and apps.

- Max Buzz™*
- Apple Watch®
- Strava™
- Fitbit® Family
- Misfit™ Family
- Polar® Heart Rate Monitors
- Garmin™ Family
- Jawbone® UP
- Moves™ App
- MyFitnessPal®
- Sleep Time by Azumio®
- And more



*A Max Buzz™ activity tracker is included with the program for each subscriber.

Max Buzz

Your new personal activity tracker.

To receive your included Max Buzz, complete your registration and log in to your account. Fill out your information in the Max Buzz order daily card, and your personal activity tracker will be delivered to you.



Notifications—Your device will vibrate, letting you know you've reached your goal. You can also set up text and email notifications from the ahealthyme Rewards mobile app.

Sleep Tracking—Your Max Buzz device tracks your sleep patterns when you wear it to bed.

Charge Anytime—With its built-in USB charge, you can plug your Max Buzz into any USB port to recharge your device.

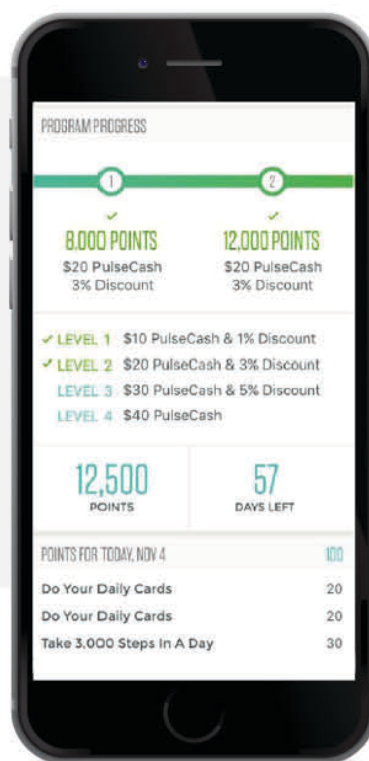
Syncing— Wirelessly sync your Max Buzz to your mobile device via Bluetooth.

Virgin Pulse App

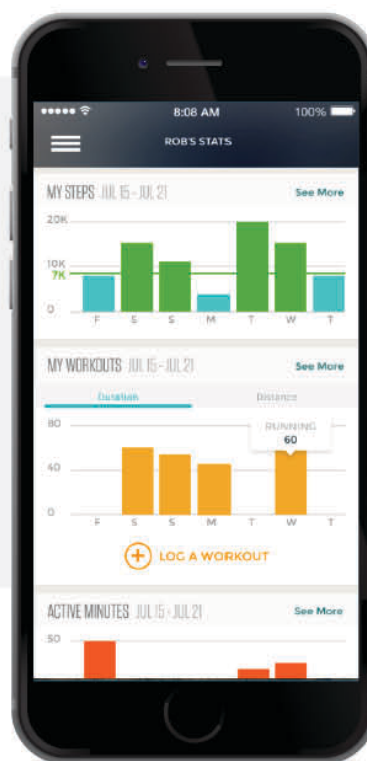
Well-being in the palm of your hand.



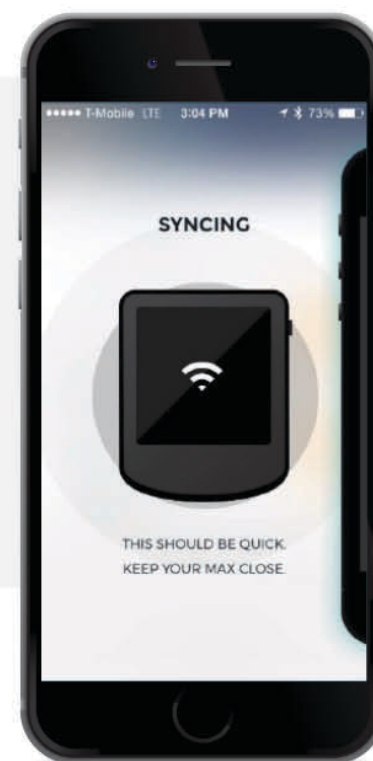
Complete cards, track healthy habits, view challenges, and more.



See detailed program progress, points, and rewards.



View stats including steps, workouts, and active minutes.

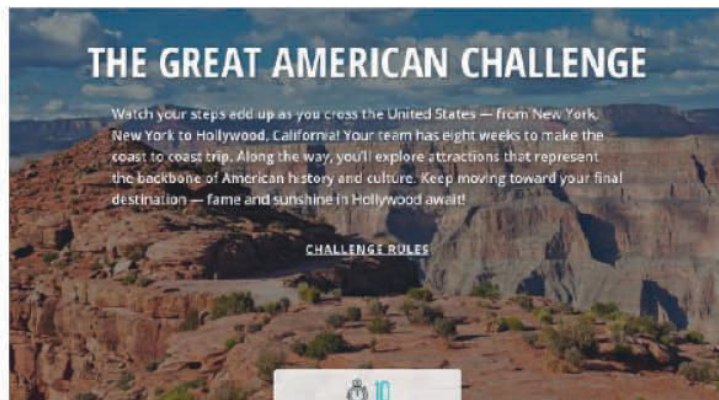


Wirelessly sync your Max Buzz activity tracker.

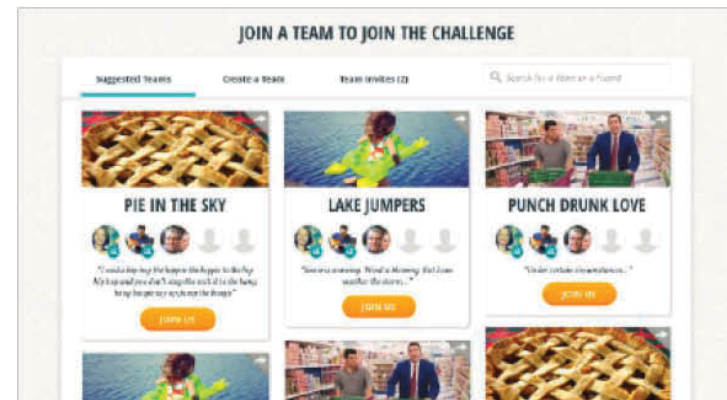


Team Challenges

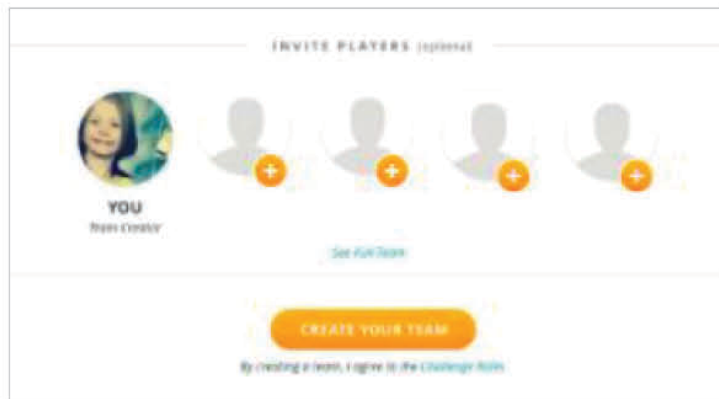
Joining is fast, easy, and fun.



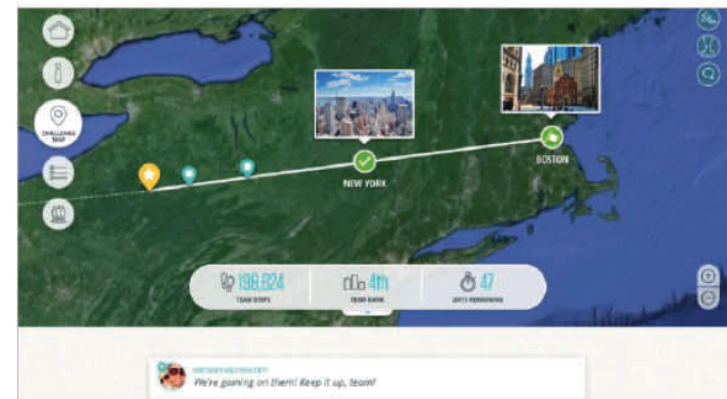
1. Respond to email or program call to action.



2. Select a team to participate in a destination challenge.



3. Add friends, and invite rivals to join too.



4. Get moving and chatting along the way.

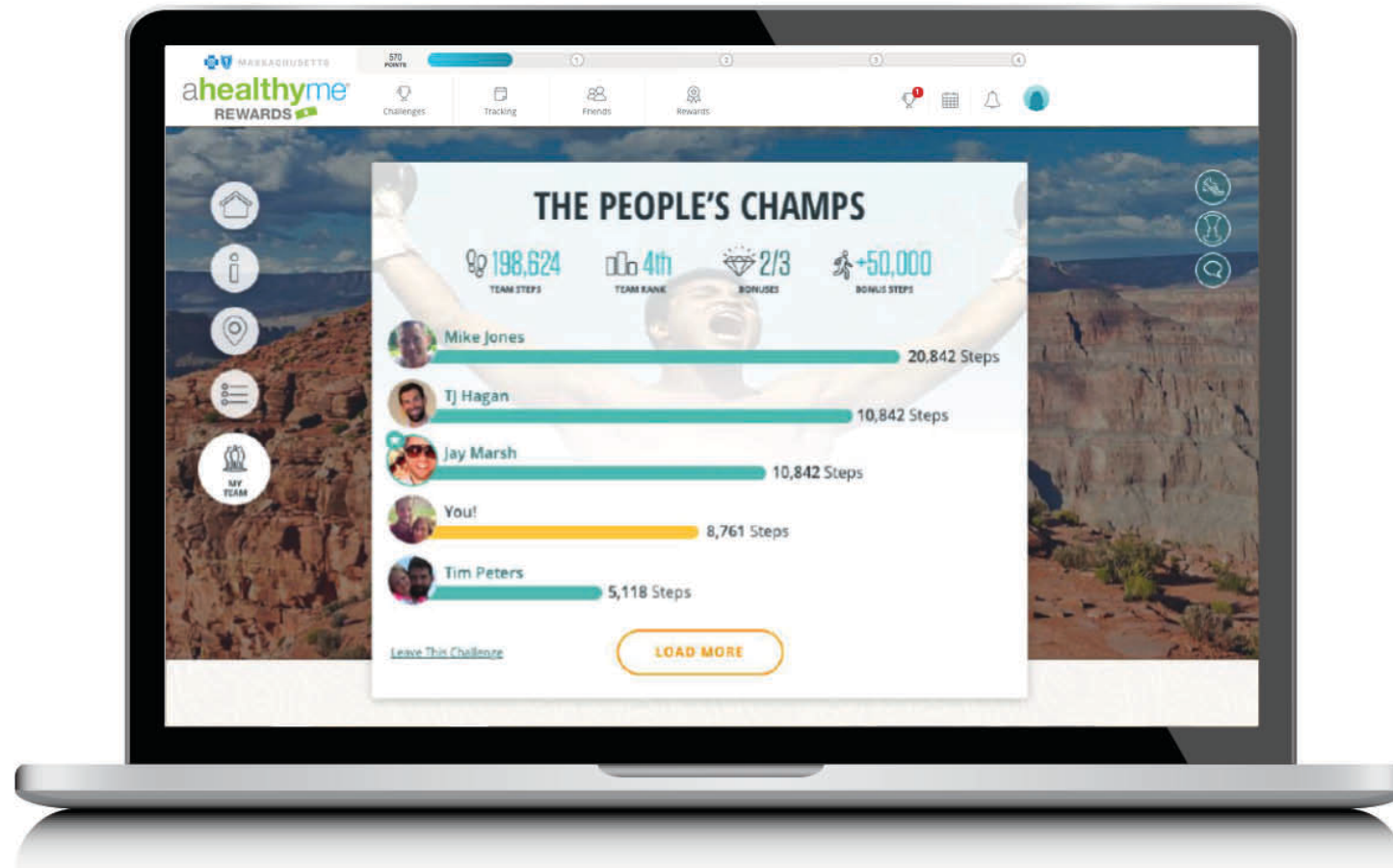
Personal Challenges

Challenge yourself and beat your personal records.



Healthy Habits Challenges

Commit to your best health every day.



Rewards

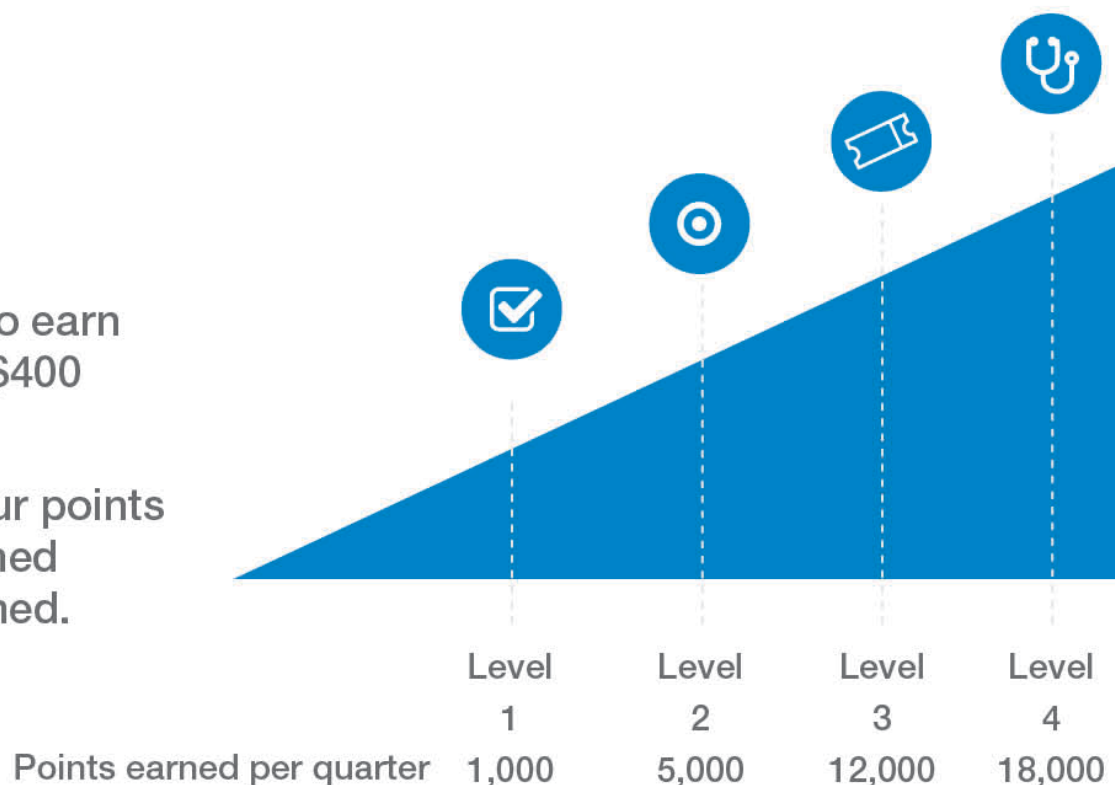
The more points you earn, the more rewards you can get.



Rewards

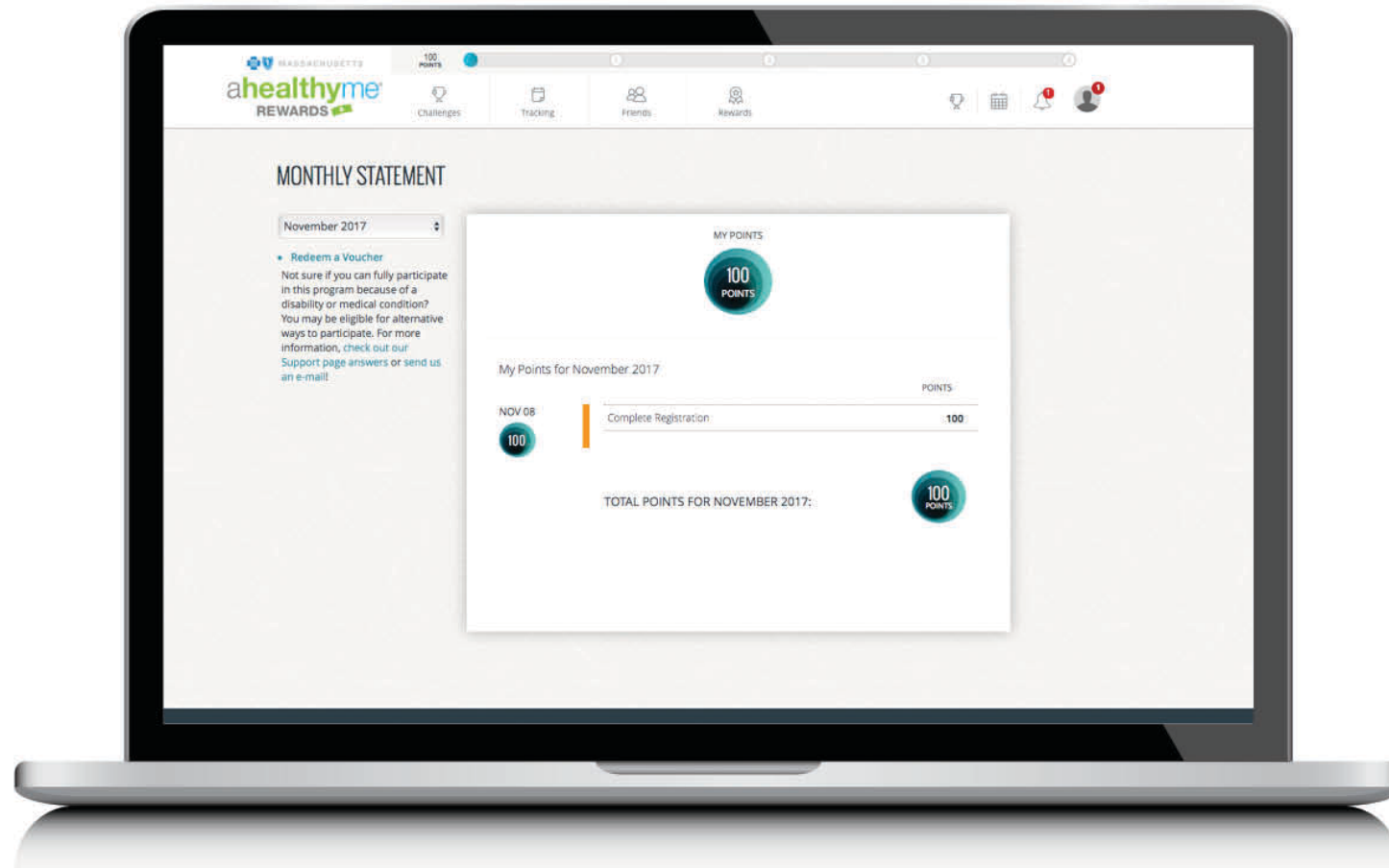
Make healthy decisions, win points, and earn rewards.

- You can accumulate as many points and reach as many levels as you can in the program year.
- You have the opportunity to earn up to \$100 per quarter, or \$400 each year.
- Every calendar quarter, your points will reset to zero. Your earned dollars remain until redeemed.



Monthly Statement

See a quick snapshot of the points and rewards you've earned.



Earning Points

Your guide on how to earn points¹ for great rewards.

What You Do		How Often	Requirements	Points
Preventive Health		Annually	Set a well-being goal Get a flu shot Preventive cancer screening (i.e. mammography, cervical cancer screening, colonoscopy) Well visit compliance Complete your Health Pulse Check	200 points 250 points 500 points 500 points 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	100 points
			Post a chat comment at least once a week during the challenge period	100 points
Track steps at least once a week during the challenge period			100 points	
Create and fill a team in the company challenge			250 points	
			Unlock a destination	100 points
			Reach the final stage of a challenge	100 points

Earning Points (cont.)

Your guide on how to earn points for great rewards.

What You Do	How Often	Requirements	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

Questions?

Blue Cross Blue Shield of Massachusetts support information:

Live chat: member.virginpulse.com
(Monday through Friday, 2:00 a.m. to 9:00 p.m. ET)

Email: bcbsma@virginpulse.com
Call (toll-free): 1-844-854-7285
(Monday through Friday, 8:00 a.m. to 9:00 p.m. ET)

Sign up now at ahealthymerewards.com.

¹ Reasonable alternatives to those not participating in walking challenges are available, with over 100 ways to earn points.

® 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, Inc.
® Registered Marks are the property of their respective owners. TM Trademarks are the property of their respective owners.
© 2017 Blue Cross and Blue Shield of Massachusetts, Inc., and Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc.

190277M 55-2099

