



MASSACHUSETTS

a**healthyme**<sup>®</sup>  
REWARDS 

Easy

to team up.  
to add up.

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

Be proactive and promote a**healthyme** Rewards virtual team challenges. The theme changes every quarter, giving your employees<sup>®</sup> new motivation to get moving, track their steps with their Max Buzz™ tracker, and earn more of the points they need to earn more rewards. From online treks across Europe to climbing up majestic summits, 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 against each other.
- Incent 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 out a virtual challenge email to employees.

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

Spread the word and drive participation.

[ahealthmerewards.com/employerportal](http://ahealthmerewards.com/employerportal)



✓ Promote a new virtual fitness challenge every quarter.

**Quarter 1, 2019: SCALE THE SUMMITS**



Employees can team up, climb higher, and conquer the world's toughest terrain—one virtual peak at a time. First one to the top gets bragging rights.

Registration date: **February 4**  
 Start date: **February 18**  
 End date: **March 18**  
 Data upload deadline: **March 20**  
 Points available: **March 22**

**Quarter 3, 2019: EUROPEAN EXPEDITION**



Employees can mix sightseeing with fitness on this whirlwind European expedition. This scenic virtual challenge takes them from Berlin to Budapest.

Registration date: **August 5**  
 Start date: **August 19**  
 End date: **September 16**  
 Data upload deadline: **September 18**  
 Points available: **September 20**

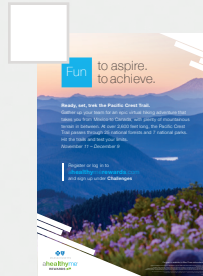
**Quarter 2, 2019: WALK THE WONDERS**



This inspiring challenge offers a close-up view of the 7 Wonders of the World. Employees can join together for an inspiring virtual expedition past the Temple of Artemis, the Great Pyramid of Giza, and more.

Registration date: **May 14**  
 Start date: **May 28**  
 End date: **June 25**  
 Data upload deadline: **June 27**  
 Points available: **June 28**

**Quarter 4, 2019: PACIFIC CREST TRAIL**



This epic virtual hiking adventure takes employees from Mexico to Canada, with plenty of mountainous terrain in between. It's a fun, invigorating way for them to hit the trails and test their limits—all while racking up points.

Registration date: **October 28**  
 Start date: **November 11**  
 End date: **December 9**  
 Data upload deadline: **December 11**  
 Points available: **December 13**

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ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Service at the number on your ID Card (TTY: **711**).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: **711**).

ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: **711**).



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