

Easy

to get healthy.
to get happy.

**Your new online wellness
program, in a nutshell.***



MASSACHUSETTS

a**healthyme**[®]
REWARDS 

Ready, set, register.

1

Create your account at

ahealthymerewards.com

Be sure to bookmark the site.

2

Once you've accessed your account,
set your goals and interests.

3

Register or connect your activity tracking
device and app. Wearing a device is the
fastest way to earn points and get rewards.

Bring on the rewards.

Get a snapshot of your well-being by completing your
Health Pulse Check.

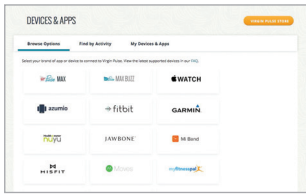
Join in challenges, pick up healthy tips, and get on
track to earn up to \$400 in rewards annually.

Get rewarded for making healthier choices every day.
The more you do, the more points you'll earn—and
the more rewards you'll get.

Each quarter, your points will start fresh. This gives
you another chance to earn rewards for living healthy.
(Reference the points chart one-pager or your app home
page to see the many ways you can rack up points.)

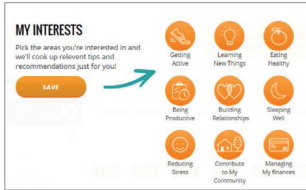
This reward may be considered taxable income. Consult your tax advisor.

Devices & Apps



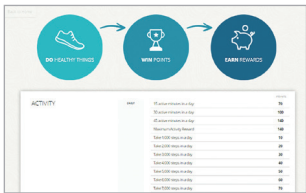
Be sure to wear your device—it’s the fastest way to earn points and rewards. Under **Tracking**, you connect all compatible devices and apps, and order your Max Buzz™ device. Download the latest Virgin Pulse® mobile app from the App Store® or Google Play™.

My Interests



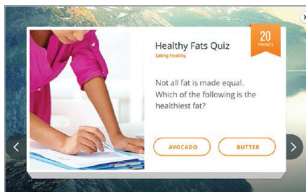
Choose your interests and we’ll create a program experience around your life and goals.

Your To-dos



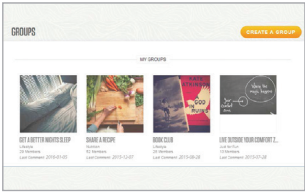
Visit the home page and see all the ways you can earn points and trophies. Earn up to 140 points per day, just for steps!

Daily Cards



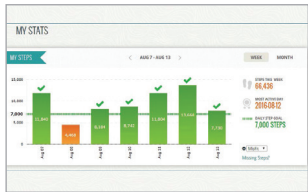
Complete easy quizzes and pick up fun facts—your daily cards offer an easy way to earn points.

Friends



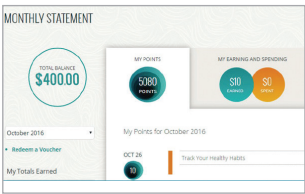
Invite co-workers to join in. Make it more fun by creating groups around common interests, like walking or recipe sharing. Earn points when you add your first five friends.

My Stats



Keep tabs on your progress, from steps taken to calories consumed.

Monthly Statement



Keep track of your progress and your points total. Cash in your points on the Monthly Statement page or via the mobile app **Redeem** tab.

Your Rewards



Visit the **Redeem** tab to cash out your hard-earned points.

Challenges



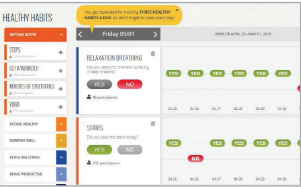
Team Challenges

Team up with co-workers and use the Virgin Pulse mobile app to take on fun, four-week virtual challenges across a variety of terrain.

Personal Challenges

Think about how you'd like to get healthier, then choose a personal challenge that fits your goals and leads to real health rewards.

Healthy Habits



From sleeping more to laughing more, practice three healthy habits every day, then track them to receive rewards.

Themes include:

- Mindfulness
- Stress Reduction
- Nutrition
- Hydration
- Environmental Friendliness
- Financial Health
- Emotional Health
- Sleep

Wear it, earn it.

Get the Max Buzz™ activity tracker—
included with your program—and
connect your steps to points.

(Or link a device you already own.)



Download the latest Virgin Pulse®
mobile app to make the most of
ahealthy Rewards.



Have questions?

Live chat: member.virginpulse.com

(Monday through Friday, 2:00 a.m. to 9:00 p.m. E.T.)

Email: bcbsma@virginpulse.com

Call (toll-free): 1-844-854-7285

(Monday through Friday, 8:00 a.m. to 9:00 p.m. E.T.)

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

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