Easy to start up. to roll out.

A Quick Start Guide for launching ahealthyme® Rewards—your employee wellness program.
Step 1

It’s easy. Just plug these materials into your calendar to spread the word about a**healthy**me Rewards—at just the right time.

**First Up**

**Program Guides & Overviews**
Display these in your office as you see fit. [EP]

**Activation Digital Display**
View and download yours. [EP]

**Program Poster**
Display this on day one of your new plan year. [EP]

**Table Top Display**
Display this on day one of your new plan year. [EP]

**Fact Sheets**
Keep these around to answer any questions. [EP]

**ahealthy**me Rewards
Employer Portal

ahealthymerewards.com/employerportal
Direct Mail Postcard
We’ll send this postcard directly to your eligible employees as an additional way to get them motivated and registered.
Event Poster & Email
Display and send one week before the on-site event. View and download the sample email. EP

Challenge Posters & Emails 2, 3, & 4
Hang the posters and send the emails in advance of the event dates listed. EP
You got this.
Everything you need to get your employees informed, engaged, and excited to register. Let’s hit the ground running.*
Blue Cross Blue Shield of Massachusetts is partnering with Virgin Pulse®, an independent company, to bring you ahealthyme Rewards. Here’s a breakdown of all that’s included to spread the word and get your employees fired up. You can get started as early as today—and the rest is easy, peasy.

Refer to the recommended rollout timeline on the back of this piece to maximize the impact of your ahealthyme Rewards marketing.
**Program Guides & Overviews**
These materials explain the general overview of ahealthyme Rewards. Run out? Go to EP to print more on standard-sized paper. EP

**Program Poster**
Hang these eye-catching posters in hallways, break rooms, and the cafeteria to spark interest in the program and inspire employees to register. EP

**Table Top Display**
Pop them in table placards and place them throughout your office. EP

**Activation Email**
Send this and reinforce the program and benefits of registering. There’s $400 in rewards on the table! EP

**Activation Digital Display**
Use this high-impact digital “poster” on your workplace monitors. EP

**Fact Sheets**
Printed for ease, these explain the technology, reward system, and social connectivity at the core of this wellness program. Hand ’em out. EP

Once employees are registered, Virgin Pulse® will reach out to them to stay engaged through emails and app interactions.
Direct Mail Postcard
Sent directly from Blue Cross Blue Shield to your eligible employees, this postcard lets them know that the program has launched, how it works, and why it’s so rewarding.

Reminder Email
Send after the activation email, to boost employee registration.

Challenge Posters & Emails
Encourage employees to team up and enjoy the camaraderie and competition of a new virtual challenge each quarter.

Event Posters
Hang this poster to inform employees of any fun, upcoming events.

Event Email
Send in tandem with the Event Poster to promote a healthyme Rewards events.

You can find and download all of these pieces on the ahealthyme Rewards Employer Portal—EP—it’s your all-in-one communications center.

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