



Easy

to start up.  
to roll out.

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



MASSACHUSETTS

ahealthyme®  
REWARDS 

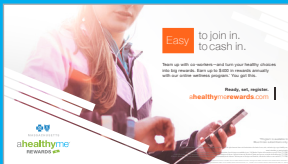
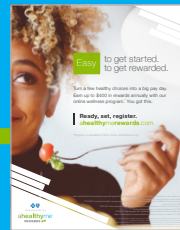
# Step 1

It's easy. Just plug these materials into your calendar to spread the word about **ahealthyme Rewards**—at just the right time.

## First Up

### Program Guides & Overviews

Display these in your office as you see fit. **EP**

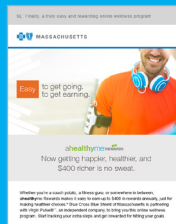


### Activation Digital Display

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**



**EP**

**ahealthyme Rewards**  
**EMPLOYER PORTAL**

ahealthymerewards.com/employerportal

### Activation Email

View and download yours. **EP**

### Fact Sheets

Keep these around to answer any questions. **EP**

# Sent directly from Blue Cross Blue Shield to your employees.

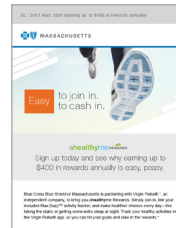


## Direct Mail Postcard


We'll send this postcard directly to your eligible employees as an additional way to get them motivated and registered.

## Step 2

# Second in Line




## Reminder Email

View and download yours. 



## Challenge Poster & Email 1


The first of four; display and send one per quarter. View and download yours. 

# Materials to Support Events

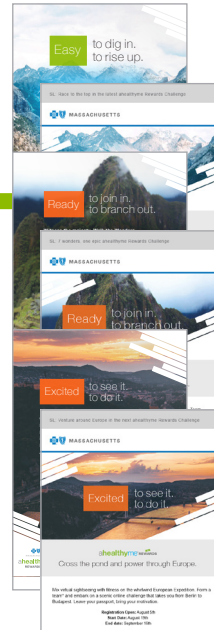
## Event Kick-off




### Event Poster & Email

Display and send one week before the on-site event. View and download the sample email. 

## One per Quarter



### Challenge Posters & Emails 2, 3, & 4

Hang the posters and send the emails in advance of the event dates listed. 

**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<sup>®</sup>, 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 a **healthyme 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. **EP**



## Challenge Posters & Emails

Encourage employees to team up and enjoy the camaraderie and competition of a new virtual challenge each quarter. **EP**



## Event Posters

Hang this poster to inform employees of any fun, upcoming events. **EP**



## Event Email

Send in tandem with the Event Poster to promote ahealthyme Rewards events. **EP**

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

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

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