



MASSACHUSETTS

Program is available to employees only.

YOUR ONLINE WELLNESS PROGRAM, IN A NUTSHELL

With **ahealthyme** Rewards from Virgin Pulse, an independent company, it's easy to make your healthy choices pay off. Track your healthy habits, earn points, and rake in the rewards.*



BRING ON THE REWARDS

Here's a quick look at how to make the most of **ahealthyme** Rewards:



Create an Account

Sign up at ahealthymerewards.com, and download the Virgin Pulse app.



Earn Points

Track your healthy habits, join challenges, and complete daily tasks to start earning.



Claim Your Rewards

Use your points to shop exclusive deals, get gift cards, donate to charity, or add to your savings.

Get Started

Ready to start earning? Sign up at ahealthymerewards.com, then download the Virgin Pulse app.

Earn up to \$400 in rewards annually.

*Rewards may be considered a taxable form of income, so you should consult your tax advisor.

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association.

SO MANY WAYS TO LEARN AND EARN

ahealthyme Rewards makes it easy to earn rewards annually, just for making healthier choices.



Devices and Apps

Connect your device to earn points and rewards. Under **Tracking**, you can connect all compatible devices and apps.



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.



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 sharing recipes. Earn points when you add friends.



My Stats

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



Your Rewards

To redeem, navigate to the **Rewards** tab, click **Spend** and choose how to spend your earnings.



Journeys

Improving your health and wellness begins with adopting new habits. Now you have the digital coaching you need—to commit to goals that fit your life, to reinforce good habits, and to achieve real results.

HEALTHY HABITS

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

Themes include:

- Getting Active
- Eating Healthy
- Sleeping Well
- Reducing Stress
- Being Productive
- Learning New Things
- Contributing to My Community
- Building Relationships
- Managing My Finances

CHALLENGES

Team Challenges

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

Personal Challenges

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

NUTRITION GUIDE

Virgin Pulse's Nutrition Guide integrates with MyFitnessPal, the world's leading on-the-go nutrition tracker. Now you have the personalized nutrition plan you need to track your diet, get recipes, and make positive changes every day.

SLEEP GUIDE

A good night's sleep can work wonders for your mind and body—but getting enough Zs is tough for many adults. Use the Sleep Guide to set goals, track your sleep, and take steps to sleep more soundly.

To make the most of ahealthyme Rewards,
download the mobile app.

HERE'S HOW TO EARN POINTS

What You Do	How Often	Requirements	Points	
Preventive Health Take a few proactive steps.	Annually	Set a well-being goal	500	
		Get a flu shot	250	
		Preventive cancer screening (e.g., mammography, cervical cancer screening, colonoscopy)	500	
		Routine health checkup	500	
		Tobacco free agreement	250	
		Complete your Health Pulse Check	1,000	
		Biometric screening (on-site or remote)	100	
Interests	Quarterly	Set interests	250	
Physical Activity Sync your steps.	Daily	Per 1,000 steps (validated, 14,000 steps max)	10**	
		15 or more active minutes	70	
		30 or more active minutes	100	
		45 or more active minutes	140	
	*Maximum of 140 points per day			
Monthly	Take 7,000 steps 20 days a month	400		
	Take 10,000 steps 20 days a month	500		
Self-Tracking Track healthy habits and activities.	Daily	Healthy Habit tracking (up to three a day)	10	
	Monthly	Enter your weight or blood pressure	50	
		Track healthy habits 10 days in a month	200	
		Track healthy habits 20 days in a month	300	
One-time	Track healthy habits five days in one month for the first time	100		
Cards Complete, learn, and earn.	Daily	Complete cards (up to two per day)	20	
	Monthly	Complete 10 daily cards in a month	100	
		Complete 20 daily cards in a month	200	
Challenges Set and achieve goals.	Personal Challenges	Monthly	Create a personal challenge	50
		Join a personal challenge	100	
	Healthy Habit Challenges	Monthly	Win the promoted healthy habit challenge	200
	Destination-Based Steps Challenges	Quarterly	Join the company challenge	100
			Post a chat comment at least once a week during the challenge period	100
Track steps at least once a week during the challenge period			100	
	Create and fill a team in the company challenge	250		
	Unlock a destination	100		
	Complete the final destination of a challenge	250		

**Maximum of 140 points per day.

(continued)

HERE'S HOW TO EARN POINTS (Cont.)

What You Do	How Often	Requirements	Points
Nutrition See how healthy choices add up.	Daily	Daily calorie tracking using MyFitnessPal	20
		Browse healthy recipes	10
	Weekly	Add a recipe to grocery list	10
		Favorite a recipe	10
	Quarterly	Select your eating type	250
Monthly	Track calories 10 days in a month	200	
	Track calories 20 days in a month	300	
One-time	Connect calorie tracker to MyFitnessPal	100	
Sleep† Connect more sleep to better health.	Daily	Track sleep manually	10
		Track sleep nightly (validated)	20
		Sleep more than seven hours a night (validated)	50
	Monthly	Track sleep 10 days in a month	100
		Track sleep 20 days in a month	200
Sleep more than seven hours, 20 days a month		300	
Quarterly	Choose your sleep profile	250	
Journeys Build healthy habits through self-guided courses.	Daily	Complete a Journey step	20
	Quarterly	Complete a Journey	250
More Ways to Earn Do the little things.	One-time	Registration	100
		Connect first activity device	200
		Add profile picture	250
		Add your first five friends	250
		Add a friend outside of your company	100
		Invite five colleagues (200 points each)	1000
Initial sign-in on your mobile app	250		

†Validated sleep data is required to earn points.

Questions?

Chat live at member.virginpulse.com, email bcbsma@virginpulse.com,
or call (toll-free) 1-844-854-7285.

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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).