BlueRewards
2015 Wellness Incentive Program

A positive way to improve your health:
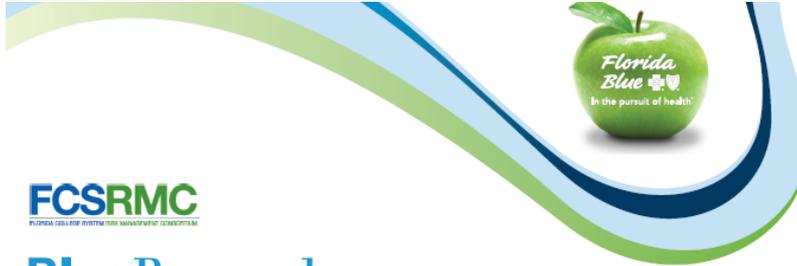
FCSRMC

BlueRewards

Your BlueRewards Checklist—it all starts at FloridaBlue.com!

| ACTIVITIES	POINTS	POINTS AVAILABLE
Personal Health Assessment and Biometric Screening/Onsite	80	4-6 wks
WebMD Personal Health Assessment/Online	40	1 day
BMI: ideal range (18.5 - 24.9)	60	4-6 wks
Cholesterol: ideal range (4.0 or less)	60	4-6 wks
Blood Pressure: ideal range (<120/80) Note: both numbers must be below this range.	60	4-6 wks
Non-tobacco user: 2 years non-user	60	4-6 wks
Cholesterol ratio : Main 4.0 or less range	60	4-6 wks
Blood pressure: Improve risk category from previous year	60	4-6 wks
BMI: Improve risk category from previous year	60	4-6 wks
Blood Pressure: Actively treating with prescribed medication	20	4-6 wks
Cholesterol: Actively treating with prescribed medication	20	4-6 wks
Digital Health Assistant: Select/achieve an Exercise Goal	25 select/45 achieve	4-6 wks
Digital Health Assistant: Select/achieve a Maintain Positive Mood Goal	25 select/45 achieve	1 day
Digital Health Assistant: Select/achieve a Nutrition Goal	25 select/45 achieve	1 day
Digital Health Assistant: Select/achieve a Quit Tobacco Goal	25 select/45 achieve	1 day
Digital Health Assistant: Select/achieve a Stress Goal	25 select/45 achieve	1 day

Personal Health Assessment
Earn 80 points when you complete your Personal Health Assessment and onsite biometric screening.

Know Your Numbers
Earn up to 360 points when you keep your BMI, cholesterol ratio and blood pressure in the ideal range and improve your numbers from the previous year.
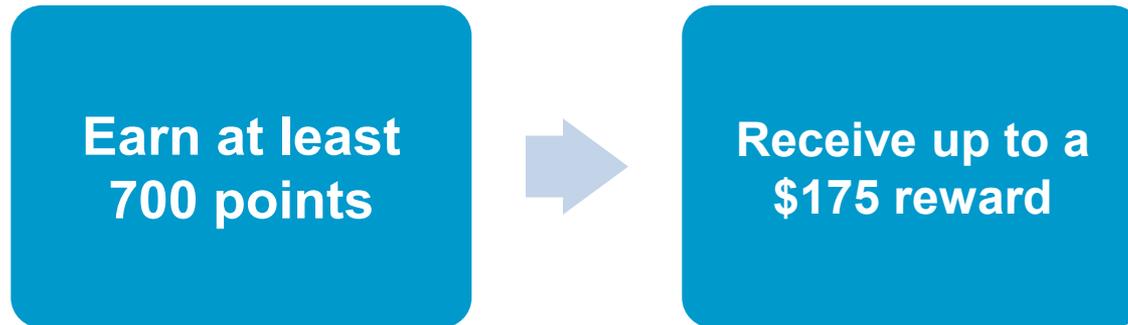
Be Active
Earn up to a $150 reimbursement for your annual gym membership when you earn at least 100 points for visiting the gym.

Be Healthy. | Live Well. | Get Rewarded.

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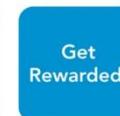
And get rewarded!

- As you work toward your wellness goals, the points you earn will count toward an Allstar reward.

Earn at least 700 points → **Receive up to a $175 reward**

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How do I get started?

Step 1: Visit **FloridaBlue.com** and **register or login.** All you need is your Florida Blue member ID number (located on your member ID card) and a valid email address to register.

How do I get started?

Step 2: Access the **Earn BlueRewards** page by selecting **Discounts & Rewards** under **Health & Wellness**.

How do I get started? (continued)

Step 3: Click on "Learn More" under **Earn BlueRewards**. Scroll through the activities list and select which activity you want to accomplish first.

Frequently Asked Questions

Who can participate in BlueRewards? If you are the employee, age 18 and over and are covered by Florida Blue through your employer, we encourage you to participate.

How do I earn points? You can earn points by completing any of the activities listed on the **Rewards** page within your member account on **FloridaBlue.com**. For example, when you complete the Trale Personal Health Assessment and campus health screenings you'll earn 80 points.

When does the program start and end? You can earn points from January 1, 2015 through December 31, 2015. You can redeem your rewards through January 15, 2016.

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Frequently Asked Questions (continued)

How do I track my points? As you complete activities, you can track your progress through your **FloridaBlue.com** account Rewards page. Log in and select the Health & Wellness tab, then Discounts and Rewards. You can then select Earn BlueRewards to track which activities you have completed and points earned. Activities completed through WebMD tools will be reported immediately. Please allow 4-6 weeks for reporting of Florida Blue activities. All group reported activities will be available the following month after the activity is reported. Please refer to your BlueRewards checklist for timelines of all activities.

How do I redeem my reward? Once 100 points are earned, you will be eligible to redeem a reward. From your Rewards page, click on the Redeem Now link and you will be directed to our online shopping mall to redeem your points.

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Frequently Asked Questions (continued)

How do I get started? You must first register on **FloridaBlue.com** using your member ID card and a valid email address. Once registered, log in and select the Health & Wellness tab/Discounts and Rewards/Earn BlueRewards in order to select the activities
you want to start earning points for.

If I have a question, who should I ask?

- For questions about your overall program or additional educational needs for your employees, contact your Better You From Blue Program Manager.
- For problems with missing or incorrect points, email us at bluerewardsinquiry@floridablue.com. Please include your first name, last name, Florida Blue member ID number, and a brief description of the issue.
- For issues with **FloridaBlue.com** registration or login, call 1-800-352-2583.

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Frequently Asked Questions (continued)

How long will it take to receive my reward? Rewards are shipped within 24-48 hours of redemption checkout.

What if my email changes? If your email changes during the program, you will need to change it by accessing your member account at **FloridaBlue.com**.

What if I log in and don't see the points I have earned? If this is the first time you have logged in since your program began, please log completely out and then log back in from your **FloridaBlue.com** account. The first time you log in there may be some lag time before you see your points populate to your account.

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