

motivation. inspiration. determination.

WELCOME TO STEP UP.

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Vital. Valuable. Every day.™



stepup.excellusbcs.com

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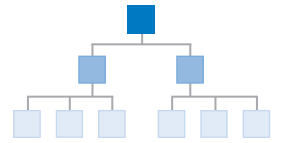
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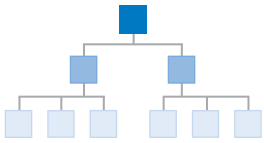
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Welcome to the Step Up Healthy Competition.

This step-by-step guide will help to explain the competition as well as show you how to set up and manage a competition quickly and easily on our website. Because this is web-based, it is important to follow the set-up directions carefully to ensure the program runs smoothly.

The person who implements the Healthy Competition within their organization will function as the League Leader. It is the League Leader's responsibility to set up the competition online and get everyone ready and excited to participate. If you will not be acting as the League Leader, please pass this information on to them.



What is the Step Up Healthy Competition?

The Step Up Healthy Competition takes a team approach to building healthier lifestyles. The players on each team strive to eat better and be more physically active by keeping track of how many steps each person walks and how many servings of fruits and vegetables they consume daily. The team with the highest ranking after eight weeks wins.

The whole program is set up and tracked online, making it very easy and user-friendly.

HOW DO YOU PLAY?

Each player has two goals. The first is to strive for at least 10,000 steps every day (2,000 steps is approximately one mile). The second is to consume at least five servings of fruits and vegetables a day.

Each player will be asked to keep track of their total steps and servings and enter them on their personal Step Up web page.

Here, each player will be able to see what percentage of their goal they have met. Their numbers will also be added to their team's total percentage.

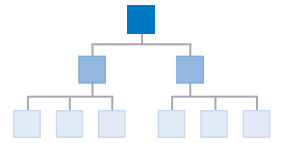
Healthy Competitions can be set up and ranked in one of two ways:

- Team's Percent to Goal
- Team's Percent of Improvement

TEAM NAME	CAPTAIN NAME	% TO STEPS	% TO SERVINGS	% TO GOAL
team#1	edward	69.99	78.00	139.0
team#2	sullen	73.20	53.45	98.02
team#3	joergme	48.25	27.10	22.92
team#4	gonnes	65.67	27.10	16.22

NOTE: Percent improvement cannot be calculated until a full two weeks of competition have passed!

TEAM NAME	CAPTAIN NAME	WEEKS	1	2	3	4	5	6	7	8	TOTAL
team#1	edward		23%	27%							
team#2	sullen		15%	10%							
team#3	joergme		27%	33%							
team#4	gonnes		10%	8%							



SCORING

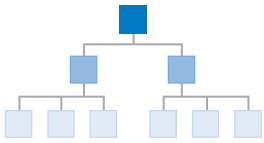
Once a player enters their steps and servings for the day, their numbers will be added to their team's numbers and then will be represented as a percentage of the total team ranking completed. This percentage-based scoring system allows teams of various sizes to compete fairly against each other.

LEAGUE PLAY VS. SINGLE TEAM PLAY

You can choose one of two ways to set up your Healthy Competition. League Play or Single Team Play. In League Play, several teams compete against each other for the highest team rank (percentage) – just like baseball or football. In single team play, one team works together to reach a healthy goal set for them.

ORGANIZING YOUR LEAGUE

Depending on the size of your organization and physical location of employees, there are several different ways to set up teams. Some companies divide players up by department, others by floor or even location. Many companies use this competition as an opportunity for employees to work with members of the organization they normally wouldn't. Regardless of how you set up your teams, you can be assured of fair play because team ranking is determined by percentage to goal/percentage of improvement. That means a team of five can play competitively against a team of fifty.



PLAYER ROLES

There are three different roles within the competition: the League Leader, Team Captains and Team Members. Each role is described below.

LEAGUE LEADER:

The League Leader is responsible for setting up and running the competition from start to finish. This includes setting up the league, recruiting Team Captains for each team and keeping everyone regularly informed of changes or updates.

(SEE PAGE 7)

TEAM CAPTAIN:

Each team has a Team Captain. Captains recruit players and manage their team using a series of online tools. That includes making sure everyone enters their steps and servings, as well as keeping everyone motivated day to day.

(SEE PAGE 19)

TEAM MEMBER:

Everyone participating in the competition has two goals. The first is to get more physical activity — at least 10,000 steps a day. The second is to eat at least five servings of fruits and vegetables daily. Each player will have to keep track of their steps and servings and enter them on their personal Step Up web page.

(SEE PAGE 29)

LEAGUE LEADER

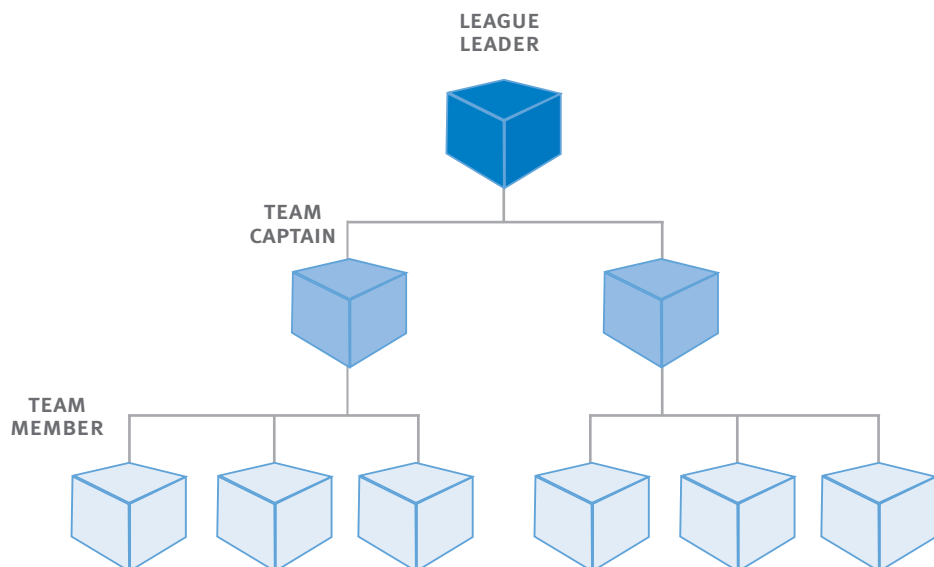
- SET UP COMPETITION
- INVITE CAPTAINS VIA EMAIL
- MONITOR AND POST WEEKLY TEAM RESULTS

TEAM CAPTAIN

- ACCEPT LEAGUE LEADER INVITATION
- CREATE A TEAM
- RECRUIT PLAYERS VIA EMAIL
- KEEP TEAM MOTIVATED

TEAM MEMBER

- ACCEPT TEAM CAPTAIN INVITATION
- TRACK THEIR PHYSICAL ACTIVITY (STEPS)
- TRACK THEIR FRUIT + VEGETABLE SERVINGS
- ENTER THEIR STEPS AND SERVINGS ON THEIR WEB PAGE



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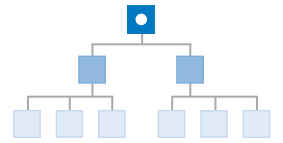
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Things to do before you start

PICK A START DATE

Try to give everyone enough time to set up his or her accounts and prepare for the competition. Considering some of the people you invite might be on vacation or otherwise unavailable, we suggest at least two weeks of lead-time. Once the competition starts, teams will be unable to add new players.

GATHER YOUR EMAIL LIST

The reason the Healthy Competition is so easy to implement is because it's all done online. That means you'll need the email addresses of those you wish to invite to be Team Captains handy when setting up your league.

PICK A PRIZE

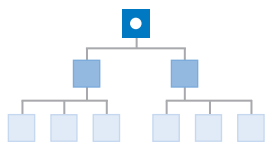
One way to keep everyone motivated is to offer a prize to the winning team or most-improved individual at the end of the competition. It could be anything from mere bragging rights, to a free healthy lunch, to a day off. Use your imagination.

KICK OFF YOUR COMPETITION

To get your Healthy Competition off to a good start, we recommend having a quick meeting to kick things off. Here, you'll be able to further explain the competition, hand out materials, answer questions and encourage everyone to participate. Announcing the start date and prize for the winners will further motivate everyone to Step Up.

Helpful Hint:

Before you begin, gather the email addresses of those you wish to be team captains.



Useful tools



PEDOMETER

To help keep track of all those steps, each player should be outfitted with a pedometer. These small, inexpensive step counters clip to your belt and keep track of every step taken. You can find these at most sporting goods and department stores as well as on our website.

ORDERING PEDOMETERS

For your convenience, information on ordering pedometers for your organization is available on the site in a variety of areas including the “About Step Up” and “Employers” sections. Pedometers are not purchased through Step Up but through a partnership we’ve established with an independent distributor*.

*Please be advised that this is neither an affiliate or component of the Step Up website. Protection of your privacy and fulfillment of your order is governed by the policies of the independent distributor.

BALANCE BOOK

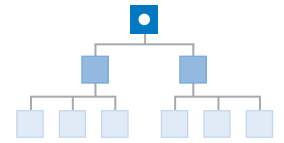
Each player should be given a Balance Book (included in your Step Up Kit). Players can use these books to jot down their steps and fruit and vegetable servings daily. If you need extra books, they can be downloaded free from our website.

MOTIVATIONAL POSTERS

You'll also receive a supply of posters designed to help you draw attention to the competition and keep people motivated throughout play. Like all of our materials, these can be downloaded free from our website.

NOTE: Please see the Appendix for other helpful tools and resources available.





Step One: Register with Step Up

REGISTERING WITH STEP UP

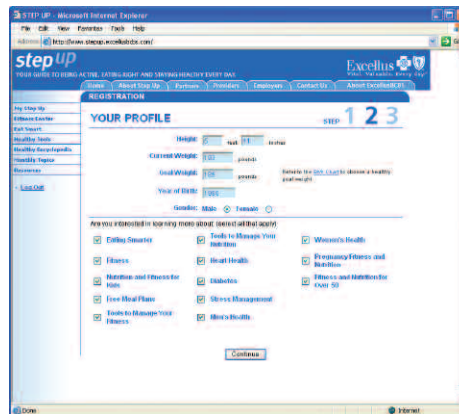
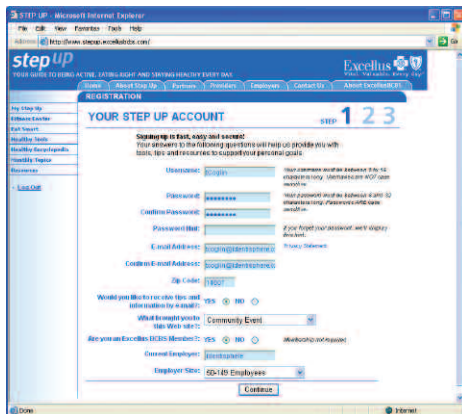
To participate in the Healthy Competition, you must first register with Step Up. All those you invite to participate will also need to register before they can begin. Don't worry; it's free, quick and easy. Let's begin.

1. Go to stepup.excellusbcbs.com

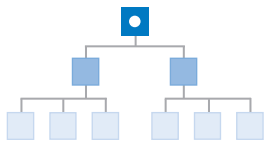


2. Click the **SIGN UP** button

3. Set up your free Step Up account: Fill out each section completely. All information will be kept secure and private



Once you complete setting up your account, you will be able to start a Healthy Competition. Simply click the **HEALTHY COMPETITION** option in the menu bar to begin setting up your league.



Step Two: Create your League

1. Click the **HEALTHY COMPETITION** option in the menu bar
2. You will be given a choice between **League Play** and **Single Team Play**. Click the **LEAGUE** button
 - ➔ Enter the name you've chosen for your league
 - ➔ Enter the League Leader's name
 - ➔ Enter your ZIP code
 - ➔ Enter your organization name
 - ➔ Enter the competition start date. Keep in mind, you'll need enough lead time for Team Captains to set up their teams and Team Members to register with Step Up. A couple of weeks is recommended

In the next field, enter the email addresses of those you would like to invite to be Team Captains. We will send each of them an email from you asking them to set up their personal accounts and assemble their team via email.

3. Click the **CREATE LEAGUE** button

Helpful Hint:

Have all your necessary email addresses handy. You'll enter them here. Once you submit them, invitations with specific sign-up links are generated and sent out to each Team Captain you've nominated.

To accept the challenge, all they need to do is click on the unique link within their invitation. It's that simple.

STEP UP - Microsoft Internet Explorer
Address: http://www.stepup.excellusbcbs.com/

step up
YOUR GUIDE TO BEING ACTIVE, EATING RIGHT AND STAYING HEALTHY EVERY DAY.

Home About Step Up Partners Providers Employers Contact Us About ExcellusBCBS

WELCOME TCOGLIN
VIEW MY PROGRESS ENTER DAILY INFO HEALTHY COMPETITION EDIT MY PROFILE GET HELP

CREATE A LEAGUE

Creating your league is easy and fun. Just fill in the fields below and you're almost ready.

LEAGUE INFO

League Name:

League Leader Name: This is the name that your teammates will see.

Zip Code:

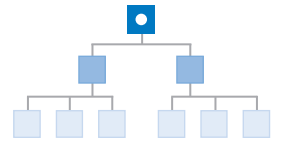
Organization:

Are you signing up as part of a Healthy Competition? If yes, what is your group?

Date Competition Starts: (mm/dd/yy) Please allow enough time for people to RSVP to your invitation before your competition starts. (We suggest a minimum of three weeks to set up teams)

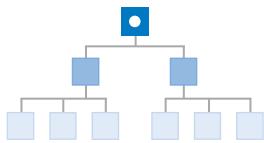
League Captain Roster:
Enter email addresses separated by commas or returns. (200 max)

CREATE LEAGUE



That's all it takes to set up your league.

You will now be taken to your League Page. From here you have total access to the Healthy Competition. You can send emails to your teams and captains, provide healthy tips (included in Step Up Kit) and print weekly standings. While individual results are always kept confidential, you and all members of your league will be able to view team standings throughout the competition. You can use this information to motivate teams that are falling behind and praise teams that have made big strides.



The Role of League Leader

The League Leader runs the entire competition. This entails three simple steps that are done quickly online once you've registered with Step Up:

1. Setting up a league
2. Recruiting team captains
3. Reviewing standings and keeping players informed of standings and any changes.

ONLINE LEAGUE TOOLS

In addition to all the Team Member resources, League Leaders will have access to the tools shown below for quick and easy league management.

Add additional teams prior to your competition start date.

SEND A MESSAGE Send emails to the entire league or just team captains.

CHANGE START DATE In case you need a little more time to allow people to sign up.

LEAGUE ROSTER Allows you to view progress of your teams and their standings.

CANCEL LEAGUE Remove a league from competitive play.

CHANGE CAPTAIN Appoint a new captain to any team, by promoting a Team Member.

NEW COMPETITION Start another league outside of current competition.

VIEW MY LEAGUES Toggle between any additional leagues you're running.

EDIT TEAM INPUT Allows you to edit Team Member steps and servings that may be entered incorrectly.

The screenshot shows the Step Up website interface in a Microsoft Internet Explorer browser window. The page title is "STEP UP - Microsoft Internet Explorer" and the address bar shows "http://www.stepup.excellusbcbs.com/". The main content area is titled "WELCOME TCOGLIN" and features a navigation menu with options like "VIEW MY PROGRESS", "ENTER DAILY INFO", "HEALTHY COMPETITION", "EDIT MY PROFILE", and "GET HELP".

The main content area is divided into several sections:

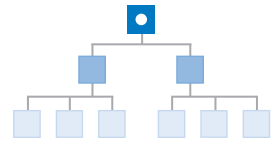
- LEAGUE INFORMATION:** Displays details for the league "identi-steppers" with leader "Tom Coglino", start date "04/01/05", and end date "05/27/05".
- LEAGUE TOOLS:** A list of buttons for managing the league: ADD TEAMS, SEND A MESSAGE, CHANGE START DATE, LEAGUE ROSTER, CANCEL LEAGUE, CHANGE CAPTAIN, EDIT TEAM INPUT, and NEW COMPETITION.
- VIEW MY LEAGUES:** A dropdown menu labeled "Select a League".
- Accepted Teams:** A table listing team names and their captains:

ACCEPTED	TEAM NAME
bbrackman@identisphere.com	Team 01
dmacaffe@identisphere.com	Team 02
dzimmet@identisphere.com	Team 03
- Declined Teams:** A table listing team names and their captains:

DECLINED	TEAM NAME
ftillman@identisphere.com	
- Pending Teams:** A table listing team names and their captains:

PENDING	TEAM NAME
yhoolihan@identisphere.com	

The page also includes a sidebar with links to "My Step Up", "Fitness Center", "Eat Smart", "Healthy Tools", "Healthy Encyclopedia", "Monthly Topics", and "Resources". The footer of the page includes the "step up" logo and the tagline "YOUR GUIDE TO BEING ACTIVE, EATING RIGHT AND STAYING HEALTHY EVERY DAY." along with the Excelsus logo and the slogan "Vital. Valuable. Every day."



The Role of Team Captain

Each potential Team Captain will receive an email invitation from the League Leader. They must then click the unique link enclosed within the email to accept the role and begin the set-up process. The Team Captain is in charge of one team within a league. This entails three simple steps that can all be done quickly online once you've registered with Step Up:

- ➔ Setting up a team
- ➔ Recruiting players
- ➔ Keeping the team motivated and informed of changes or updates

CAPTAIN TOOLS

In addition to all the Team Member resources, Team Captains will have access to the tools shown below for quick and easy team management.

The screenshot shows the Step Up website interface. The main content area is titled 'WELCOME DZIMMET' and includes a 'TEAM INFORMATION' section with details like League Name (Identi-steppers), Leader Name (Tom Coglin), Team Name (Team 01), and Team Captain (I. Coglin). Below this is the 'CAPTAIN TOOLS' section with buttons for 'ADD MORE PEOPLE', 'SEND A MESSAGE', 'TEAM ROSTER', 'CANCEL TEAM', 'VIEW TEAM INPUT', and 'NEW COMPETITION'. There is also a 'LEAGUE TOOLS' section with a 'LEAGUE ROSTER' button and a 'VIEW MY TEAMS' section with a 'Select a Team' dropdown menu. The right-hand sidebar shows a list of members under 'ACCEPTED' and 'PENDING' categories, each with a 'remove' button.

ADD MORE PEOPLE Invite additional people to play via email.

SEND A MESSAGE Send your entire team a message or healthy tip.

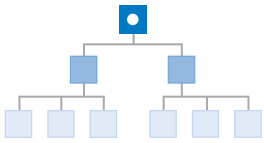
TEAM ROSTER View who has accepted or declined their invitations.

CANCEL TEAM Remove team from competition.

NEW COMPETITION Start a new/additional league.


VIEW MY TEAMS Toggle between all your teams.

VIEW TEAM INPUT Allows you to check Team Member steps and servings for accuracy.



Setting Up a Team

After you choose your team captains and invite them via email to participate, they will be sent an email asking them to click on a unique link that takes them through the online set-up process.

Once they click the  button, your captains will be asked to:

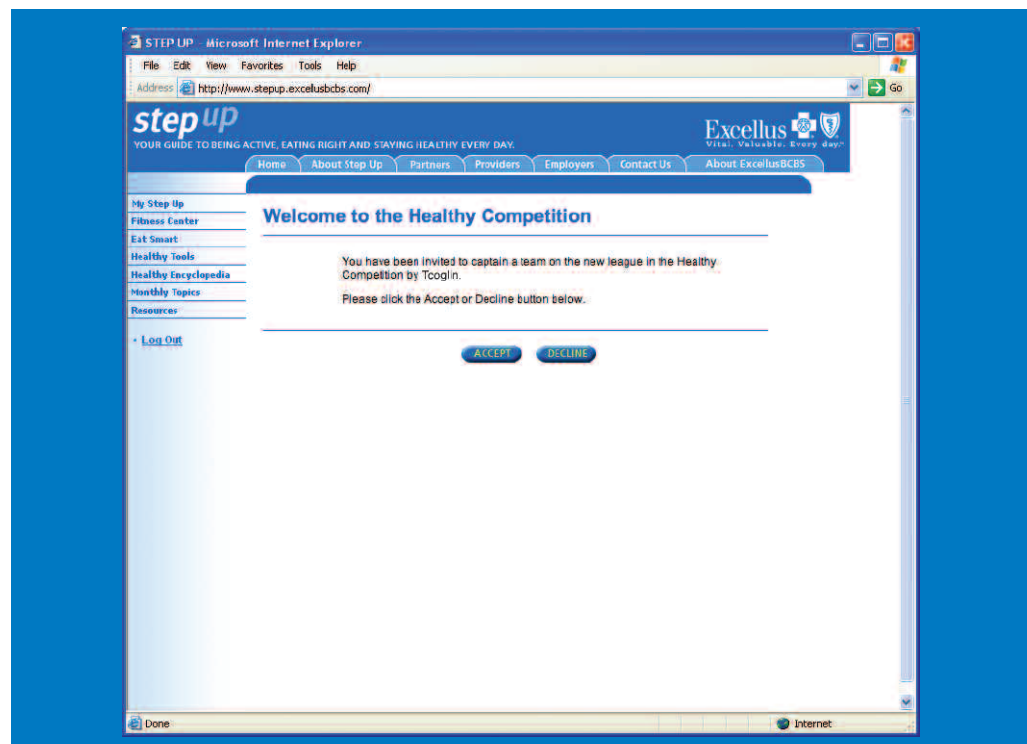
- ➔ Register with Step Up at stepup.excellusbcbs.com
- ➔ Answer a few questions to help us create their team web page
- ➔ Enter the email addresses of those they wish to join their team

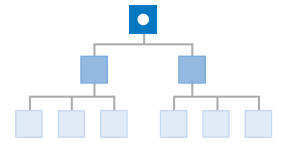
We'll then send emails from the Team Captain to each person they've invited to play asking them to click a unique link and register with Step Up. Once Team Members accept, they'll instantly be added to their captain's team roster. If they choose not to play, the person's name will be displayed under the **DECLINED** section of the captain's roster.

Once your league, Team Captains and Team Members are signed up, you're ready to begin. Players can begin tracking their steps and servings before the official start date, but their numbers will not be counted toward the competition until it actually begins.

Helpful Hint:

Some find it helpful to brief potential captains before sending the email invitations. It allows them to get a head start recruiting a team and registering with Step Up.





The Role of Team Member

Each potential player will receive an email invitation from their captain. The player must then click the unique link enclosed within the email to begin the set-up process. If they accept, they will be asked to do three things:

1. Set up their personal Step Up web page
2. Keep track of their daily steps and servings of fruits and vegetables
3. Enter their steps and servings on their web page at least once a week

USING YOUR PERSONAL STEP UP WEB PAGE

Each player will have access to the tools shown below and resources for managing and tracking goals.

VIEW MY PROGRESS SECTION

Shows your current BMI, weight, as well the percentage of steps/servings you've achieved.

ENTER DAILY INFO SECTION

This is where you'll type your steps and servings for each day. When you've completed this, they'll instantly be added to your team's percentages.

HEALTHY COMPETITION SECTION

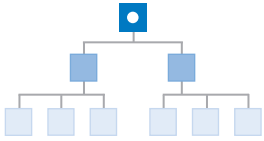
This page shows you how your team is doing and gives you access to league rankings.

EDIT MY PROFILE SECTION

Allows you to make changes to your profile.

GET HELP SECTION

Answers to the most commonly asked questions.



TEAM TOOLS

TEAM ROSTER Shows all members of your team with clickable email addresses for sending messages back and forth.

VIEW PROGRESS Shows your team's goals and totals completed.

NEW COMPETITION Allows you to set up another competition outside your current one.

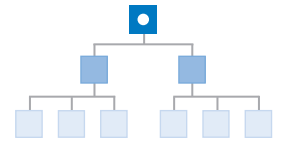
LEAGUE TOOLS

LEAGUE ROSTER View each team in your league.

LEAGUE RANKING Shows each team and their total steps/servings.

VIEW MY TEAMS

Select a Team Allows you to toggle between various teams you may be a part of.



We've provided the following checklists to help League Leaders, Team Captains and Team Members get started quickly and easily.

LEAGUE LEADER CHECKLIST

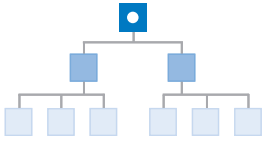
The following checklist shows you just how simple it is to start a Healthy Competition.

- Determine how many teams you'd like (from 1 up to 200)
- Gather emails of those you wish to invite to be Team Captains
- Choose a Start Date (remember to give everyone time to sign up)
- Decide how your competition will be ranked
- Decide if there will be a prize for the winning team or an individual and what that will be
- Create a League following the steps online (as outlined here)
- Await responses from Team Captain prospects

In addition to these basic steps, you may choose to include the following to create more excitement around the competition.

- Have an informational meeting to get everyone interested in the competition
- Provide players with pedometers and Balance Books* to increase participation
- Post Healthy Competition posters* around your office for added support
- Post weekly team standings where everyone can see them
- Send healthy tip emails* to all players
- Add Step Up banner ads* to your company intranet to encourage participation
- Use the Step Up logos* on any internal communications you create

* Accessible as a download on our website or on our Start Up CD.



TEAM CAPTAIN CHECKLIST

The following checklist shows you just how simple it is to start and manage a Healthy Competition team. Remember, the only way to set up a team within this league is through the specific link provided in your email invitation from the League Leader.

- Gather the emails of those you wish to join your team
- Click the unique link embedded in your personalized email invitation to register with Step Up and set up your team
- Create a Team following the steps online (as outlined here)
- Keep your team motivated, informed and excited

In addition to these basic steps, you may choose to include the following to create more excitement around the competition.

- Set up healthy team lunches or plan team walks
- Post weekly team standings to encourage your players

TEAM MEMBER CHECKLIST

The following checklist shows you just how simple it is to participate in a Healthy Competition. Remember, the only way to join this team is through the specific link provided in your email invitation from your Team Captain.

- Click the unique link embedded in your personalized email invitation to register with Step Up and join your team
- Keep track of your daily steps and servings
- Enter your steps and servings on your Step Up web page at least once a week
- Encourage your team members

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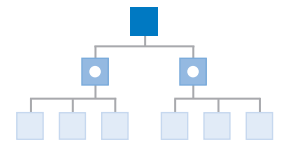
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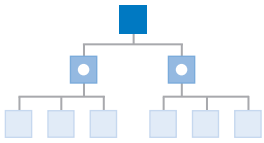
Welcome to the Step Up Healthy Competition.

You have been selected to be a Team Captain in the Step Up Healthy Competition. This step-by-step guide will show you just how easy it is to set up and manage your team through our web-based program. Just follow along carefully and you'll be up and running in no time.

WHAT IS THE STEP UP HEALTHY COMPETITION?

The Step Up Healthy Competition takes a team approach to building healthier lifestyles. The players on each team strive to eat better and be more physically active by keeping track of how many steps each person walks and how many servings of fruits and vegetables they consume daily. The team with the highest ranking after eight weeks wins.

The whole program is set up and tracked online, making it very easy and incredibly user-friendly.

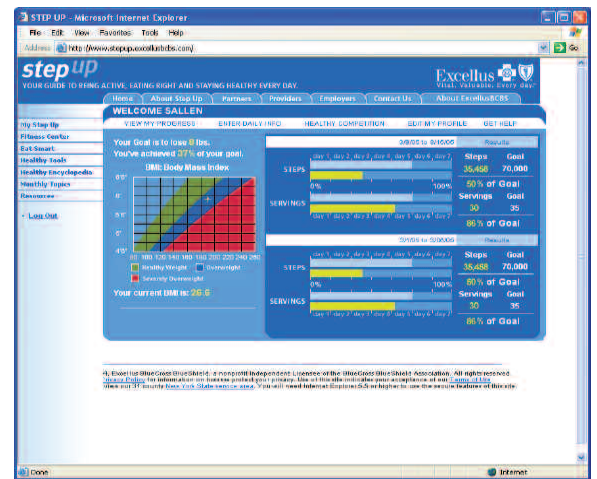
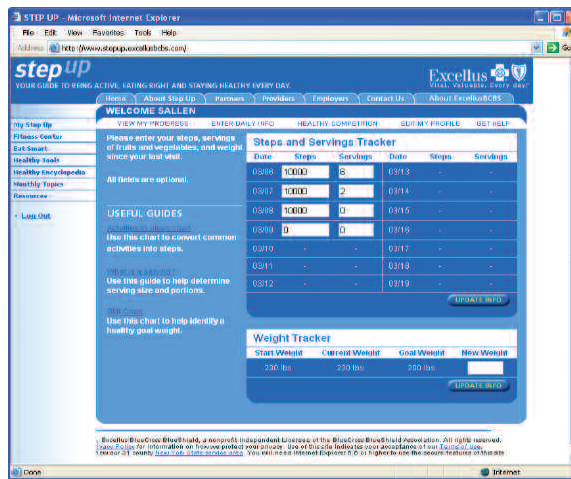


HOW DO YOU PLAY?

Each player has two goals. The first is to strive for at least 10,000 steps every day (2,000 steps is approximately one mile). The second is to consume at least five servings of fruits and vegetables a day.

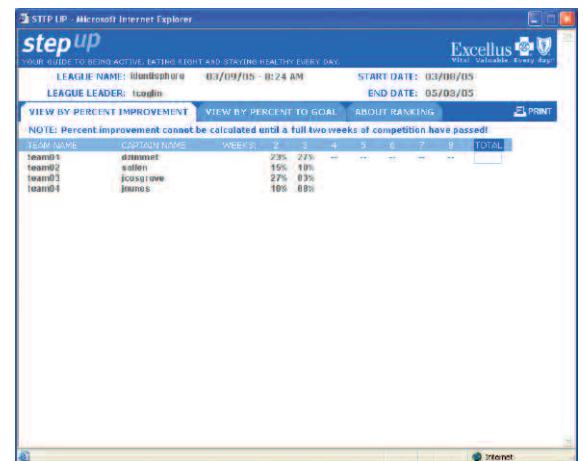
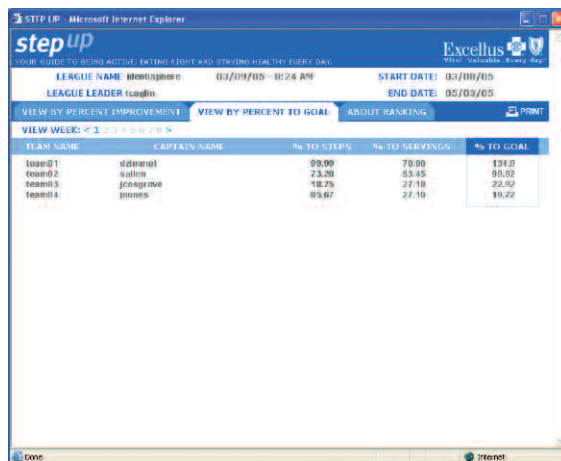
Each player will be asked to keep track of their total steps and servings and enter them on their personal Step Up web page.

Here, each player will be able to see what percentage of their goal they have met. Their numbers will also be added to their team's total percentage.



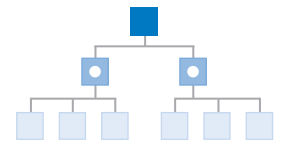
Healthy Competitions can be ranked in one of two ways:

- Team's Percent to Goal or
- Team's Percent of Improvement



SCORING

Once a player enters their steps and servings for the day, their numbers will be added to their team's numbers and then represented as a percentage of the total goal completed. This percentage-based scoring system allows teams of various sizes to compete fairly against each other.



PLAYER ROLES

There are three different roles within the competition. The League Leader, Team Captains and Team Members. Each role is described below.

LEAGUE LEADER:

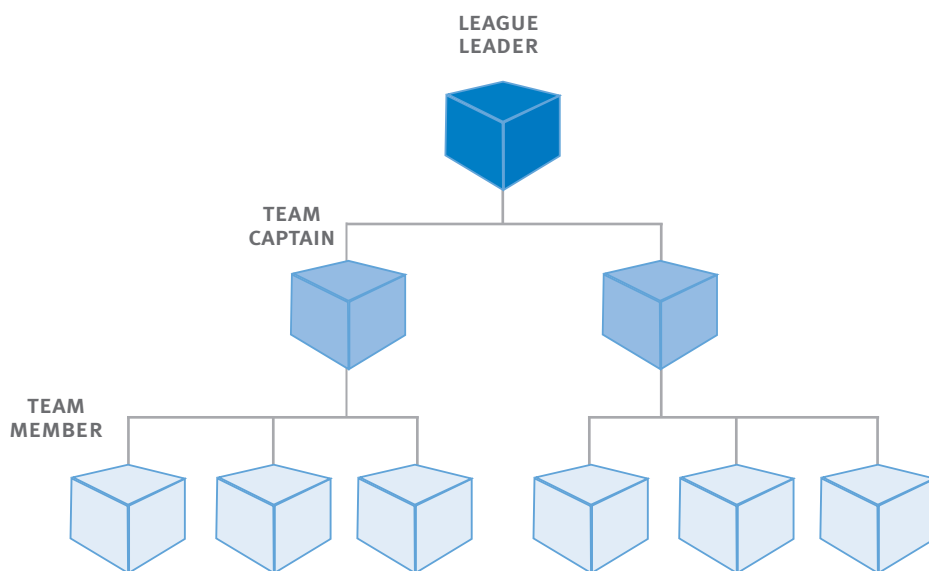
The League Leader is responsible for setting up and running the competition from start to finish. This includes setting up the league, recruiting Team Captains for each team and keeping everyone informed of how each team is doing, any changes, updates or news.

TEAM CAPTAIN:

Each team has a Team Captain. Captains recruit players and manage their teams. That includes making sure everyone enters their steps and servings, as well as keeping everyone motivated day to day.

TEAM MEMBER:

Everyone participating in the competition has two goals. The first is to get more physical activity — at least 10,000 steps a day. The second is to eat at least five servings of fruits and vegetables daily. Each player will have to keep track of their steps and servings and enter them on their personal Step Up web page.



LEAGUE LEADER

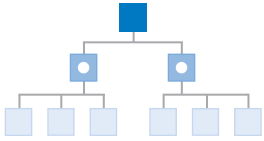
- SET UP COMPETITION
- INVITE CAPTAINS VIA EMAIL
- MONITOR AND POST WEEKLY TEAM RESULTS

TEAM CAPTAIN

- ACCEPT LEAGUE LEADER INVITATION
- CREATE A TEAM
- RECRUIT PLAYERS VIA EMAIL
- KEEP TEAM MOTIVATED

TEAM MEMBER

- ACCEPT TEAM CAPTAIN INVITATION
- TRACK THEIR PHYSICAL ACTIVITY (STEPS)
- TRACK THEIR FRUIT + VEGETABLE SERVINGS
- ENTER THEIR STEPS AND SERVINGS ON THEIR WEB PAGE



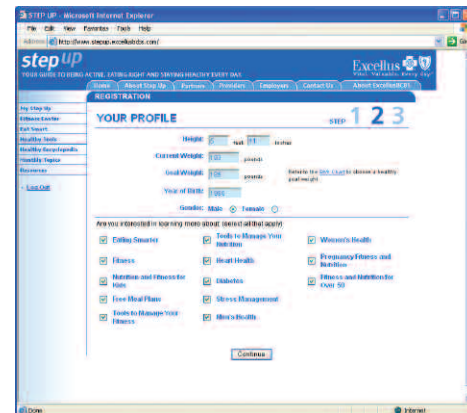
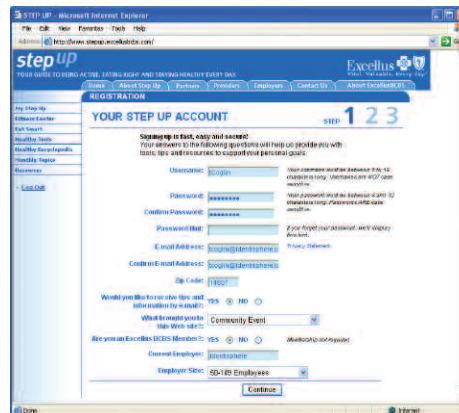
Step One: Respond to the Invitation

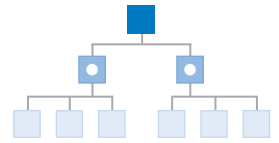
You will receive an email inviting you to set up a team within your organization's league. In this email, you'll see a unique link that has been made specifically for you. **You must use this link to begin the set-up process properly.** This link is specifically for you. Do not share it with anyone else.



Step Two: Set up Your Account

If you are not already a member of Step Up, the link will take you to the registration page. You'll be asked to answer some questions so we can build your personal Step Up web page. This information will be kept strictly confidential.





Step Three: Set up Your Team

Once you're registered, you'll be taken to the team set-up page. Again, you'll be asked a few organizational questions so we can build your team page. You'll also be asked to provide the email addresses of your potential Team Members. Once you enter their emails, we will be able to send them invitations to join your team. You'll be able to use your team page to view who has accepted and who has declined your invitation.

STEP UP - Microsoft Internet Explorer
Address: http://www.stepup.excelusbcbs.com/

step up
YOUR GUIDE TO BEING ACTIVE, EATING RIGHT AND STAYING HEALTHY EVERY DAY.

Home About Step Up Partners Providers Employers Contact Us About ExcellusBCBS

WELCOME LUKE7
VIEW MY PROGRESS ENTER DAILY INFO HEALTHY COMPETITION EDIT MY PROFILE GET HELP

CREATE A TEAM
Creating your team is easy and fun. Just fill in the fields below and you're almost ready.

TEAM INFO
Team Name:
Captain Name: This is the name that your teammates will see.
Are you signing up as part of a Healthy Competition? If yes, what is your group?

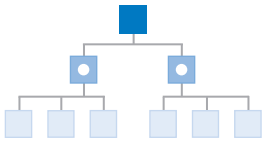
Organization:

Team Roster:
Enter email addresses separated by commas or returns. (200 max)

Helpful Hint:

Have all your necessary email addresses handy. You'll enter them here. Once you submit them, invitations with specific sign-up links are generated and sent out to each potential Team Member.

To accept the challenge, all they need to do is click on the unique link within their invitation. It's that simple.



ADD MORE PEOPLE Invite additional people to play via email.

SEND A MESSAGE Send your entire team a message or healthy tip.

TEAM ROSTER View who has accepted or declined their invitations.

CANCEL TEAM Remove team from competition.

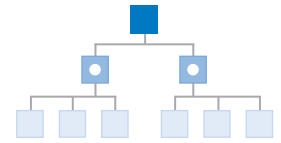
NEW COMPETITION Start a new/additional league.

VIEW MY TEAMS Toggle between all your teams.

VIEW TEAM INPUT Allows you to check Team Member steps and servings for accuracy.

Step Four: Managing your Team

Once the competition starts, it's up to you to make sure everyone stays motivated and keeps striving to meet their healthy goals. You can do this through emailing healthy tips provided by Step Up, offering incentives or by organizing healthy lunches or walks. Don't forget, you're a player too, so make sure you enter your steps and servings of fruits and vegetables daily!



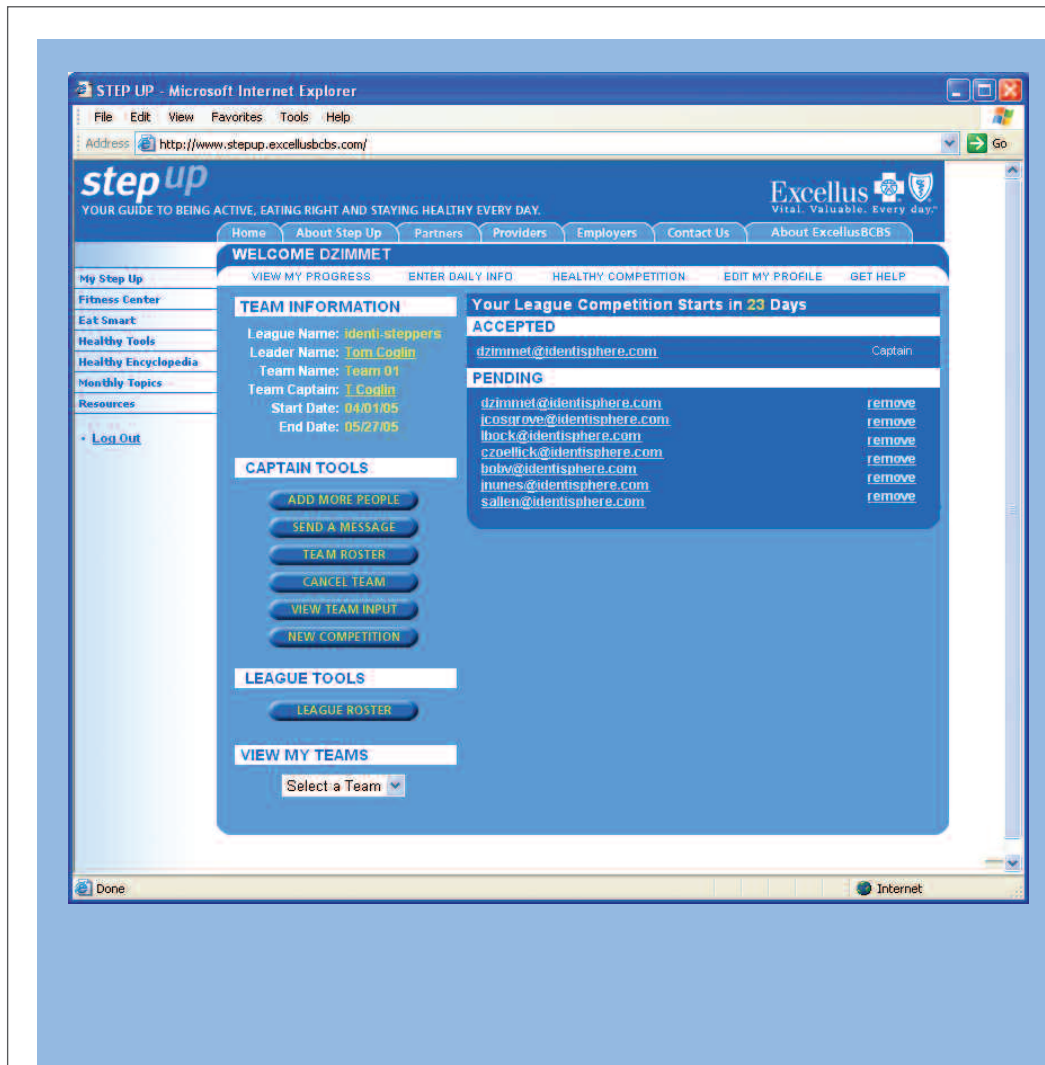
The Role of Team Captain

Each potential Team Captain will receive an email invitation from the League Leader. They must then click the unique link enclosed within the email to accept the role and begin the set-up process. The Team Captain is in charge of one team within a league. This entails three simple steps that can all be done quickly online once you've registered with Step Up:

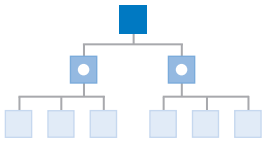
- ➔ Setting up a team
- ➔ Recruiting players
- ➔ Keeping the team motivated and informed of changes or updates

CAPTAIN TOOLS

In addition to all the Team Member resources, Team Captains will have access to the tools shown below for quick and easy team management.



- ADD MORE PEOPLE** Invite additional people to play via email.
- SEND A MESSAGE** Send your entire team a message or healthy tip.
- TEAM ROSTER** View who has accepted or declined their invitations.
- CANCEL TEAM** Remove team from competition.
- NEW COMPETITION** Start a new/additional league.
- VIEW MY TEAMS** Toggle between all your teams.
- VIEW TEAM INPUT** Allows you to check Team Member steps and servings for accuracy.



TEAM TOOLS

TEAM ROSTER Shows all members of your team with clickable email addresses for sending messages back and forth.

VIEW PROGRESS Shows your team's goals and totals completed.

NEW COMPETITION Allows you to set up another competition outside your current one.

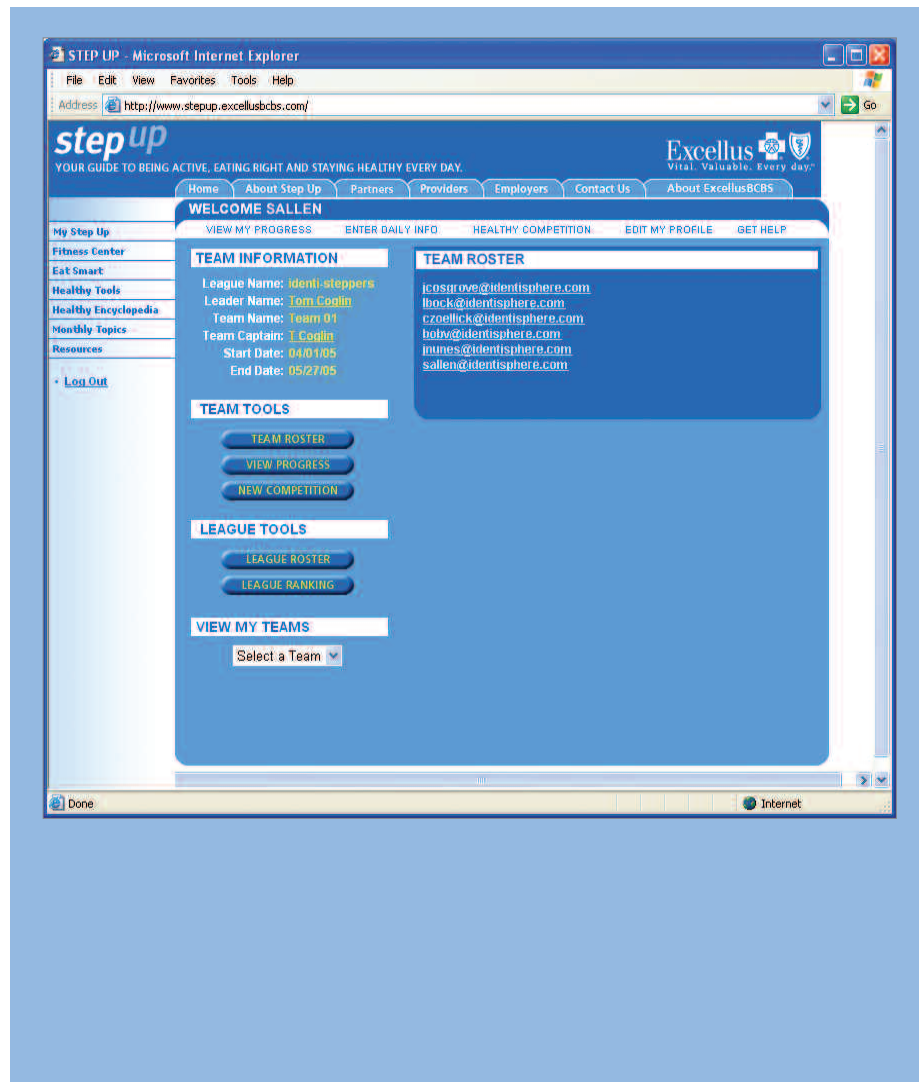
LEAGUE TOOLS

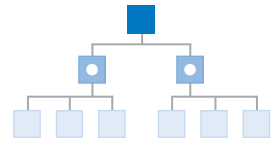
LEAGUE ROSTER View each team in your league.

LEAGUE RANKING Shows each team and their total steps/servings.

VIEW MY TEAMS

Select a Team Allows you to toggle between various teams you may be a part of.





The Role of Team Member

Each potential player will receive an email invitation from their captain. The player must then click the unique link enclosed within the email to begin the set-up process. If they accept, they will be asked to do three things:

1. Set up their personal Step Up web page
2. Keep track of their daily steps and servings of fruits and vegetables
3. Enter their steps and servings on their web page at least once a week

USING YOUR PERSONAL STEP UP WEB PAGE

Each player will have access to the tools shown below and resources for managing and tracking goals.

The screenshot displays the Step Up web application interface. The browser title is "STEP UP - Microsoft Internet Explorer" and the address bar shows "http://www.stepup.excellusbcbs.com/". The page header includes the "step up" logo and the tagline "YOUR GUIDE TO BEING ACTIVE, EATING RIGHT AND STAYING HEALTHY EVERY DAY." along with the Excellus logo and "Vital. Valuable. Every day." navigation links include Home, About Step Up, Partners, Providers, Employers, Contact Us, and About ExcellusBCBS.

The main content area is titled "WELCOME SALLEAN" and features a navigation bar with "VIEW MY PROGRESS", "ENTER DAILY INFO", "HEALTHY COMPETITION", "EDIT MY PROFILE", and "GET HELP". The "VIEW MY PROGRESS" section is active, showing team information for "identi-steppers" with a leader named Tom Coglino and team captain T. Coglino. The start date is 04/01/05 and the end date is 05/27/05.

Under "TEAM TOOLS", there are buttons for "TEAM ROSTER", "VIEW PROGRESS", and "NEW COMPETITION". Under "LEAGUE TOOLS", there are buttons for "LEAGUE ROSTER" and "LEAGUE RANKING". A "VIEW MY TEAMS" section includes a "Select a Team" dropdown menu.

The progress section shows two periods: 3/8/05 to 3/15/05 and 3/1/05 to 3/06/05. For the first period, the team has 35,468 steps (50% of goal) and 30 servings (86% of goal). For the second period, the team has 35,468 steps (50% of goal) and 30 servings (86% of goal). Progress bars and "PRINT PROGRESS" buttons are provided for each period.

VIEW MY PROGRESS SECTION

Shows your current BMI, weight, as well the percentage of steps/servings you've achieved.

ENTER DAILY INFO SECTION

This is where you'll type your steps and servings for each day. When you've completed this, they'll instantly be added to your team's percentages.

HEALTHY COMPETITION SECTION

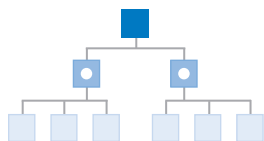
This page shows you how your team is doing and gives you access to league rankings.

EDIT MY PROFILE SECTION

Allows you to make changes to your profile.

GET HELP SECTION

Answers to the most commonly asked questions.



We've provided the following checklists to help Team Captains and Team Members get started quickly and easily.

TEAM CAPTAIN CHECKLIST

The following checklist shows you just how simple it is to start and manage a Healthy Competition team. Remember, the only way to set up a team within this league is through the specific link provided in your email invitation from the League Leader.

- Gather the emails of those you wish to join your team
- Click the unique link embedded in your personalized email invitation to register with Step Up and set up your team
- Create a Team following the steps online (as outlined here)
- Keep your team motivated, informed and excited

In addition to these basic steps, you may choose to include the following to create more excitement around the competition.

- Set up healthy team lunches or plan team walks
- Post weekly team standings to encourage your players

TEAM MEMBER CHECKLIST

The following checklist shows you just how simple it is to participate in a Healthy Competition. Remember, the only way to join this team is through the specific link provided in your email invitation from your Team Captain.

- Click the unique link embedded in your personalized email invitation to register with Step Up and join your team
- Keep track of your daily steps and servings
- Enter your steps and servings on your Step Up web page at least once a week
- Encourage your team members

INTRODUCTION

- 3 Welcome
- 4 How the Competition Works
- 6 Roles

LEAGUE LEADER

- 7 Before You Begin
- 9 Setting Up Your League
- 12 Roles and Resources
- 16 Tools
- 17 Checklists

TEAM CAPTAIN

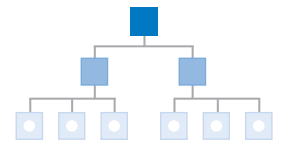
- 19 Overview
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- 25 Roles and Resources
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TEAM MEMBER

- 29 Overview
- 33 Setting Up Your Account
- 34 Roles and Resources
- 36 Tools
- 37 Checklist

APPENDIX

- 39 Resources



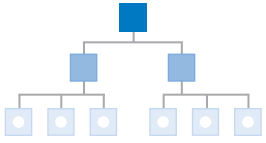
Welcome to the Step Up Healthy Competition.

You have been selected to be a Team Member in the Step Up Healthy Competition. This step-by-step guide will show you just how easy it is to join a team through our web-based program. Just follow along carefully and you'll be up and running in no time.

WHAT IS THE STEP UP HEALTHY COMPETITION?

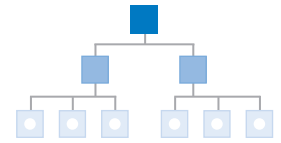
The Step Up Healthy Competition takes a team approach to building healthier lifestyles. The players on each team strive to eat better and be more physically active by keeping track of how many steps each person walks and how many servings of fruits and vegetables they consume daily. The team with the highest ranking after eight weeks wins.

The whole program is set up and tracked online, making it very easy and incredibly user-friendly.



Helpful Hint:

When you receive your email invitation from your Team Captain, make sure you respond by clicking on the unique link embedded within the invitation. This link has been created specifically for you. Do not forward it or share it with others.

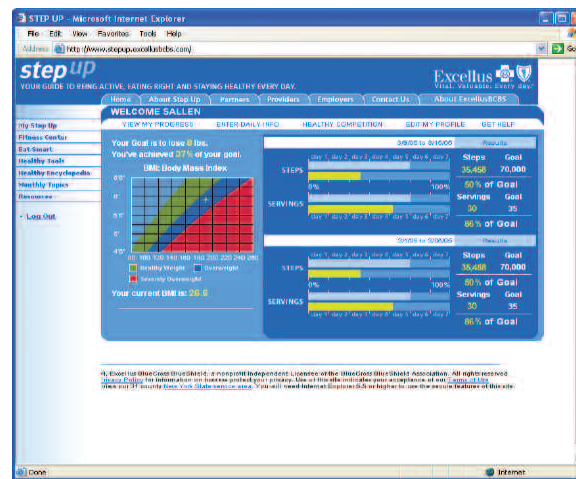
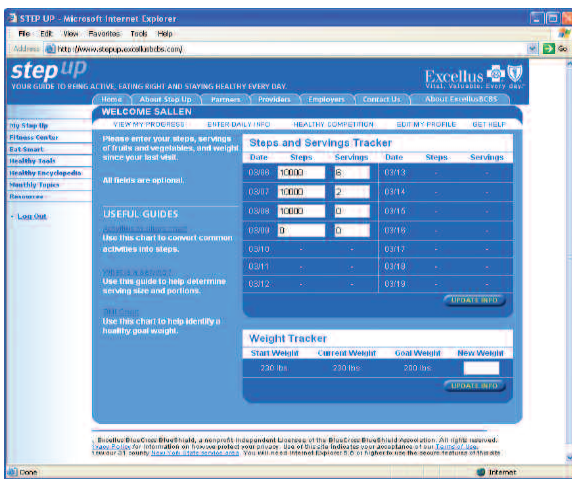


HOW DO YOU PLAY?

Each player has two goals. The first is to strive for at least 10,000 steps every day (2,000 steps is approximately one mile). The second is to consume at least five servings of fruits and vegetables a day.

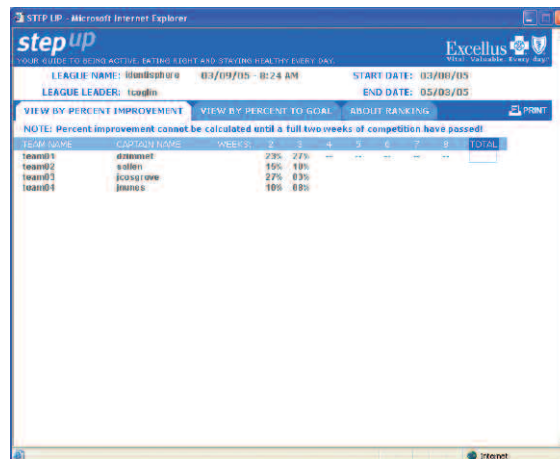
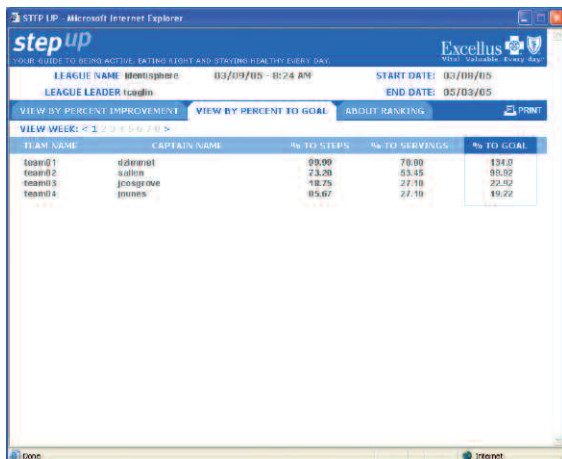
Each player will be asked to keep track of their total steps and servings and enter them on their personal Step Up web page.

Here, each player will be able to see what percentage of their goal they have met. Their numbers will also be added to their team's total percentage.



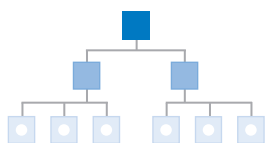
Healthy Competitions can be ranked in one of two ways:

- Team's Percent to Goal or
- Team's Percent of Improvement



SCORING

Once a player enters their steps and servings for the day, their numbers will be added to their team's numbers and then represented as a percentage of the total goal completed. This percentage-based scoring system allows teams of various sizes to compete fairly against each other.

**PLAYER ROLES**

There are three different roles within the competition. The League Leader, Team Captains and Team Members. Each role is described below.

LEAGUE LEADER:

The League Leader is responsible for setting up and running the competition from start to finish. This includes setting up the league, recruiting Team Captains for each team and keeping everyone informed of how each team is doing, any changes, updates or news.

TEAM CAPTAIN:

Each team has a Team Captain. Captains recruit players and manage their teams. That includes making sure everyone enters their steps and servings, as well as keeping everyone motivated day to day.

TEAM MEMBER:

Everyone participating in the competition has two goals. The first is to get more physical activity — at least 10,000 steps a day. The second is to eat at least five servings of fruits and vegetables daily. Each player will have to keep track of their steps and servings and enter them on their personal Step Up web page.

LEAGUE LEADER

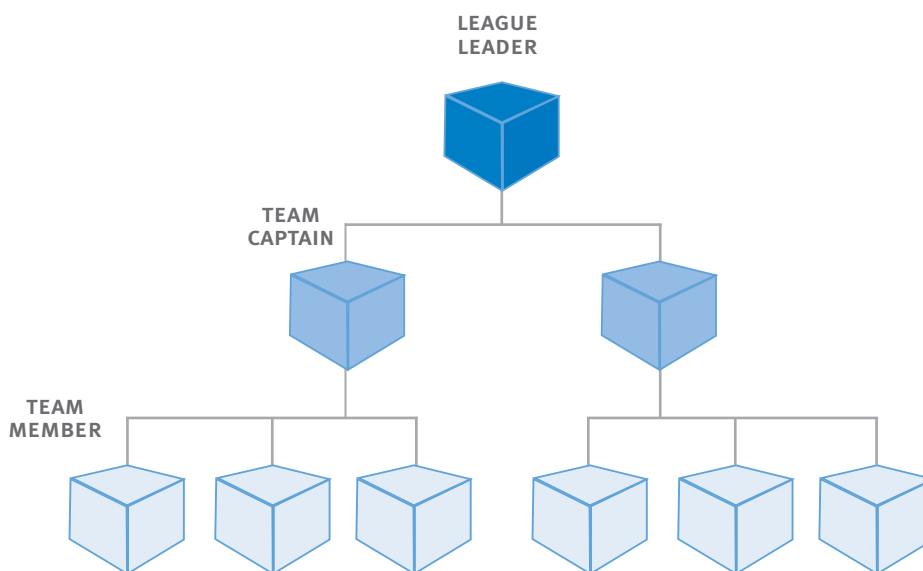
- SET UP COMPETITION
- INVITE CAPTAINS VIA EMAIL
- MONITOR AND POST WEEKLY TEAM RESULTS

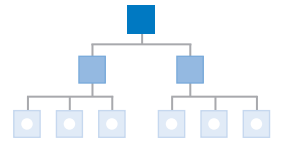
TEAM CAPTAIN

- ACCEPT LEAGUE LEADER INVITATION
- CREATE A TEAM
- RECRUIT PLAYERS VIA EMAIL
- KEEP TEAM MOTIVATED

TEAM MEMBER

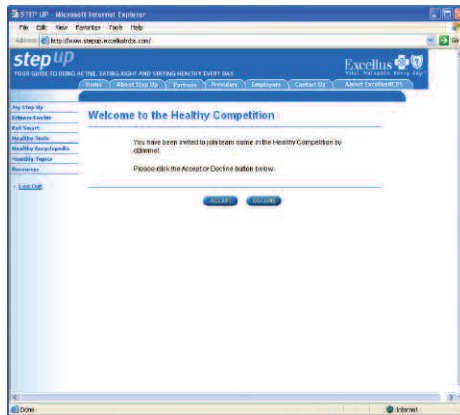
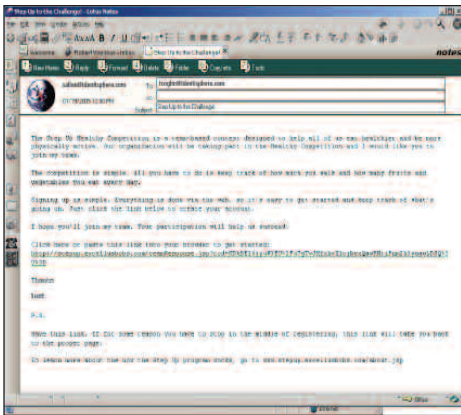
- ACCEPT TEAM CAPTAIN INVITATION
- TRACK THEIR PHYSICAL ACTIVITY (STEPS)
- TRACK THEIR FRUIT + VEGETABLE SERVINGS
- ENTER THEIR STEPS AND SERVINGS ON THEIR WEB PAGE





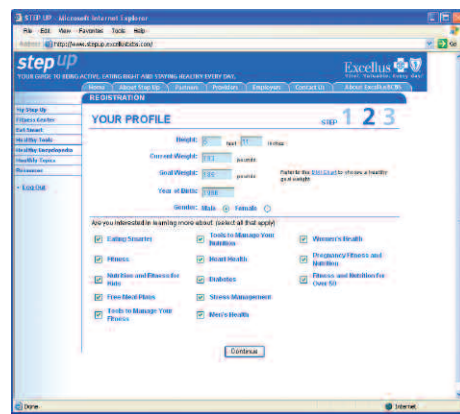
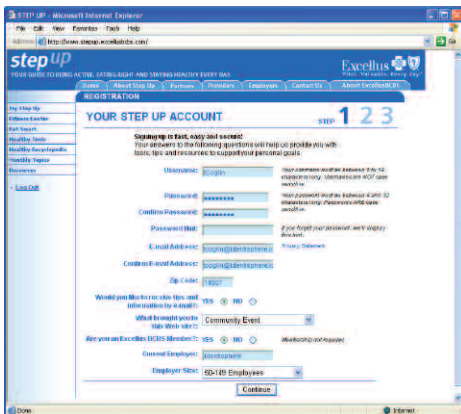
Step One: Respond to the Invitation

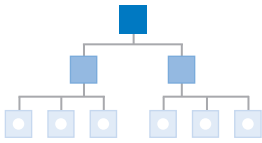
You will receive an email inviting you to join a team within your organization’s league. In this email, you will see a unique link that has been created specifically for you. **You must use this link to begin the set-up process properly.** This link is specifically for you. Do not share it with anyone else.



Step Two: Set up Your Account

If you are not already a member of Step Up, the link will take you to the registration page. You will be asked to answer some questions so we can build your personal Step Up web page. This information will be kept strictly confidential. Once you are registered, your name will be added to your team’s roster and you’ll be ready to go.





The Role of Team Member

Each potential player will receive an email invitation from their captain. The player must then click the unique link enclosed within the email to begin the set-up process. If they accept, they will be asked to do three things:

1. Set up their personal Step Up web page
2. Keep track of their daily steps and servings of fruits and vegetables
3. Enter their steps and servings on their web page at least once a week

USING YOUR PERSONAL STEP UP WEB PAGE

Each player will have access to the tools shown below and resources for managing and tracking goals.

VIEW MY PROGRESS SECTION

Shows your current BMI, weight, as well the percentage of steps/servings you've achieved.

ENTER DAILY INFO SECTION

This is where you'll type your steps and servings for each day. When you've completed this, they'll instantly be added to your team's percentages.

HEALTHY COMPETITION SECTION

This page shows you how your team is doing and gives you access to league rankings.

EDIT MY PROFILE SECTION

Allows you to make changes to your profile.

GET HELP SECTION

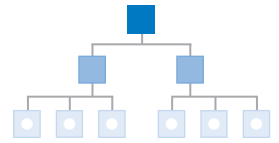
Answers to the most commonly asked questions.

The screenshot shows the Step Up web application interface. The page is titled "STEP UP - Microsoft Internet Explorer" and displays a user profile for "WELCOME SALLEN". The main content area is divided into several sections:

- WELCOME SALLEN:** A navigation bar with options: VIEW MY PROGRESS, ENTER DAILY INFO, HEALTHY COMPETITION, EDIT MY PROFILE, GET HELP.
- Your Goal is to lose 8 lbs. You've achieved 37% of your goal.** A BMI chart showing weight ranges for different heights (4'6" to 6'6").
- STEPS:** A progress bar showing 35,458 steps out of a goal of 70,000 (50% of Goal).
- SERVINGS:** A progress bar showing 30 servings out of a goal of 35 (86% of Goal).
- HEALTHY COMPETITION SECTION:** A section showing league rankings and team performance.
- EDIT MY PROFILE SECTION:** A section for editing user profile information.
- GET HELP SECTION:** A section for frequently asked questions.

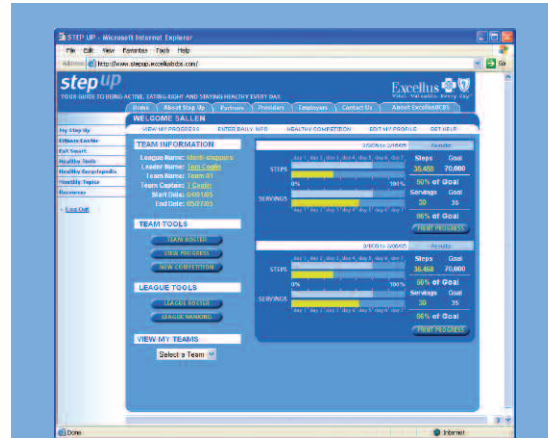
At the bottom of the page, there is a footer with legal disclaimers:

© 2005 Excellus BlueCross BlueShield, a nonprofit Independent Licensee of the BlueCross BlueShield Association. All rights reserved. Please click for information on how we protect your privacy. Use of this site indicates your acceptance of our Terms of Use. View our 31 county New York State service area. You will need Internet Explorer 5.5 or higher to use the secure features of this site.



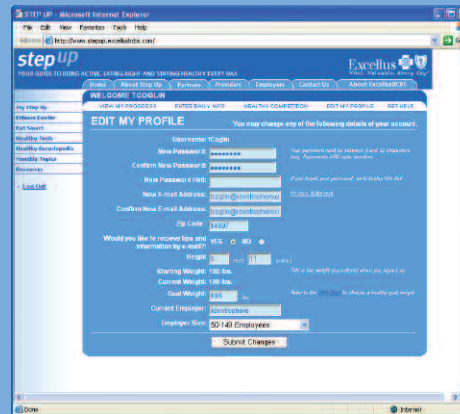
HEALTHY COMPETITION SECTION:

This page shows you how your team is doing and gives you access to league standings.



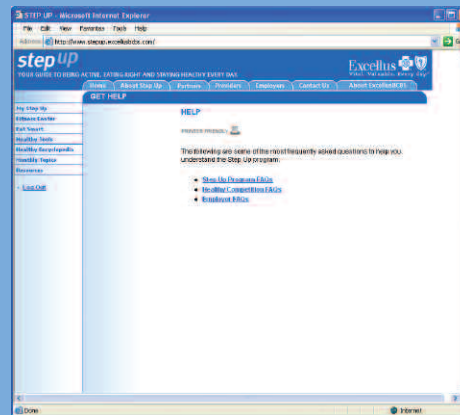
EDIT MY PROFILE SECTION:

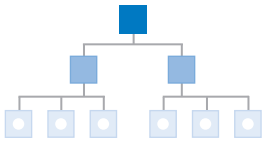
Allows you to make changes to your profile.



GET HELP SECTION:

Answers to the most commonly asked questions.





TEAM TOOLS

TEAM ROSTER Shows all members of your team with clickable email addresses for sending messages back and forth.

VIEW PROGRESS Shows your team's goals and totals completed.

NEW COMPETITION Allows you to set up another competition outside your current one.

LEAGUE TOOLS

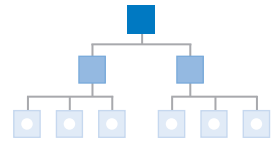
LEAGUE ROSTER View each team in your league.

LEAGUE RANKING Shows each team and their total steps/servings.

VIEW MY TEAMS

Select a Team Allows you to toggle between various teams you may be a part of.

The screenshot displays the Step Up website interface. At the top, there's a navigation bar with links: Home, About Step Up, Partners, Providers, Employers, Contact Us, and About ExcellusBCBS. The main content area is titled "WELCOME SALLEN" and includes a "My Step Up" sidebar with links like Fitness Center, Eat Smart, Healthy Tools, Healthy Encyclopedia, Monthly Topics, and Resources. The central content area is divided into several sections: "TEAM INFORMATION" (League Name: identi.steps, Leader Name: Tom Goggin, Team Name: Team 01, Team Captain: T Goggin, Start Date: 04/01/05, End Date: 05/27/05), "TEAM ROSTER" (listing five members with email addresses), "TEAM TOOLS" (Team Roster, View Progress, New Competition), "LEAGUE TOOLS" (League Roster, League Ranking), and "VIEW MY TEAMS" (Select a Team dropdown).



We've provided the following checklist to help you get started quickly.

TEAM MEMBER CHECKLIST

The following checklist shows you just how simple it is to participate in a Healthy Competition. Remember, the only way to join this team is through the specific link provided in your email invitation from your Team Captain.

- Click the unique link embedded in your personalized email invitation to register with Step Up and join your team
- Keep track of your daily steps and servings
- Enter your steps and servings on your Step Up web page at least once a week
- Encourage your Team Members

INTRODUCTION

- 3 Welcome
- 4 How the Competition Works
- 6 Roles

LEAGUE LEADER

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TEAM CAPTAIN

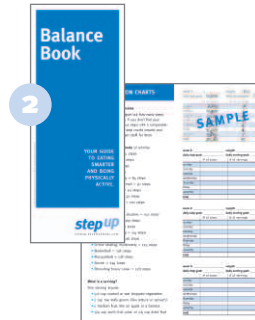
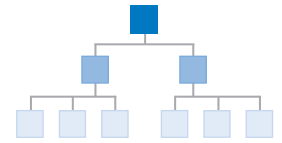
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These support materials and more can be found on your Healthy Competition Start Up CD or on our website in your “My Step Up” section on the “Step Up Resources” page (in Acrobat .pdf format).

step up 3 simple steps for creating a healthier you.

- 1 VISIT THE STEP UP WEBSITE**
Here you'll find everything you need to start living healthier including activities, recipes, resources for kids and seniors and fun things to get your friends, family or organization living healthier, too.
- 2 SET UP YOUR PERSONAL PROFILE**
Just answer a few questions about your diet and activity level. We'll then create a webpage to assist you in keeping track of your healthy goals.
- 3 YOUR PERSONAL STEP UP PAGE**
Track your progress in reaching your goals. Also use it to enter your daily steps and servings for the Step Up program and Step Up Healthy Competition.

Excellus Vital. Valuable. Every day.
stepup.excellusbcs.com **step up**

1. Posters
2. Balance Book
3. Bookmark
4. .pdf of this guidebook
5. Step Up 1-2-3 hand out

Also included are: email tips, email templates, BMI (body mass index) charts, logos and banner ads too.