



Our new and improved HealthyRewards Program!

To help support and encourage healthy living, Excellus BlueCross BlueShield is pleased to announce a new, more interactive awards program platform powered by RallySM.

The HealthyRewards program will provide participants with the potential to earn \$500 for individuals and up to \$1,000 for subscriber and spouse.

Credits/dividends can still be earned by completing activities that support your healthy lifestyle.

What will you need to do?

You will need to:

- Log on to ExcellusBCBS.com.
- Once logged in, click on the HealthyRewards link
- The link will take you to the Rally website
- Create an account and take the health survey
- Begin earning rewards

Why do I have to fill a new health survey on the Rally site?

We are not able to transfer information from the previous HealthyRewards site to the new Rally-powered site. As such, you will be asked to create a new wellness profile by taking the health survey.

Tell me more about the new health survey.

The new platform features a more visually engaging display that allows you to complete the survey in less time.

- No more than 10 minutes to complete
- 95% completion rate once the survey is started

How will I earn credits/dollars?

You will earn credits/dollars by completing:

- The health survey
- Preventive health screenings
- Tobacco cessation
- Advance care directives
- Managing conditions

Are there new ways for me to earn credits/dollars?

Yes, you can also earn credits/dollars by completing daily missions and monthly fitness challenges.

What are daily missions?

Daily missions are simple activities that can fit into daily routines to help you form positive, healthy habits. Your responses to the health survey trigger personalized activities to help improve overall health and wellness.

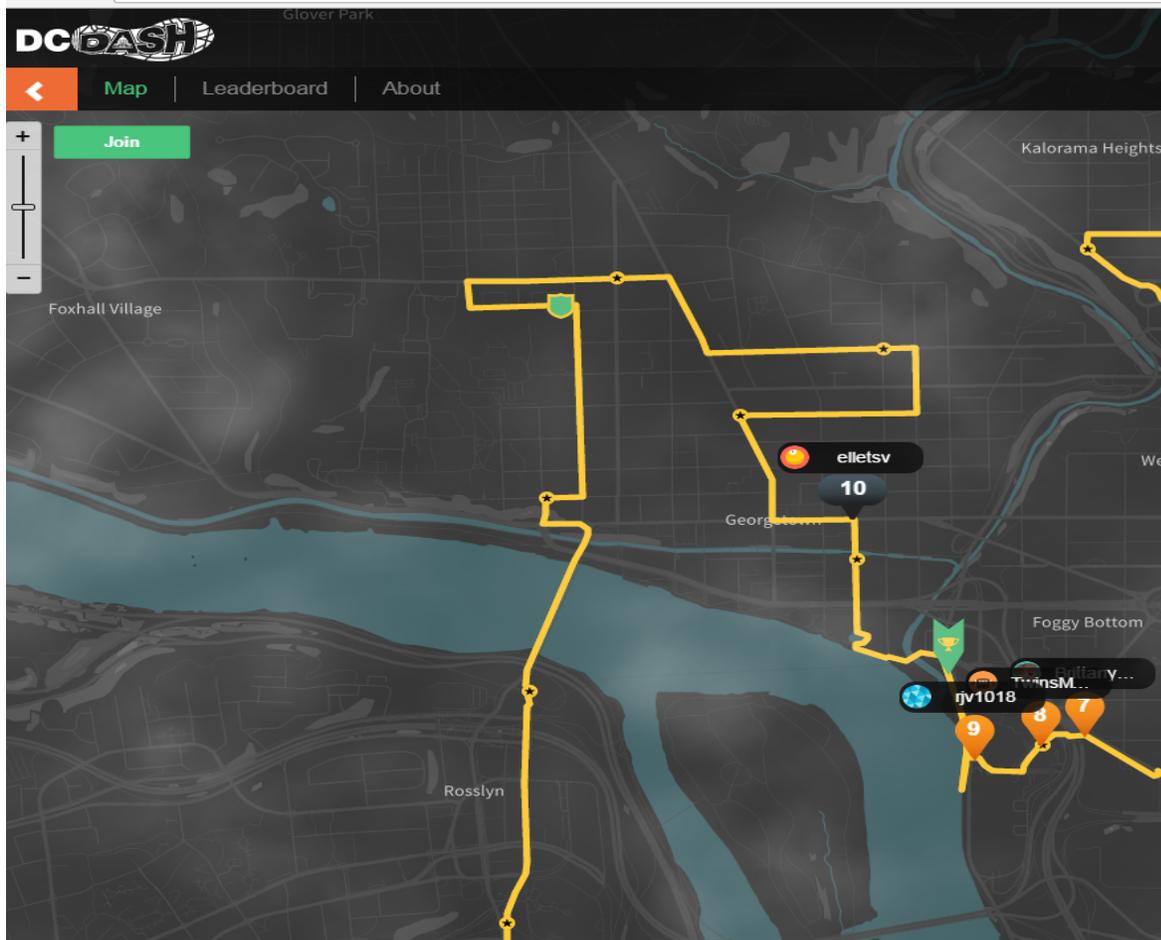
- List of all missions are available within platform
- You are able to complete multiple missions at the same time
- Missions are four weeks long in duration; checking in per week may vary per mission

Is there a period of time to go back for a missed mission day?

- You have a period of one week to make up for missed days.

What are monthly challenges?

Monthly challenges are virtual public, step based competitions that can vary from three to 14 days. Reaching a milestone is required to earn credits/dividends during the challenge. Milestones are figured into miles reached that are represented on the virtual map as trophies that vary depending on the length of the challenge.



Milestone examples:

Three-day challenge milestone = 7.5

Five-day challenge milestone = 12.5

Is there a period of time to go back for a missed challenge day?

Depending on the length of the challenge, you have a period of two weeks to make up for missed days.

Are monthly challenges device enabled only? Is there a way to self-report challenges manually?

Yes, the challenges can be device enabled. However, if you don't have a device or smartphone, there is a manual way to track.

- Go to MapMyRun at <http://www.mapmyrun.com>
- Create an account using the same email address used for Rally health
- Select Log Workout
- Select Run, Walk, Hike, put in the duration and hit save

Here is a sample activity chart that allows you to choose comparable activities other than Run, Walk or Hike within the MapMyRun app that can be converted into mileage. Conversion is necessary under the Rally platform, which can only convert activities into mileage as part of the virtual step based challenge.

Activity converter chart	Activity	Potential credit/divide nds
Light Activity	Golf without cart, walking in place, slow treading in pool, water aerobics, rowing (kayaking, canoeing), Frisbee golf, softball/baseball	20 minutes of Activity = 1 mile
Moderate Activity	Weightlifting, shoveling snow, dancing, racquet sports, yoga, skiing easy, ice skating recreational, swimming, handball, hiking	20 minutes of Activity = 2 miles
Vigorous Activity	Exercise classes: (e.g., spinning, Zumba, kickboxing, circuit, kettlebells), basketball, soccer, cross country skiing, swimming laps, competitive dancing, mogul skiing	25 minutes of Activity = 3 miles

Can I join more than one challenge simultaneously?

You can only join one challenge at a time.

Can I use multiple tracking devices with my Rally account?

You can use only a single tracking device (e.g., the Rally mobile app or Fitbit, Jawbone, etc.) with your Rally account at a time. You may switch devices at any time; all of your device-enabled missions and challenges will convert to the new tracking method once confirmed.

What if I have restrictions that prevent me from exercising, how can I earn the monthly health challenge credits/dollars?

There is an alternative form available for those that have a medical condition that prevents them from completing a milestone within the monthly health challenge under the rewards program.

Are there any other enhancements?

Yes, there will be access to on-line communities where you can connect, discuss or share health concerns with others. This feature can be used to improve overall health and wellness. You will not earn additional credits/dollars for participating.

What are coins?

Coins are earned for completing a task, which can be redeemed to make a charitable donation towards a featured Rally charity.

Coins are provided by Rally health and are not funded by premium dollars.

How much can I earn?

The maximum reimbursement amount allowed per contract year is \$500 for individuals and \$1,000 for the subscriber and spouse.

- Complete health survey - \$50
- Complete three missions - \$145
- Complete twelve monthly challenges \$15 each, \$180 total
- Attest to being tobacco-free or signing up with a Quit Coach - \$40
- Verify completion of the recommended preventive health screening - \$25
- Manage chronic condition or learn about recommended health goals - \$40

- Verify completion of the advance care planning - \$20

How much can I redeem?

The minimum allowed to be redeemed at once is \$10. Redemption is limited in \$100 increments.

Is there an option to receive a check?

You will not have the option to receive a check. A Visa® Gift Card is the closest alternative that can be used like cash at any retailer that accepts Visa. Additionally, you will now have the choice of retail gift cards to Adidas, Nike, eBay and more.

How will I be able to view my balance?

You will have access to the redemption portal on the Rally site. You can view your gift card balance, filter available gift cards by category (e.g., In-store only and Online only) and toggle between digital gift cards and a physical Visa Gift Card.

How do I redeem my gift cards?

- After viewing your gift card options, select the brand to display gift card information, terms and conditions
- Choose the amount of credits/dollars you would like to redeem
- Click Add to Cart and your selections will be added to your shopping cart
- On your shopping cart you will see your current balance, the gift cards you wish to obtain & the total amount
 - The Shopping Cart reflects his/her current balance, the gift cards he/she wishes to redeem, and the total amount
- When you're ready to redeem your credits/dividends, click the Check Out button
- You will then be taken to the confirmation page

Is there anything else I should know?

- When redeeming VISA Gift Cards for physical, plastic cards, you will be prompted to complete a name and address form for mailing purposes.
- There are no activation fees associated with the VISA Gift Card.

- There is an offline kit available for those not able to participate on the electronic platform. Contact our Customer Care department at 1-877-222-1240.

Will I be able to roll over my credits/dollars to the following year?

No, remaining credits/dollars will not roll over to the next benefit year.

If dividends do not carry over, how long does the member have to cash out?

You will have 120 days to redeem any unclaimed credits/dollars upon termination or after years end.

Additional questions or concerns for account access issues, please contact the IT Web Help Desk:

- 1-800-278-1247

Additional questions or concerns for rewards dividends, please contact the Rally Customer Support Center:

- 1-877-726-1002

Notice of Nondiscrimination

Our Health Plan complies with federal civil rights laws. We do not discriminate on the basis of race, color, national origin, age, disability, or sex. The Health Plan does not exclude people or treat them differently because of race, color, national origin, age, disability, or sex.

The Health Plan:

- Provides free aids and services to people with disabilities to communicate effectively with us, such as:
 - Qualified sign language interpreters
 - Written information in other formats (large print, audio, accessible electronic formats, other formats)
- Provides free language services to people whose primary language is not English, such as:
 - Qualified interpreters
 - Information written in other languages

If you need these services, please refer to the enclosed document for ways to reach us.

If you believe that the Health Plan has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, or sex, you can file a grievance with:

Advocacy Department
Attn: Civil Rights Coordinator
PO Box 4717
Syracuse, NY 13221
Telephone number: 1-800-614-6575
TTY number: 1-800-421-1220
Fax: 1-315-671-6656

You can file a grievance in person or by mail or fax. If you need help filing a grievance, the Health Plan's Civil Rights Coordinator is available to help you.

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at:

U.S. Department of Health and Human Services

200 Independence Avenue, SW
Room 509F, HHH Building
Washington, D.C. 20201
1-800-368-1019, 1-800-537-7697 (TDD)
Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>.

Attention: If you speak English free language help is available to you. Please refer to the enclosed document for ways to reach us.

Atención: Si habla español, contamos con ayuda gratuita de idiomas disponible para usted. Consulte el documento adjunto para ver las formas en que puede comunicarse con nosotros.

注意: 如果您说中文, 我们可为您提供免费的语言协助。
请参见随附的文件以获取我们的联系方式。

Внимание! Если ваш родной язык русский, вам могут быть предоставлены бесплатные переводческие услуги. В приложенном документе содержится информация о том, как ими воспользоваться.

Atansyon: Si ou pale Kreyòl Ayisyen gen èd gratis nan lang ki disponib pou ou. Tanpri gade dokiman ki nan anvlòp la pou jwenn fason pou kontakte nou.

주목해 주세요: 한국어를 사용하시는 경우, 무료 언어 지원을 받으실 수 있습니다.
연락 방법은 동봉된 문서를 참조하시기 바랍니다.

Attenzione: Se la vostra lingua parlata è l'italiano, potete usufruire di assistenza linguistica gratuita. Per sapere come ottenerla, consultate il documento allegato.

אויפמערקזאם: אויב איר רעדט אידיש, איז אומזיסטע שפראך הילף אוועילעבל פאר אייך
ביטע רעפערירט צום בייגעלייגטן דאקומענט צו זען אופנים זיך צו פארבינדן מיט אונז.

নজর দিন: যদি আপনি বাংলা ভাষায় কথা বলেন তাহলে আপনার জন্য সহায়তা উপলভ্য রয়েছে। আমাদের সঙ্গে যোগাযোগ করার জন্য অনুগ্রহ করে সংযুক্ত নথি পড়ুন।

Uwaga: jeśli mówisz po polsku, możesz skorzystać z bezpłatnej pomocy językowej.
Patrz załączony dokument w celu uzyskania informacji na temat sposobów kontaktu z nami.

تنبيه: إذا كنت تتحدث اللغة العربية، فإن المساعدة اللغوية المجانية متاحة لك. يرجى الرجوع إلى الوثيقة المرفقة لمعرفة كيفية الوصول إلينا.

Remarque : si vous parlez français, une assistance linguistique gratuite vous est proposée. Consultez le document ci-joint pour savoir comment nous joindre.

نوٹ: اگر آپ اردو بولتے ہیں تو آپ کے لیے زبان کی مفت مدد دستیاب ہے۔ ہم سے رابطہ کرنے کے طریقوں کے لیے منسلک دستاویز ملاحظہ کریں۔

Paunawa: Kung nagsasalita ka ng Tagalog, may maaari kang kuning lib्रेng tulong sa wika. Mangyaring sumangguni sa nakalakip na dokumento para sa mga paraan ng pakikipag-ugnayan sa amin.

Προσοχή: Αν μιλάτε Ελληνικά μπορούμε να σας προσφέρουμε βοήθεια στη γλώσσα σας δωρεάν. Δείτε το έγγραφο που εσωκλείεται για πληροφορίες σχετικά με τους διαθέσιμους τρόπους επικοινωνίας μαζί μας.

Kujdes: Nëse flisni shqip, ju ofrohet ndihmë gjuhësore falas. Drejtojuni dokumentit bashkëlidhur për mënyra se si të na kontaktoni.