MASSACHUSETTS

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



YOUR ONLINE WELLNESS PROGRAM, IN A NUTSHELL

With a**healthy**me®´ Rewards from Personify Health™, 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 a**healthy**me Rewards:

Create an Account

Sign up at **ahealthymerewards.com**, and download the Personify Health 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 Personify Health app.

Earn up to $400 in rewards annually.

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

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SO MANY WAYS TO LEARN AND EARN

a**healthy**me 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 Personify Health app to take on fun, four- week virtual challenges across a variety ofterrains.

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

NUTRITION GUIDE
Personify Health'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 *Maximum of 140 points per day	140
		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.

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 Browse healthy recipes	20 10
	Weekly	Add a recipe to grocery list Favorite a recipe	10 10
	Quarterly	Select your eating type	250
	Monthly	Track calories 10 days in a month Track calories 20 days in a month	200 300
	One-time	Connect calorie tracker to MyFitnessPal	100
Sleep† Connect more sleep to better health.	Daily	Track sleep manually Track sleep nightly (validated) Sleep more than seven hours a night (validated)	10 20 50
	Monthly	Track sleep 10 days in a month Track sleep 20 days in a month Sleep more than seven hours, 20 days a month	100 200 300
	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 Connect first activity device Add profile picture Add your first five friends Add a friend outside of your company Invite five colleagues (200 points each) Initial sign-in on your mobile app	100 200 250 250 100 1000 250

†Validated sleep data is required to earn points.

Questions?

Chat live at **app.personifyhealth.com**, email **bcbsma@personifyhealth.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**).

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