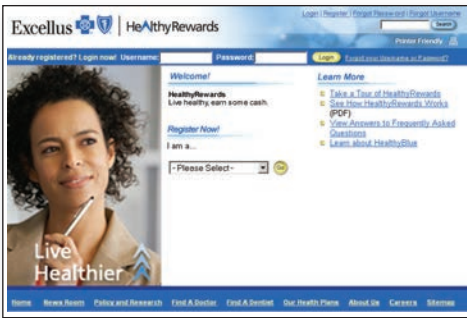


Live healthy. Earn some cash.

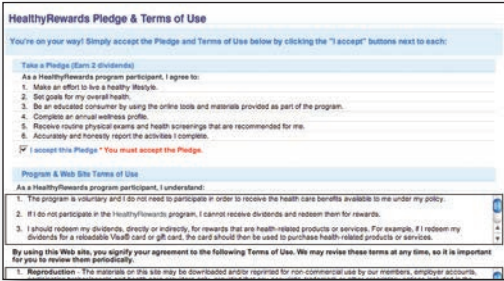
With HealthyRewards members can earn cash back – up to \$1,000 per family– for doing simple stuff. Like going out for a run, working around the yard, even taking the stairs.

To get started:

1: Members must log into our web site excellusbcb.com/healthyrewards. If they are new users, they will need to register. Members can retrieve or reset usernames and passwords.



2: Complete the Pledge, Terms and Conditions and confidential Wellness Profile. Members earn cash back instantly!



3: Choose a Fitness or Nutrition Program, start working on your Preventive Health guidelines, and look at the Living Healthy program choices.



IMPORTANT: Members will need a full year of work to earn the full dividend potential. Encourage them to start early and keep up the good work (see the Communication Plan in your kit). No matter when they start in the year, they will still earn cash back.

How to earn cash back



Fitness and Nutrition
Value: Earn up to 405 dividends

Fitness and Nutrition programs such as My Diary and StepUp, are designed so you can track your steps, servings, exercise and nutrition activity online.

Living Healthy
Value: Earn up to 30 dividends

A set of programs ranging from stress management and self improvement to financial discipline or spiritual healing.

Health Tools & Resources
Value: Earn up to 10 dividends

Research health topics, take health quizzes, use a prescription drug calculator to measure your savings using generic drugs or estimate cost for treatment.

Preventive Health
Value: Earn up to 45 dividends

Complete recommendations for health screenings, dental screenings, routine exams, immunizations, a mammogram, a pap test, prostate cancer screening and preventive colonoscopy screenings. Participate in Advance Care Planning – a process of planning for future medical care in case you are unable to make your own decisions.

Managing Health Conditions
Value: Earn up to 40 dividends

If you live with a chronic health condition such as Asthma, Coronary Artery Disease, Diabetes or Hypertension, a health care professional can help you manage your care.

Smoking or Non-Smoker
Value: Earn up to 40 dividends

Earn cash back by completing a tobacco cessation program that helps you quit smoking and other forms of tobacco. Non-smokers earn dividends just for being healthy and not using tobacco.

Resources:

Communications Plan

Included in this kit, you will find a Communications Plan that will help you plan your year. All of the work is done for you – from pre printed posters and giveaways to articles and emails on a flash drive.

On the Web

Find tours, FAQs, program information and more: excellusbcb.com/healthyrewards

Answers to common questions:

- You can earn up to \$500 individually or a combined \$1000 cash back for you and an eligible adult member. Children are not eligible.
- Rewards are not retroactive for new employees.
- 1 dividend = \$1
- If a member does not have internet access, he or she should have their member ID number ready and contact Customer Service to get a printed copy of the program.