

# Program Q&A



## PROGRAM DESCRIPTION

**Q:** What is the ExerciseRewards™ program?

**A:** The ExerciseRewards program rewards members for working out at a qualifying fitness center. Excellus members and their spouses/domestic partners are eligible to participate. Essential Plan is subscriber only.

**Q:** What is included in the ExerciseRewards program?

**A:** Members can earn rewards by working out at a qualifying fitness center or with activity tracking through the Active&Fit Connected!™ tool. Members have access to a robust network of participating fitness centers and can also enjoy a variety of on-demand workout videos, a personalized Workout Plan, a quarterly newsletter, and exclusive resources and articles on the website.

**Q:** What is the difference between the ExerciseRewards and Active&Fit Enterprise™ programs?

**A:** The ExerciseRewards program is a rewards program offered under the Active&Fit Enterprise brand. The Active&Fit Enterprise brand also includes the fitness center network of the same name that provides discounted membership access to members in the ExerciseRewards program.

**Q:** Do members with existing Active&Fit membership need to re-enroll with their fitness center or on a new website?

**A:** Members with existing Active&Fit membership will re-enroll at the beginning of each calendar year on an annual basis. Members can re-enroll on **[www.ActiveandFit.com](http://www.ActiveandFit.com)**.

## PROGRAM MEMBERSHIP

**Q:** How do members register for the ExerciseRewards program?

**A:** Members go to **[ExcellusBCBS.com/Rewards](http://ExcellusBCBS.com/Rewards)** and click on the link to the Active&Fit Enterprise website to register for a website account.

**Q:** How do members enroll in the fitness center program should they choose to do so?

**A:** After website registration, members have the option of enrolling with a contracted fitness center for a monthly fee. Upon enrollment, members can access multiple fitness centers in the Standard network. Enrollment in the fitness center program is not a requirement for participating in the ExerciseRewards program.

## ABOUT THE PROGRAM

**Q:** How does the ExerciseRewards program work?

**A:** Subscribers need to complete at least 50 visits each reward period to earn \$200 in rewards. Members' spouse/domestic partner can also earn \$100 in rewards by completing at least 50 visits each reward period. Essential Plan is subscriber only.

Members can receive credit for one fitness center visit per calendar day (with at least 8 hours between visits).

**Q:** How do members track fitness center visits?

**A:** There are 3 ways to track fitness center visits:

- 1. Active&Fit Enterprise fitness center or studio**—Enroll in an Active&Fit Enterprise participating fitness center on the Active&Fit Enterprise website, [www.ActiveandFit.com](http://www.ActiveandFit.com), and the fitness center will submit member visits automatically. Members must pay any applicable nonrefundable member fee(s) to the ExerciseRewards program with a credit or debit card only (Mastercard, Visa, Discover, or American Express). Members should print a paper copy of their Active&Fit Enterprise card, or download it on their phone, and bring it to the fitness center they selected.
- 2. The ASHConnect™ app**—Track workouts at a qualifying fitness center. For the app to count member visits, each workout should be at least 30 minutes (one fitness center visit per calendar day). Members can search for ASHConnect in their phone's app store.
- 3. Paper log**—Submit a completed Visit Submission Form. The form needs to be complete, legible, and signed off on by the fitness center to earn credit for each visit.

**Q:** Can members use more than one method to track visits?

**A:** Yes. Members can use any or all of the 3 methods and are not limited to just one. Members can log on to the Active&Fit Enterprise website to track progress toward their reward.

**Q:** If a fitness center is not in the fitness center search on the website or on the ASHConnect app, how will members know if it is a qualifying fitness center to use in this program?

**A:** For a fitness center to be qualifying, it must be in the 50 U.S. states or District of Columbia; offer regular cardiovascular, flexibility, and/or resistance training exercise programs or may include instructor-led classes (such as Zumba®, Pilates, “step” classes, yoga, aquatics, etc.); must have staff oversight; and must offer a membership agreement.

Examples of excluded centers that do not qualify for rewards include, but are not limited to, the following:

- Services and activities such as rehabilitation services, physical therapy services, country clubs, social clubs, or sports teams and leagues.
- Dues or fees for participating in aerobic/fitness activities not in an acceptable fitness center, as well as fees for personal training, lessons (e.g., tennis and swimming), coaching, and exercise equipment or clothing purchases.
- Exercise sessions at fitness centers where there is no staff oversight (e.g., centers in apartment buildings, hotels, and sports clubs).

Because these excluded fitness centers are not eligible for rewards, they will not appear in the ASHConnect app and are not in the Active&Fit Enterprise network.

**Q:** What do members need to send to the ExerciseRewards program if they are manually tracking their activity on the Visit Submission Form?

**A:** If members choose to attend a qualifying fitness center that does not submit visits or if members do not use the ASHConnect app, then they'll need to keep track of their workouts on a paper log. Please note, all participating Active&Fit Enterprise fitness centers will submit visits on the member's behalf.

- Members will complete the Visit Submission Form, which documents their fitness center visits. A fitness center staff member must sign the form. Members can write in each visit date, or members can submit a computer printout of their workouts from the fitness center. Members must ensure the form is complete and legible to process their reward.
- Submissions must be received no later than 120 days after the end of the reward period.
- At-home workouts will no longer be accepted on or after January 1, 2022. All workouts must be completed at a qualifying fitness center to earn the reward.

The Visit Submission Form is available at **ExcellusBCBS.com/Rewards** or by calling Customer Service at 1.888.797.7925.

**Q:** How do members redeem their reward?

**A:** Members will be able to see their reward information on **www.ActiveandFit.com**. Once their visit requirement is met and processed, they'll receive a redemption email (if a valid email address is on file) advising them to log in to the Active&Fit Enterprise website. They'll go to the Rewards page and click "Available to redeem" and select their incentive period. Then they'll confirm their mailing address and click "Redeem." If using the ASHConnect app, members can redeem their rewards within the app as well. If using the Visit Submission Form, members need to follow the instructions on the form to submit for rewards.

**Q:** When should members expect to receive their reward?

**A:** All rewards are processed within 7 – 10 days of a member redeeming their reward on the website or ASHConnect app. If the member does not redeem an earned reward on the website, it will be auto-paid 30 days after the end of the reward period.

If members are submitting paper logs, and logs are incomplete or have invalid documentation, the member's reward will not be processed.

## FITNESS PROGRAM CHOICES

**Q:** What are the different types of fitness centers that participate in the ExerciseRewards program should a member choose to enroll in a contracted fitness center?

**A:** Members may select from the following if they choose to enroll in a fitness center. Members pay a monthly fee to participate at one or multiple fitness centers that they enroll in.

- **Full Coed Fitness Centers**, which may offer exercise classes in addition to their standard membership with cardiovascular and resistance training equipment.
- **Gender-Specific Fitness Centers**, which offer a standard membership and the opportunity to work out with others of the same gender.
- **Fitness Studios**, which may include pools, yoga studios, and/or Pilates studios.
- **Premium Fitness Network Choices**, an expanded network of options, like full-service fitness centers and studios, and unique fitness experiences, such as rock climbing and martial arts. Fees vary, depending on the fitness location members choose.

**Q:** Can members who choose to enroll in the fitness center program enroll in multiple fitness centers?

**A:** Yes, members can utilize one or more participating fitness centers at a time. If members enroll into more than one Premium location, they must pay fees for each individual location. Members can log in to the Active&Fit Enterprise website or call Customer Service at 1.888.797.7925, for information on how their payments may change.

**Q:** If members have an existing Active&Fit Enterprise membership, will they need to re-enroll with their fitness center?

**A:** Members will need to re-enroll in their fitness center at the beginning of each calendar year on an annual basis.

**Q:** Can new Active&Fit Enterprise members continue to use their existing gym?

**A:** If the fitness center is part of the Active&Fit Enterprise network, then yes. Members can advise the fitness center to freeze their membership. After registering on the Active&Fit Enterprise website, selecting a fitness center, and paying their applicable fee(s), they can print a paper copy of their Active&Fit Enterprise card, or download it on their phone, and bring it with them to their first visit. If the fitness center is not part of the Active&Fit Enterprise network, and members would like to use their fitness center benefit, they will need to switch to a participating fitness center. If members decide to cancel their fitness center enrollment, and the original fitness center membership was frozen (and not canceled), their original membership should be reinstated.

**Q:** How do members nominate a fitness center to be part of the Active&Fit Enterprise network?

**A:** Members can nominate a fitness center by going to the Active&Fit Enterprise website or calling ExerciseRewards Customer Service.

**Q:** Do ExerciseRewards members get an Active&Fit Enterprise card?

**A:** The Welcome Letter includes the Active&Fit Enterprise card, along with the name and location of the member's chosen fitness center and their fitness ID number. Members who join the program online can print a paper copy of their Active&Fit Enterprise card, or download it on their phone, and bring it with them to their first visit.

**Q:** Will members who already have an Active&Fit Enterprise card be issued a new Welcome Letter and Active&Fit Enterprise card?

**A:** The new Welcome Letter will include the new card and will be available on the Active&Fit Enterprise website upon re-enrollment into a fitness center.

**Q:** What is the investigative process for complaints against a fitness center?

**A:** American Specialty Health Fitness, Inc., provider of the ExerciseRewards program, will assess complaints and follow up accordingly. Some methods of investigation are an inquiry letter, a site visit, or a secret shopper call.

**Q:** Do members ever have to pay a fee to the fitness center directly?

**A:** No. However, members are responsible for paying any fees associated with upgrading their fitness center membership, or for using any nonstandard services or amenities that require separate, nonstandard fees.

## WEBSITE FEATURES

**Q:** What digital fitness tools and resources are available to ExerciseRewards members?

**A:** The website has several features, including:

- Fitness center search—Members find participating fitness centers that automatically report visits and may offer guest passes through the ExerciseRewards program.
- Access to a variety of digital workout videos. Digital workouts do not count towards rewards unless completed at a qualifying fitness center.
- Workout Plans—Members can answer a few questions about their fitness level and goals to get personalized workouts.
- A quarterly newsletter.
- Exclusive resources and articles in the online library.

**Q:** How do ExerciseRewards members dis-enroll from a fitness center?

**A:** Members must call ExerciseRewards Customer Service at 1.888.797.7925, Monday through Friday, 8 a.m. to 9 p.m. Eastern time. Fees are nonrefundable.

The Active&Fit ExerciseRewards and the Active&Fit Enterprise programs are provided by American Specialty Health Fitness, Inc. (ASH Fitness), a subsidiary of ASH. Please talk with your doctor before starting or changing your exercise routine. All programs and services are not available in all areas. The people in this piece are not ExerciseRewards members. Active&Fit ExerciseRewards, Active&Fit Enterprise, ASHConnect, and the Active&Fit Enterprise logo are trademarks of ASH. Other names or logos may be trademarks of their respective owners. Nonstandard services at the fitness center that call for an added fee are not part of the Active&Fit ExerciseRewards program. Fitness center participation may vary by location and is subject to change. Members are not required to participate at an ASH-contracted fitness center to be eligible for the reward; however, exclusions apply.

The Active&Fit Exercise Rewards program is offered under the Active&Fit Enterprise brand. The Active&Fit Exercise Rewards program and the Active&Fit Enterprise program are offered on behalf of Excellus BlueCross BlueShield.