



**Earn up to
\$400
per year!***

ThriveWellSM Rewards

It's easy to earn rewards by making healthy decisions. Choose your healthy activities and watch your rewards add up. The more you do, the more you'll earn—up to \$400 in Pulse Cash in 2024.

Complete these activities to earn Pulse Cash for 2024:

| | | |
|---|----------------------------------|------|
| Complete by the end of your program year | Complete the Health Check survey | \$25 |
|---|----------------------------------|------|

Participate in additional healthy activities throughout the year to earn points and watch your Pulse Cash add up.

| | LEVEL 1 | LEVEL 2 | LEVEL 3 | LEVEL 4 | Total rewards per year |
|-------------------|---------|---------|---------|---------|------------------------|
| Points | 7,000 | 25,000 | 40,000 | 60,000 | |
| Pulse Cash | \$15 | \$35 | \$55 | \$70 | \$175 |

Pulse Cash annual max = \$400*

*\$200 per subscriber and \$200 per spouse or domestic partner.

Virgin Pulse is a separate company and offers a digital wellbeing service on behalf of Excellus BlueCross BlueShield, a nonprofit independent licensee of the Blue Cross Blue Shield Association.



Everybody Benefits

A nonprofit independent licensee of the Blue Cross Blue Shield Association



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Ways to earn:

Look for **How to Earn** in your account for a complete list of all the ways you can earn points.

| | Do healthy things: | Earn points: |
|---|---|--------------------------------------|
| Getting started | Complete registration | 250 |
| | First login to mobile app | 250 |
| | Connect first activity device | 200 |
| Daily | Upload steps from your activity tracker (per 1,000 steps) | 10 |
| | Do your Daily Cards (2 per day) | 20 |
| | Track your Healthy Habits (3 per day) | 10 |
| | Track sleep nightly | 20 |
| | Sleep > 7 hours in a night | 50 |
| | Complete a step in Journeys® | 20 |
| | Monthly | ★ Complete 20 Daily Cards in a month |
| ★ Track Healthy Habits 20 days in a month | | 300 |
| ★ Track sleep 10 days in a month | | 100 |
| ★ 20-Day Triple Tracker: 7,000 steps/15 active minutes/15 workout minutes | | 400 |
| Self-entered measurements | | 50/month |
| Join a challenge | | 100 |
| Quarterly | Choose your eating type | 250 |
| | Choose your sleep profile | 250 |
| | Complete a whole Journey (3x per quarter) | 150 |
| Yearly | Set a wellbeing goal | 200 |
| | Complete a Health Checkup (annual exam) | 250 |
| | Invite a friend outside of your company | 100 |

★ Earn bonus points!

Want to reach Level 4? Do healthy things every day and earn big rewards. Look for the symbol above for a sampling of what you can earn.

Who's eligible?

All subscribers and spouses or domestic partners are eligible to participate in ThriveWell and earn rewards.



Not a member yet?

Log into your Excellus BCBS member account to get started at:

Member.ExcellusBCBS.com