

## Announcement for BCBSNC Group Administrators

### Blue Points<sup>SM</sup> Incentive Program to Change in 2009

*Encourage Your Employees to Complete Their Current Prize Level in 2008*

August 21, 2008

Beginning January 1, 2009, our Blue Points<sup>SM</sup> incentive program for physical and wellness activities is changing.

We'll bring more ways to earn rewards while getting in shape and living a healthier life. Your employees will be able to choose from an all-new selection of rewards, including gift cards from popular retailers.

#### Your Employees will Earn Points on Current Program throughout 2008

Your employees can keep earning points to redeem for any of our current prizes until December 31, 2008. From September 2008 to December 2008, BCBSNC members logging their Blue Points at [bcbsnc.com](http://bcbsnc.com) will see messages notifying them that the program will be changing as of January 1, 2009. This should allow participants enough time to complete and redeem points for their current prize level ("B", "L", "U", "E").

#### PLEASE NOTE:

- Group members have until December 31 to log points to earn current prizes
- Points for current prizes must be redeemed by December 31
- Current points will not carry over on January 1

#### Features of the New Program

Category	Today's Blue Points	New Blue Points
<b>Earning Points</b>	Through self reported physical and wellness activities (Online Healthy Living programs).	Through self reported and data reported activities. <ul style="list-style-type: none"> <li>– Self reported activities include recording fruits &amp; veggies intake, daily exercise, and preventive screenings (e.g. mammogram, flu shot).</li> <li>– Data reported activities include the health risk assessment and online wellness programs.</li> </ul>
<b>Rewards</b>	BCBSNC brand clothing and accessories	Merchandise, gift cards, and charitable donations
<b>Redeeming Points</b>	Points must be redeemed for prizes each time member reaches 250 points.	Points can be accumulated indefinitely toward a higher value reward or redeemed throughout the year for smaller value rewards.



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### **Notifying Your Employees of the Changes**

Information about the upcoming changes will appear in the “Member News” and “Blue Points” sections of [www.bcbsnc.com](http://www.bcbsnc.com) beginning August 25. All members logging their Blue Points should easily find this messaging.

Your BCBSNC group representative can also provide you with a flyer to post in your workplace about the upcoming changes.

### **Current Blue Points Program to Continue for Blue Advantage Members**

At this time, the current Blue Points program will continue for members of Individual plans (Blue Advantage, Blue Options HSA for Individuals). Based on the success of the new program with group members, we may roll it out to Individual business at a later date.

If you have questions about this announcement, please contact your BCBSNC group representative.

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