



# WELLNESS

## Welcome to the Wellness Rewards program!

Build healthy habits and get rewarded for your efforts on a fun new wellness portal, powered by Rally Health. We've got something for every body.

Earn rewards by completing health-related activities and achieving your goals. We can't wait to show you all the new options you have to be well and have fun doing it!

### How it works:

- Your wellness package comes with a total Blue Rewards<sup>SM</sup> amount you can earn for the plan year.
- You can track your available activities in your personalized Blue Rewards portal.
- You can pick which activities sound fun, interesting or helpful to you.
- You can be rewarded for some activities more than once. See your Wellness Rewards program overview for details on each activity.
- You can still complete available activities after you've hit your total rewards amount, but you won't earn additional incentives.

**Note:** All the activities in your package will earn you Blue Rewards. Most will also earn you Rally<sup>®</sup> Coins as an extra incentive – virtual currency that can be spent within the wellness portal on healthy discounts, sweepstakes and more.

**BlueRewards**  
Now more rewarding than ever!



### Find your rewards

You can find all your reward-eligible wellness activities on your personal Blue Rewards page in the wellness portal.



Once your plan begins, you'll start on Blue Connect<sup>SM</sup>, your health plan member site ([BlueConnectNC.com](http://BlueConnectNC.com)). It's just a few quick steps from there. Once you've registered for the wellness portal, all your activities will be added to your personal page so you can start earning. Then you can download the Rally<sup>®</sup> app for access anywhere.



### Introducing Rally<sup>®</sup> Coins

On the next page, learn all about this new Wellness currency in all its glory!





# COINS

## All about Rally® Coins



### What are Rally Coins?

Pretty much everything you do on the wellness portal (Rally site) will earn you Rally Rewards in the form of Coins. These are incentives to keep you logging in and on track with your health and wellness goals. You can redeem your Coins for chances to win great rewards such as fitness trackers, gift cards and more.

### Where can I find my Coins balance?

You can always see your Coins balance right below your username in the top right corner of any page in the wellness portal. You can also find your Coins portal and check the Rally Rewards tab to view available Sweepstakes, Marketplace items, Auctions and Donations.

### Are Rally Coins equivalent to currency?

No. Rally Coins are unique to Rally and only good for use in the wellness portal. Coins cannot be exchanged for an equivalent to real currency (e.g., USD).

### How do I earn Coins?

There are many ways to earn Rally Coins. For example, you earn Coins for logging in every day, completing the Health Survey and making progress on Missions and Challenges. The number of Coins you can earn depends on the activities you complete. The chart below highlights some ways to earn.

Activity	Coins Earned
Logging in once	5
Logging in on consecutive days	10
Completing the Survey	150
Successfully reaching a daily Mission objective	10
Successfully reaching a weekly Mission objective	20
Successfully completing a Mission	75
Placing 1st in a Challenge	100
Placing 2nd in a Challenge	75
Placing 3rd in a Challenge	50

### What can I do with my Rally Coins?

**To enter a Sweepstakes**, simply select the Enter button. Your entry will be competing against the total Rally population, unless otherwise noted.

**In the Marketplace**, you can choose to exchange Coins for significant discounts on a variety of popular items.

**Auctions let you bid** your Coins on rewards of your choice, and if you're not the highest bidder, you get to keep your Coins and try again.

Finally, you can use your Coins to help **trigger a Donation** by Rally to one of several worthy causes. When a charity reaches a certain Coins threshold, Rally makes a substantial cash donation to that charity.



# YOUR PACKAGE: WELLNESS REWARDS ...and all its goodies

Activity	Description	BlueRewards
<b>Wellness Rewards Activities</b>		
<b>Take Your Health Survey</b>	This online survey helps get you started on Rally and provides you with a baseline health score while personalizing your wellness dashboard to your interests and needs.	<b>\$15</b>
<b>Participate in a Public Challenge</b>	Public Challenges are a great way to push yourself and engage in healthy, competitive activities about nutrition, exercise or general well-being with others in the Rally community.	<b>\$5</b> (maximum of \$10 per plan year)
<b>Complete 3 Missions</b>	Self-guided, 4-week Missions help you add new skills and healthy habits to your everyday routine, on subjects like nutrition, exercise, sleep, dental hygiene, emotional self-care and finance.	<b>\$10</b> (must complete 3 – maximum of \$20 per plan year)
<b>Track Your Step Goals with Stride</b>	Members of all fitness levels can set step goals, track progress and get rewarded for improving physical activity. Sync your fitness tracker or use the app.	<b>\$5 per month</b> (maximum of \$30 per plan year)
<b>Complete a Nurse Support Assessment</b>	Get support from a nurse to help you manage a complex or chronic medical condition and achieve your health goals.*	<b>\$25</b> (if identified)
<b>Total Reward Opportunity</b>		<b>\$50</b>

\*Blue Cross and Blue Shield of North Carolina (Blue Cross NC) will reach out to you directly if you qualify for this activity.

Must be at least 18 years old to participate on the wellness portal and earn Blue Rewards. Participation restrictions apply based on plan type, and rewardable activities are not available for all plan types. Visit the wellness portal for activities currently available to you. Blue Cross NC reserves the right to change or discontinue Blue Rewards at any time, including changing dollar amounts and available rewards, without prior notification. Consult with your benefits administrator or contact Blue Cross NC Customer Service for questions or support.

Blue Cross NC offers health and wellness programs as a convenience to aid members in improving their health; results are not guaranteed. Blue Cross NC reserves the right to discontinue or change these programs at any time. The goal is to help members make better decisions about their health and to help them follow their provider's plan of care. Decisions about care should be made with the advice of the member's provider.

Rally Health is an independent company that is solely responsible for the services it provides. Rally Health does not offer Blue Cross or Blue Shield products or services.

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