



# REWARD YOURSELF

## and improve your health

A little motivation can lead to great things. That's why we're upping the ante with our new wellness program. This improved program combines Blue Rewards<sup>SM</sup> incentives from Blue Cross and Blue Shield of North Carolina (Blue Cross NC) with the renowned wellness platform Rally<sup>®</sup> to offer you an easy way to earn gift cards to your favorite retailers simply by doing wellness-related activities. From taking charge of your health to learning about your health plan, it's a rewarding experience in more ways than one!

## BlueRewards<sup>SM</sup>



### How it works

Here's what happens when you have a rewardable activity waiting for you:

1

#### Get an alert when an activity is waiting.

We'll notify you by mail, email and/or SMS (if opted in) about some of the activities in your package when you become eligible.

2

#### View your available activities.

Go to [BlueConnectNC.com](http://BlueConnectNC.com) to access your wellness portal on Rally and see your available activities on the Blue Rewards page.

3

#### Select an activity to complete.

Read each activity and how to complete it to qualify for rewards.

4

#### Earn gift cards.

Once we see the activity is completed, we'll deposit credits into your Gift Card Balance, which you can view on the Blue Rewards page.\*

5

#### Enjoy your reward!

Browse gift cards from available retailers. Then, cash in your credits to get your gift card!

\* Please allow up to 6 weeks for processing for some activities, especially when claims are involved. However, rewards are often deposited more quickly. You have up to 6 months after the end of your plan year to redeem earned rewards.

Your chance to earn Blue Rewards may be available for a limited time only. Please note that it may take time for activities to show as completed on the Blue Rewards page in your wellness portal and for you to receive the notification to redeem your gift card. All federal, state and local taxes on gift cards, if applicable, are the sole responsibility of the member. Members should consult their tax professional for any advice on whether or not gift cards are considered reportable income. Must be at least 18 years old to participate. Participation restrictions apply based on plan type, and rewardable activities are not available for all plan types. Visit the wellness portal on Rally for activities available to you. 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. 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<sup>®</sup>, BLUE SHIELD<sup>®</sup>, the Cross and Shield symbols, and service marks are marks of the Blue Cross and Blue Shield Association, an association of Blue Cross and Blue Shield plans. All other trade names are the property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U38281, 8/21



[BlueCrossNC.com](http://BlueCrossNC.com)



**BlueCross BlueShield**  
of North Carolina