

Your Journey to Better Health Begins Here

We're excited to welcome you to your new wellness portal, powered by Rally Health, which makes it easy to build lasting healthy habits through small, everyday steps.

Within the portal, you'll find personalized activities and resources tailored to help you hit your goals. Plus, you can earn sweet rewards along the way. But that's not all. You can also join in community-wide Challenges and conversations based on your interests, enjoy wellness on the go with the mobile app and track your progress.

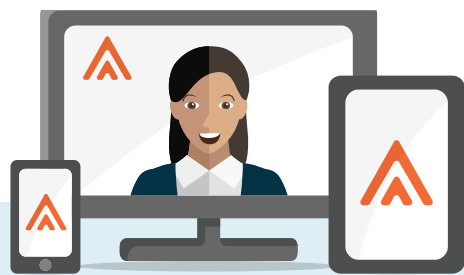
Learn more about how to get started and make the most of your wellness experience ...



[BlueCrossNC.com](https://www.bluecrossnc.com)



BlueConnect™



1

Register on Blue Connect and create your Rally profile.

Once your plan begins, you'll start on Blue Connect, your health plan member site – a critical part of your health and wellness journey. From there, you'll sign up for the wellness portal on Rally and set up your profile.

2

Take the Health Survey.

Once you've logged in to the wellness portal, your experience begins with an easy, fun Health Survey designed to help you better understand your overall health. After you complete the survey, you'll receive your Rally Age, a number that indicates how your health age compares with your actual age and gives you a snapshot of your overall health.

3

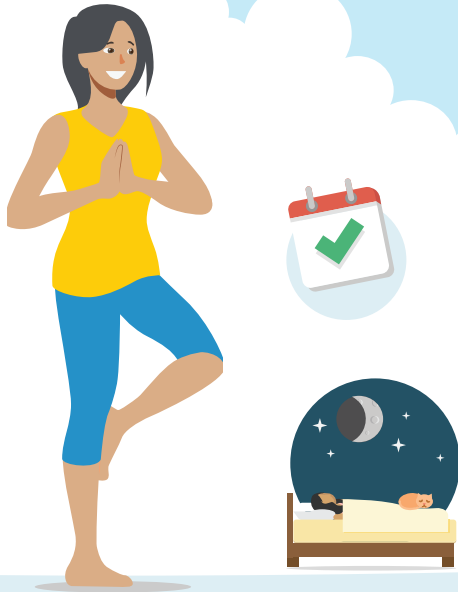
Get personalized recommendations.

Your Health Survey helps tailor your wellness portal recommendations for programs, activities, resources and Communities. Your Blue RewardsSM page on Rally is also customized to you, with activities based on your rewards package.

Count on the name trusted for over 85 years



RALLY®



4

Choose healthy activities to hit your goals.

Build good health habits by completing wellness activities available on your personal Blue Rewards page on Rally. The wellness portal also makes it easy to take your pick from a wide variety of Missions and Challenges to help improve your fitness, diet, even your mood. Compete against friends and others on the portal or set goals just for yourself.

BlueRewards™



5

Get rewarded for getting healthy.

By taking healthy actions and achieving your goals, you'll earn rewards! Your wellness package comes with a total Blue Rewards amount you can earn for the plan year for specific wellness activities. Most will also earn you Rally Coins as an extra incentive – virtual currency that can be spent within the wellness portal on healthy discounts, sweepstakes and more.



6

Dive into Communities.

Communities is one of the most popular features on the wellness portal, where you can interact with other members in a positive, friendly environment. From diet and fitness to sleep, back pain and even relationships, members can share their experiences and offer tips, motivation and support.



Enjoy your journey!

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 your reward. 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 and Blue Shield of North Carolina (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.

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