



Exciting News for January 2017 – New, Improved HealthyRewards!

Great news! To help support and encourage healthy living, Excellus BlueCross BlueShield is pleased to announce we will upgrade our current rewards program to a new, more interactive platform powered by RallySM beginning January 1, 2017.

The program will provide participants with the potential to earn \$500 for individuals and up to \$1000 for subscriber and spouse.

Dividends can still be earned by completing activities that support your wellness profile.

What will you need to do in January?

You will need to:

- Log into the Excellusbcbcs.com member site with your username and password.
- Once you have logged in, click on the HealthyRewards link
- The link will take you to the Rally website
- Create an account and your wellness profile
- Begin earning rewards

Why do I have to fill a new health survey on the Rally site?

We are not able to transfer information from the old HealthyRewards site to the new Rally-powered site. As such, all members will be asked to create a new wellness profile.

Tell me more about the new health survey.

The new platform features a more visually engaging display that allows the member to complete the profile in less time.

How will I earn dividends?

Similar to the previous program, members will earn dividends by completing:

- The health survey
- Preventive health exams
- Tobacco cessation
- Advance care directives

Are there new ways for me to earn dividends?

Yes, participants also can earn dividends by completing missions and fitness challenges.

What are missions?

Missions are simple activities that can fit into daily routines to help you form positive, healthy habits. Your responses to the health survey trigger personalized activities to help improve diet, fitness and mood every day.

What are fitness challenges?

Fitness Challenges are virtual public competitions which allow members to track steps daily, anytime. Activity tracking includes:

- Total distance
- Average distance
- Best day.

Challenges range from three to 14 days.

Are there any other enhancements?

Yes, you also will have access to on-line communities where you can connect, discuss or share health concerns with others.

How much can I earn?

The maximum reimbursement amount allowed per contract year is \$500 for individuals and \$1000 for the subscriber and spouse.

How much can I redeem?

The minimum allowed to be redeemed at once is \$10. The maximum allowed to be redeemed at once is \$600.

Will I receive a check like before?

You will not have the option to receive a check. You will now have the choice of Visa or retail gift cards to retailers like Adidas, Nike, EBay and more.

How will I know be able to view my balance?

You will have access to the redemption portal on the Rally site. You can view your gift card balance, filter available gift cards by category (e.g., In-store only and Online only) and toggle between digital gift cards and physical gift cards.

How do I redeem my gift cards?

- After viewing your gift card options, select the brand to display gift card information, terms and conditions.
- Choose the amount of dividends you would like to redeem.
- Click Add to Cart and your selections will be added to your shopping cart.
- On your shopping cart you will see your current balance, the gift cards you wish to obtain & the total amount
 - The Shopping Cart reflects his/her current balance, the gift cards he/she wishes to redeem, and the total amount.
- When you're ready to redeem your dividends for your chosen gift cards, click the Check Out button.
- You will then be taken to the confirmation page.

Is there anything else I should know?

- When redeeming Visa Gift Cards for physical, plastic cards, you will be prompted to complete a name and address form. It will be used to send the cards via USPS.

Will I be able to roll over my dividends to the following year?

No, remaining dividends will not roll over to the next benefit year.