

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

- 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.

Find your rewards

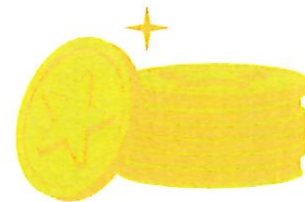
You can find all your reward-eligible wellness activities on your personal Blue Rewards page in the wellness portal.



Once your plan begins, you'll start on Blue ConnectSM, your health plan member site (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[®] app for access anywhere.



RALLY[®]



Introducing Rally[®] Coins

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



BlueCrossNC.com



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.

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.

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

