



BlueRewards

Be
Healthy.

Live
Well.

Get
Rewarded.

BlueRewards

Wellness Incentive Program

FCSRMC
FLORIDA COLLEGE SYSTEM RISK MANAGEMENT CONSORTIUM

Florida Blue  

An Independent Licensee of the
Blue Cross and Blue Shield Association

A positive way to improve your health:

FCSRMC

BlueRewards
Your BlueRewards Checklist—it all starts at FloridaBlue.com!

Get Assessed!

ACTIVITIES	POINTS	POINTS AVAILABLE
<input type="checkbox"/> Complete Personal Health Assessment with biometric screenings- Onsite	80	4-6 wks
<input type="checkbox"/> Blood Pressure: Actively treating with prescribed medication	20	4-6 wks
<input type="checkbox"/> Blood Pressure: Ideal range (<120/80) Measurements must be below both 120 and 80 to receive credit.	60	4-6 wks
<input type="checkbox"/> Blood Pressure: Improve risk category from previous year (120/80)	60	4-6 wks
<input type="checkbox"/> BMI: Ideal range (18.5- 24.9)	60	4-6 wks
<input type="checkbox"/> BMI: Improve risk category from previous year	60	4-6 wks
<input type="checkbox"/> Cholesterol: Actively treating with prescribed medication	20	4-6 wks
<input type="checkbox"/> Cholesterol: Ideal ratio (4.0 or less)	60	4-6 wks
<input type="checkbox"/> Cholesterol: Maintain ratio from previous year (4.0 or less)	60	4-6 wks
<input type="checkbox"/> Non-tobacco user: 2 years non-user	60	4-6 wks
<input type="checkbox"/> WebMD Personal Health Assessment- Online	40	4-6 wks

Get Tools!

ACTIVITIES	POINTS	POINTS AVAILABLE
<input type="checkbox"/> Daily Victory: 4 Consecutive Days of Exercise Tracking	5 ea/max 50	4-6 wks
<input type="checkbox"/> Daily Victory: Activate Application	5	4-6 wks
<input type="checkbox"/> Daily Victory: Invite a Friend to Join You	2 ea/max 10	4-6 wks
<input type="checkbox"/> Register a Fitness Device with WebMD	10	4-6 wks
<input type="checkbox"/> Weigh Today: 5 Day Streak Badge	5 ea/max 50	4-6 wks
<input type="checkbox"/> Weigh Today: Activate Application	5	4-6 wks

Personal Health Assessment

Earn 80 points when you complete your Personal Health Assessment and onsite biometric screening.

Know Your Numbers

Earn up to 360 points when you keep your BMI, cholesterol ratio and blood pressure in the ideal range and improve your numbers from the previous year.

Be Active

Earn up to a \$150 reimbursement for your annual gym membership when you earn at least 100 points for visiting the gym.

Be
Healthy.

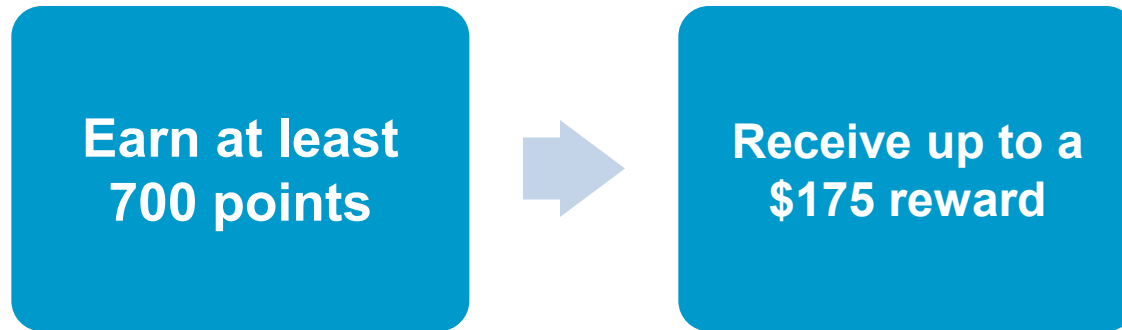
Live
Well.

Get
Rewarded.



And get rewarded!

- As you work toward your wellness goals, the points you earn will count toward rewards for merchandise and/or gift cards.



How do I get started?

Step 1: Visit floridablue.com and **register or login**. All you need is your Florida Blue member ID number (located on your member ID card) and a valid email address to register.

The screenshot shows the Florida Blue website homepage. At the top left is the Florida Blue logo with a cross and shield icon. To the right are links for 'Accessible Version | Español', 'Contact Us', 'Search', and 'Login / Register'. A large green arrow points to the 'Login / Register' button. Below the navigation bar is a main banner for 'Florida Blue Centers' with a 'Find a Center' button. To the right of the banner is a menu with 'Members', 'Providers', 'Agents', and 'Employers', each with a right-pointing arrow. Below the menu is a 'Member Registration' link. The main content area is divided into three columns: 'Shop Our Plans' (with buttons for Individual and Family Plans, Medicare Plans, and Group Plans), 'Florida Blue Membership Perks' (with a list of benefits and a 'Learn more' link), and 'Toolbox' (with links for Blue in the Community, Health Care Reform, Find an Agent, Compliance Resources, and Summary of Benefits). At the bottom are three buttons: 'Be Healthy.', 'Live Well.', and 'Get Rewarded.'.



Login Screen

Step 2: If you have **already registered** at floridablue.com, select **login** and enter your User ID and Password. If you **have not registered**, select **Register** in order to access your Personal Health Assessment.

The screenshot displays the Florida Blue website interface. At the top, the Florida Blue logo is visible alongside navigation links for 'Home', 'Shop Our Plans', and 'Find'. A modal window titled 'Login' is centered on the screen, featuring a 'Close (esc)' button in the top right corner. Below the title, there is a section labeled 'I am a:' with four radio button options: 'Member', 'Applicant', 'Agent', and 'Employer'. A red arrow points to the 'Member' option. Below this, there are two input fields: 'User ID:' and 'Password:'. A red arrow points to the 'User ID' field, and a green arrow points to the 'Password' field. A blue button labeled 'Member Portal Login' is positioned below the password field. At the bottom of the modal, there are links for 'Register' and 'Forgot User ID or Password?'. The background of the website shows a 'Shop Our Plans' section with a 'Select' button and a 'Toolbox' section with various links like 'Blue in the Community', 'Health Care Reform', 'Find an Agent', 'Compliance Resources', and 'Summary of Benefits'.



How do I get started? (continued)

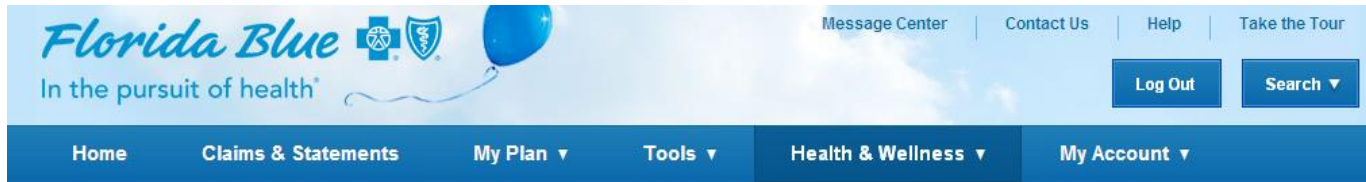
Step 3: Once you have logged in, select **Discounts & Rewards** under **Health & Wellness**.

The screenshot shows the Florida Blue member website interface. At the top, the Florida Blue logo and tagline 'In the pursuit of health' are visible. Navigation links include 'Message Center', 'Contact Us', 'Help', and 'Take the Tour'. A 'Log Out' button and a search dropdown are also present. The main navigation bar includes 'Home', 'Claims & Statements', 'My Plan', 'Tools', 'Health & Wellness', and 'My Account'. The 'Health & Wellness' dropdown menu is open, showing options: 'Care Programs', 'Discounts & Rewards', 'Video Library', and 'My Health from WebMD'. A green arrow points to the 'Discounts & Rewards' option with the word 'Select' written on it. Below the navigation, a welcome message says 'Welcome, Joe!'. A notification box titled 'What's new in the member website?' contains information about a new health assistant. Below this, there are sections for 'My Recent Claims' (showing no recent activity), 'Member Discounts that go beyond your health insurance.' (with a 'See details' link), and a 'Pay Your Bill' button.



How do I get started? (continued)

Step 4: You will then be able to click on **Earn BlueRewards**.



Florida Blue In the pursuit of health®

Message Center | Contact Us | Help | Take the Tour

Log Out | Search ▾

Home | Claims & Statements | My Plan ▾ | Tools ▾ | Health & Wellness ▾ | My Account ▾

Discounts & Rewards



Discount Programs

Save up to 50% on gym memberships, weight loss programs, hearing & vision products and more.

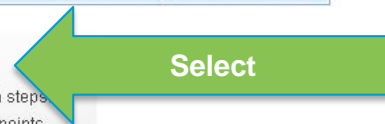
MEM MBS 035 122008



Earn BlueRewards

Earn points for taking health steps. The more you do, the more points you'll receive and the better you'll feel.

Member #: H59643695 Relationship: POLICY HOLDER



Florida Blue In the pursuit of health®

I am a... | Products & Services | Get In Touch | Resources

Facebook | Twitter | LinkedIn | Blog | YouTube

Be Healthy.

Live Well.

Get Rewarded.



Frequently Asked Questions

Who can participate in the program? If you are the employee, age 18 and over and are covered by Florida Blue medical through your employer, we encourage you to participate.

How do I earn points? You can earn points by completing any of the activities listed on the **Rewards** page within your member account at **floridablue.com**. For example, when you complete the Trale Personal Health Assessment and campus health screenings you'll earn 80 points.

When does the program start and end? You can earn points from February 1, 2017 through December 31, 2017. You can redeem your rewards through January 31, 2018.



Frequently Asked Questions (continued)

How do I track my points? As you complete activities, you can track your progress through your **floridablue.com** account Rewards page. Log in and select the Health & Wellness tab, then Discounts and Rewards. You can then select Earn BlueRewards to track which activities you have completed and points earned.

How do I redeem my reward? Once 100 points are earned, you will be eligible to redeem a reward. From your Rewards page, click on the Redeem Now link and you will be directed to our online shopping mall to redeem your points.

How do I get started? You must first register on **floridablue.com** using your member ID card and a valid email address. Once registered, log in and select the Health & Wellness tab/Discounts and Rewards/Earn BlueRewards in order to select the activities you want to start earning points for.



Frequently Asked Questions (continued)

If I have a question, who should I ask?

- For questions about your overall program, contact your Benefits Administrator or Employee wellness Coordinator.
- For problems with missing or incorrect points, email us at bluerewardsinquiry@floridablue.com. Please include your first name, last name, Florida Blue member ID number, and a brief description of the issue.
- For issues with **FloridaBlue.com** registration or login, call 1-800-352-2583.



Frequently Asked Questions (continued)

How long will it take to receive my reward? Rewards are shipped within 24-48 hours of redemption checkout.

What if my email changes? If your email changes during the program, you will need to change it by accessing your **member account** at **floridablue.com**.

What if I log in and don't see the points I have earned? If this is the first time you have logged in since your program began, please log completely out and then log back in from your **floridablue.com** account. The first time you log in there may be some lag time before you see your points populate to your account.

