



# Welcome to your **WELL-BEING PROGRAM**



# YOUR EXCLUSIVE GUIDE TO HAPPY & HEALTHY

**Blue Cross & Blue Shield of Rhode Island and Virgin Pulse® have teamed up to bring you an exciting and enjoyable program.** The more you engage with it, the better you can feel, and the more you'll be rewarded!

## 3 simple steps to get started!

1. **Sign up** – Go to [join.VirginPulse.com](https://join.VirginPulse.com) or download the app\* to get started.
2. Choose **Blue Cross & Blue Shield of Rhode Island** as your sponsor.
3. You can also connect your **Fitbit®** or **other wearable device** to track and sync steps with the app.



Once you've created an account, you can set your goals and interests, establish and maintain a snapshot of your well-being progress, and do other fun stuff, like invite friends, join challenges, and discover healthy tips.

The more you get involved, the more points you earn. Each quarter your points reset, giving you another chance to meet or surpass your healthy living goals and earn real rewards.

## Earn points for healthy activities

Activity	Points
<b>Annual well visit</b>	<b>5,000/annually</b>
<b>Online health assessment</b>	<b>1,500/annually</b>
<b>Steps</b>	<b>10/1,000 steps daily</b>
<b>Healthy habits</b>	<b>30/day</b>
<b>Informational cards</b>	<b>40/day</b>
<b>Connect activity tracker</b>	<b>200 (one time)</b>
<b>30 active minutes/day</b>	<b>100/day</b>
<b>45 active minutes/day</b>	<b>140/day</b>

See a full list of activities and point values after logging in to VirginPulse.com. Available activities and point values subject to change.

## Now get tracking!

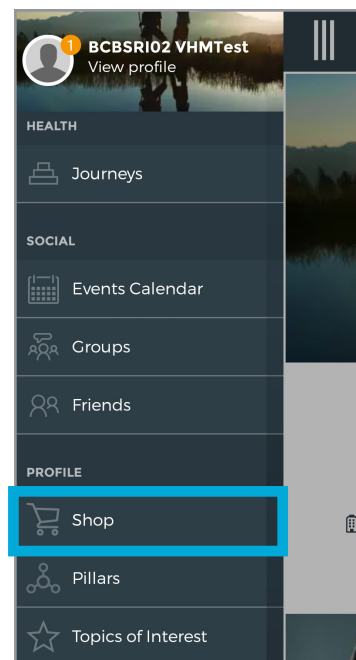
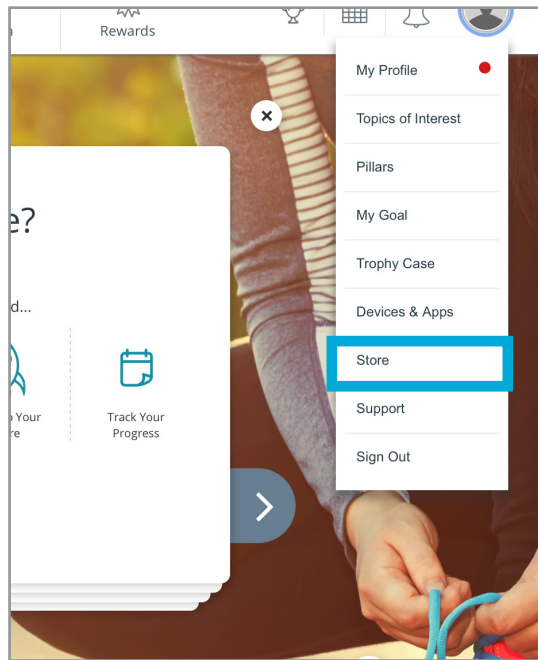
### Get a Max Buzz!

Register, visit the online store, and use promo code **FREEMAXBZZ** to order yours.

# GET A MAX BUZZ!

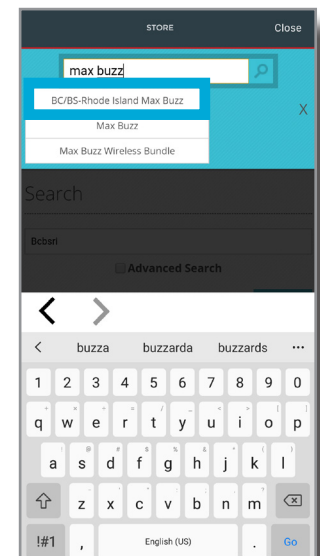
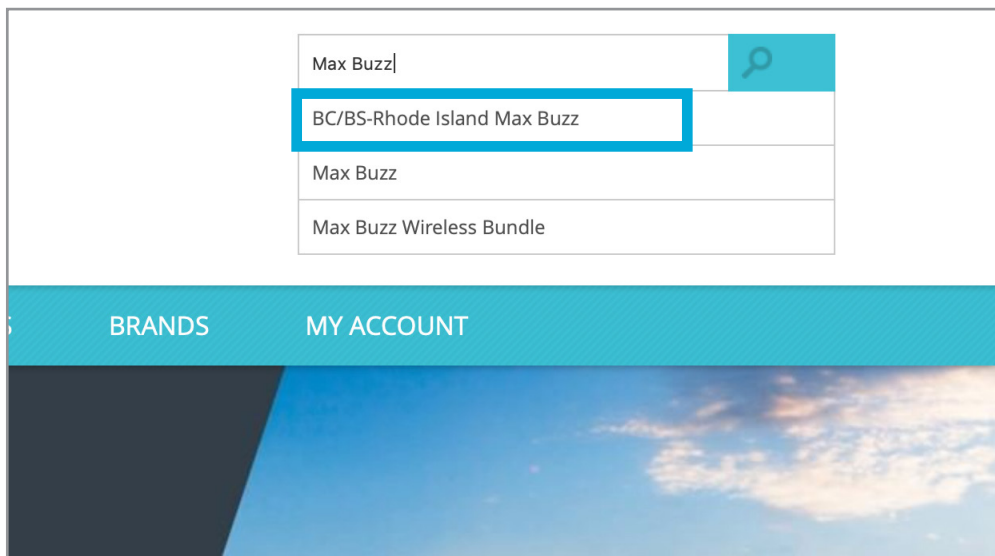
1

Access the store—hover over your profile picture and click “Store” in the drop down menu, or click on the “Rewards” tab and select “Spend Rewards”. If using the Virgin Pulse app, tap “Shop”.



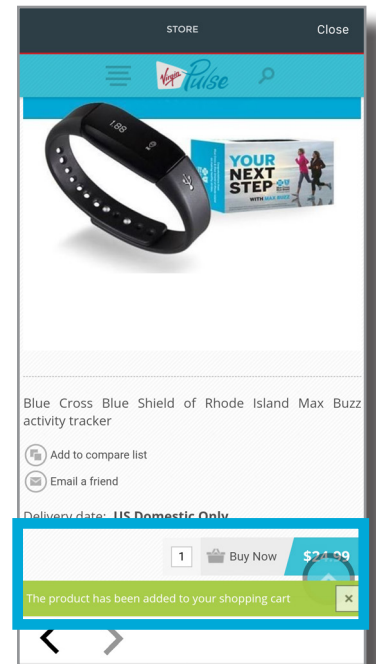
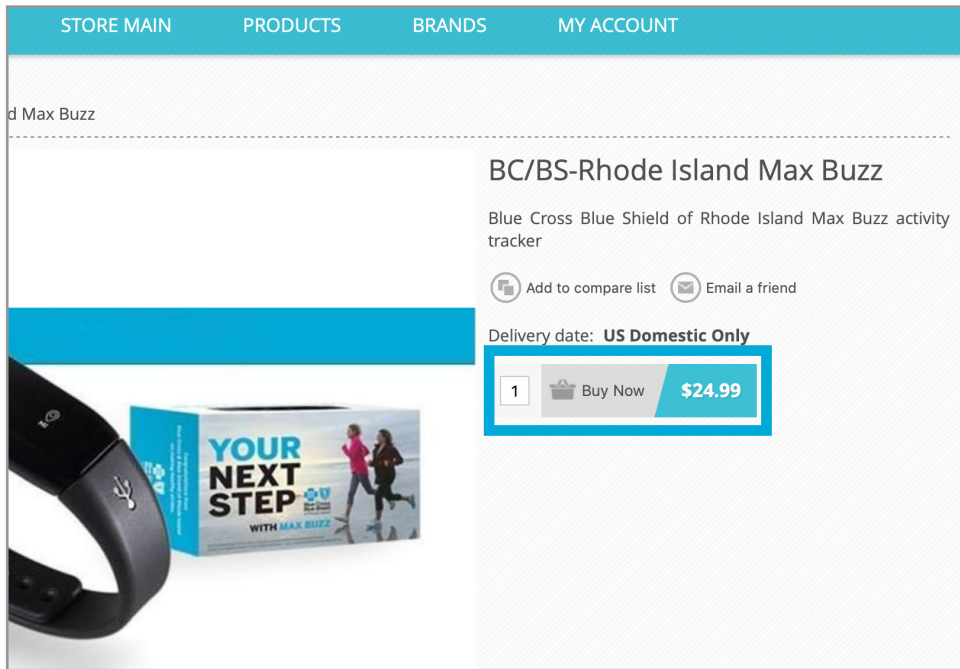
2

Enter “Max Buzz” in the search bar and select “BC/BS-Rhode Island Max Buzz” when it appears in the menu.



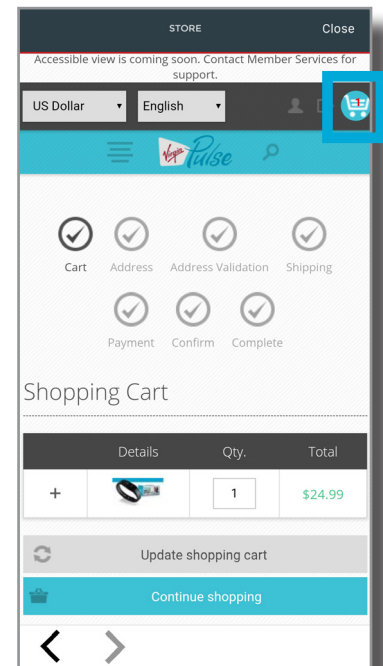
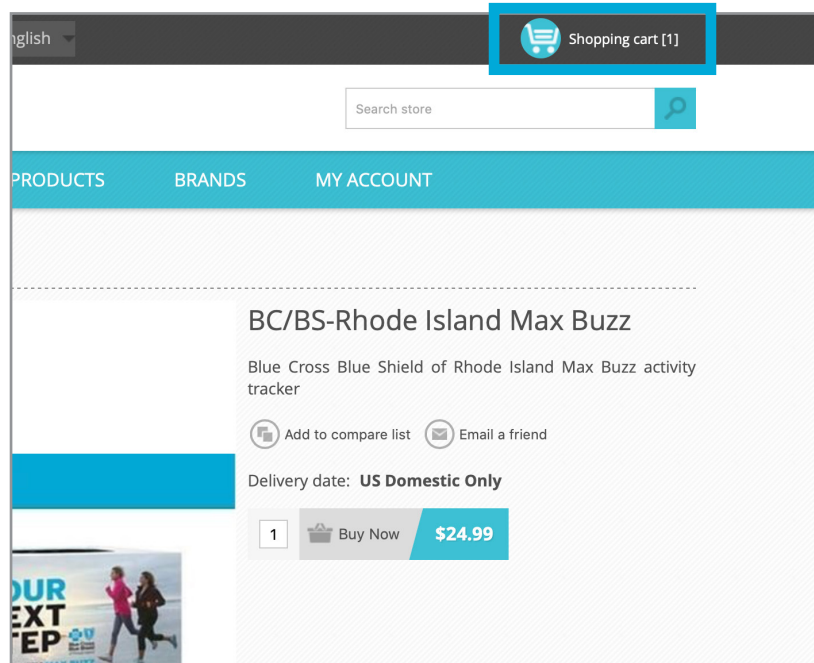
3

Click “Buy Now” to add it to your shopping cart.



4

Click on the shopping cart icon in the upper right corner to view the cart.





5

Once in the shopping cart, enter “FREEMAXBZZ” in the “Discount Code” field.

Shopping cart

#	Remove	Details	Product(s)
1	<input type="checkbox"/>		BC/BS-Rhode Island Max Buzz

Use your Virgin Pulse Reward Cash

0.00

Apply cash

You have \$0.00 to spend

Discount Code

Enter your coupon here

FREEMAXBZZ

Apply coupon

Gift Cards

Enter gift card code

Add gift card

STORE

Close

Sub-Total:

\$24.99

Shipping:

\$4.00

Tax 0%:

\$0.00

Cash:

\$0.00

Total:

\$28.99

☐ I agree with the terms of service and I adhere to them unconditionally (read)

Checkout

Use Your Virgin Pulse Reward Cash

0.00

Apply cash

You have \$0.00 to spend

Discount Code

Enter your coupon here

FREEMAXBZZ

Apply coupon

Enter gift card code

Add gift card

6

Click “Apply coupon” and the price will change to \$0.00. Then, click “Checkout” to complete your order.

#	Remove	Details	Product(s)	Price	Qty.	Total
1	<input type="checkbox"/>		BC/BS-Rhode Island Max Buzz	\$24.99	1	\$24.99

Update shopping cart

Continue shopping

Use your Virgin Pulse Reward Cash

0.00

Apply cash

You have \$0.00 to spend

Discount Code

Enter your coupon here

The coupon code was applied

Entered coupon code - FREEMAXBZZ

Gift Cards

Enter gift card code

Add gift card

Sub-Total:

\$24.99

Discount:

(\$24.99)

Shipping:

\$0.00

Tax 0%:

\$0.00

Cash:

\$0.00

Total:

\$0.00

☐ I agree with the terms of service and I adhere to them unconditionally (read)

Checkout

STORE

Close

Sub-Total:

\$24.99

Discount:

(\$24.99)

Shipping:

\$0.00

Tax 0%:

\$0.00

Cash:

\$0.00

Total:

\$0.00

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Checkout

Use Your Virgin Pulse Reward Cash

0.00

Apply cash

You have \$0.00 to spend

Discount Code

Enter your coupon here

The coupon code was applied

Entered coupon code - FREEMAXBZZ

## CHECK OUT THESE GREAT FEATURES

You'll find a broad range of capabilities in the Virgin Pulse app and on the website, all designed to make the program experience seamless and satisfying. Here are a few of the features you'll find:

### My goals

Set realistic long-term well-being goals for yourself, and we'll help you stick to them.

### My interests

Choose as many interests as you like—from sleeping well and reducing stress to increasing productivity and more—all to help you personalize your well-being program.

### Daily cards

It's easy to earn points every day by checking out your daily cards. To earn points, complete the cards. There are new cards on the site and the app every day.

### Healthy habits

Choose which habits you'd like to build and be sure you track them. You get rewarded for tracking three healthy habits each day.

### My stats

Check your progress to see the steps you've taken, the estimated calories you've consumed, sleep data, and other measurements.

### Your trophy case

Your trophy case holds all the trophies you've earned. Some are just for fun, and some have points tied to them.

### Invite friends

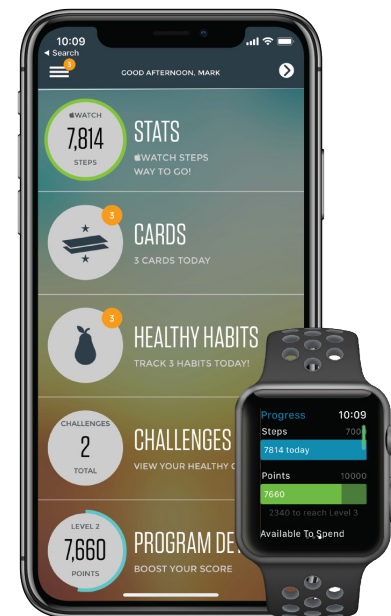
Bring friends and family into the program!\* Earn points when you add them, and then create groups around common interests, like biking, cooking, or walking.

### Challenges

Join a team challenge to increase your steps and potentially earn points by going head-to-head with your friends.

### Monthly statement

Track your progress, check out how many points and trophies you've earned. Then redeem your points on the monthly statement page or in the app.



**IT'S WHAT  
WE LIVE FOR<sup>SM</sup>**



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Virgin Pulse® is an independent wellness company, contracted by Blue Cross & Blue Shield of Rhode Island to provide wellness services.

Blue Cross & Blue Shield of Rhode Island is an independent licensee of the Blue Cross and Blue Shield Association.