



MASSACHUSETTS

Program is available to Blue Cross Blue Shield  
of Massachusetts subscribers only.

# YOUR ONLINE WELLNESS PROGRAM, IN A NUTSHELL

With ahealthyme® Rewards from Personify Health™, an independent company, it's easy to make your healthy choices pay off. Track your healthy habits, earn points, and rake in the rewards.\*



## BRING ON THE REWARDS

Here's a quick look at how to make the most of ahealthyme Rewards:



### Create an Account

Sign up at [ahealthymerewards.com](http://ahealthymerewards.com), and download the Personify Health app.



### Earn Points

Track your healthy habits, join challenges, and complete daily tasks to start earning.



### Claim Your Rewards

Use your points to shop exclusive deals, get gift cards, donate to charity, or add to your savings.

## Get Started

Ready to start earning? Sign up at [ahealthymerewards.com](http://ahealthymerewards.com), then download the Personify Health app.

**Earn up to \$400 in rewards annually.**

\*Rewards may be considered a taxable form of income, so you should consult your tax advisor.

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# SO MANY WAYS TO LEARN AND EARN

ahealthyme Rewards makes it easy to earn rewards annually, just for making healthier choices.

## Devices and Apps



Connect your device to earn points and rewards. Under **Tracking**, you can connect all compatible devices and apps.



## My Interests

Choose your interests and we'll create a program experience around your life and goals.



## Your To-dos

Visit the home page and see all the ways you can earn points and trophies.



## Daily Cards

Complete easy quizzes and pick up fun facts—your daily cards offer an easy way to earn points.



## Friends

Invite co-workers to join in. Make it more fun by creating groups around common interests, like walking or sharing recipes. Earn points when you add friends.



## My Stats

Keep tabs on your progress, from steps taken to calories consumed.



## Your Rewards

To redeem, navigate to the **Rewards** tab, click **Spend** and choose how to spend your earnings.



## Journeys

Improving your health and wellness begins with adopting new habits. Now you have the digital coaching you need—to commit to goals that fit your life, to reinforce good habits, and to achieve real results.

## HEALTHY HABITS

From sleeping more to laughing more, you can practice three healthy habits every day, then track them to receive rewards.

### Themes include:

- Getting Active
- Eating Healthy
- Sleeping Well
- Reducing Stress
- Being Productive
- Learning New Things
- Contributing to My Community
- Building Relationships
- Managing My Finances

## CHALLENGES

### Team Challenges

Team up with co-workers and use the Personify Health app to take on fun, four- week virtual challenges across a variety of terrains.

### Personal Challenges

Think about how you'd like to get healthier, then choose a personal challenge that fits your goals.

## NUTRITION GUIDE

Personify Health's Nutrition Guide integrates with MyFitnessPal, the world's leading on-the-go nutrition tracker. Now you have the personalized nutrition plan you need to track your diet, get recipes, and make positive changes every day.

## SLEEP GUIDE

A good night's sleep can work wonders for your mind and body—but getting enough Zs is tough for many adults. Use the Sleep Guide to set goals, track your sleep, and take steps to sleep more soundly.

To make the most of ahealthyme Rewards,  
download the mobile app.

## HERE'S HOW TO EARN POINTS

What You Do	How Often	Requirements	Points	
<b>Preventive Health</b> Take a few proactive steps.	Annually	Set a well-being goal Get a flu shot Preventive cancer screening (e.g., mammography, cervical cancer screening, colonoscopy) Routine health checkup Tobacco free agreement Complete your Health Pulse Check Biometric screening (on-site or remote)	500 250 500 500 250 1,000 100	
<b>Interests</b>	Quarterly	Set interests	250	
<b>Physical Activity</b> Sync your steps.	Daily	Per 1,000 steps (validated, 14,000 steps max) 15 or more active minutes 30 or more active minutes 45 or more active minutes <small>*Maximum of 140 points per day</small>	10** 70 100 140	
	Monthly	Take 7,000 steps 20 days a month Take 10,000 steps 20 days a month	400 500	
<b>Self-Tracking</b> Track healthy habits and activities.	Daily	Healthy Habit tracking (up to three a day)	10	
	Monthly	Enter your weight or blood pressure Track healthy habits 10 days in a month Track healthy habits 20 days in a month	50 200 300	
	One-time	Track healthy habits five days in one month for the first time	100	
<b>Cards</b> Complete, learn, and earn.	Daily	Complete cards (up to two per day)	20	
	Monthly	Complete 10 daily cards in a month Complete 20 daily cards in a month	100 200	
<b>Challenges</b> Set and achieve goals.	Personal Challenges	Monthly	Create a personal challenge Join a personal challenge	50 100
	Healthy Habit Challenges	Monthly	Win the promoted healthy habit challenge	200
	Destination-Based Steps Challenges	Quarterly	Join the company challenge Post a chat comment at least once a week during the challenge period Track steps at least once a week during the challenge period Create and fill a team in the company challenge Unlock a destination Complete the final destination of a challenge	100 100 100 250 100 250

\*\*Maximum of 140 points per day.

## HERE'S HOW TO EARN POINTS (Cont.)

What You Do	How Often	Requirements	Points
<b>Nutrition</b> See how healthy choices add up.	Daily	Daily calorie tracking using MyFitnessPal Browse healthy recipes	20 10
	Weekly	Add a recipe to grocery list Favorite a recipe	10 10
	Quarterly	Select your eating type	250
	Monthly	Track calories 10 days in a month Track calories 20 days in a month	200 300
	One-time	Connect calorie tracker to MyFitnessPal	100
<b>Sleep<sup>†</sup></b> Connect more sleep to better health.	Daily	Track sleep manually Track sleep nightly (validated) Sleep more than seven hours a night (validated)	10 20 50
	Monthly	Track sleep 10 days in a month Track sleep 20 days in a month Sleep more than seven hours, 20 days a month	100 200 300
	Quarterly	Choose your sleep profile	250
	Daily	Complete a Journey step	20
	Quarterly	Complete a Journey	250
<b>More Ways to Earn</b> Do the little things.	One-time	Registration Connect first activity device Add profile picture Add your first five friends Add a friend outside of your company Invite five colleagues (200 points each) Initial sign-in on your mobile app	100 200 250 250 100 1000 250

<sup>†</sup>Validated sleep data is required to earn points.

### Questions?

Chat live at [app.personifyhealth.com](http://app.personifyhealth.com), email  
[bcbsma@personifyhealth.com](mailto:bcbsma@personifyhealth.com), or call (toll-free) 1-844-854-7285.

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 ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).