

# Your health rewards are here!



Earn up to **\$700** in gift cards  
and reimbursements.

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# Let's take your health to the next level

Everyone has different health goals. Maybe you're a total fitness fanatic and want to be rewarded for your hard work. Or maybe there's room for improvement and you could use some encouragement to stay on top of your health. Wherever you land on the spectrum, we're here to help you live healthier through our health and wellness programs and incentives. And there's no added cost! So how about getting started on a healthier future filled with rewards?



## Start now and let the rewards roll in



You can earn up to \$700 and your spouse or partner up to \$500 in cash and gift cards for taking steps to get healthier. And if you're already in good health, that's great! We'll still reward you for your efforts to stay that way. All you have to do is register at [empireblue.com](https://www.empireblue.com) and get started!

### Rewards you can earn each year:<sup>1,2</sup>

-  **1 Preventive wellness exam and a flu shot** — \$100 in gift cards<sup>3</sup>
-  **2 Online Wellness Toolkit** — Up to \$150 in gift cards<sup>4</sup>
-  **3 Tobacco-free certification** — \$50 gift card<sup>4</sup>
-  **4 ExerciseRewards®** — Up to \$400 in cash<sup>4,5</sup>



#### Preventive wellness exam and a flu shot — earn \$100 in gift cards<sup>3</sup>

This is a great way to be rewarded for being good to yourself by getting a yearly exam and a flu shot.

► **Here's what you do:**

- 1. Go to your primary care doctor** and get your wellness exam and flu shot. You also can get a flu shot at a pharmacy or retail clinic. You don't have to get your exam and shot in any particular order or get them together.
- 2. Submit your claims.** Be sure your doctor or other provider submits your claims to Empire BlueCross Blue Shield,<sup>6</sup> for both the wellness exam and the flu shot.
- 3. Get rewarded.** Once claims are submitted and processed for your exam and shot, we'll send you one letter for each reward with directions on how to collect the gift cards of your choice.<sup>7</sup>



#### Online Wellness Toolkit — earn up to \$150 in gift cards<sup>4</sup>

Whatever your personal goals are — eating healthier, exercising more, losing weight, reducing stress or quitting smoking — you can use our online tools to help you set and achieve them. So why not earn up to \$150 in gift cards for your hard work?

► **Here's what you do:**

- 1. Log in at [empireblue.com](https://www.empireblue.com).** Go to the *Health & Wellness Center*, under the *Care* section. Select the **Wellness Toolkit** area to begin using our online tools.
- 2. Complete the Health Assessment** to start earning points. If you act on the recommended focus areas, you'll get more points. You also can use the online trackers and connect with others to earn even more.
- 3. Go for the goals** and when you reach point levels 100, 200 and 300, you'll qualify for a \$50 gift card for each level achieved.

Discover the power of your Online Wellness Toolkit. [View this guide to learn more.](#)

 **Tobacco-free reward — earn a \$50 gift card<sup>4</sup>**

Quitting tobacco is great for your health and your wallet.

▶ **Here's what you do:**

- 1. Log in at [empireblue.com](http://empireblue.com).** Go to the *Health & Wellness Center*, under the *Care* section. Then, select **Get My Rewards**, followed by **Available Activities** under the *My Activities* dropdown to find the tobacco-free certification.
- 2. Complete the certification** and make sure the date you enter is during your benefit plan year. After your certification is submitted, you'll get a letter from us that explains how to get the gift card of your choice.
- 3. If you're unable to earn the reward for being tobacco-free**, you can still earn a reward by submitting a Health Action Plan. You can download the form online, that's next to the tobacco-free certification. All action plans must be filled out and sent to us no later than 30 days after the end of the plan year for which you're seeking a reward.

 **ExerciseRewards — earn up to \$400 a year<sup>4,5</sup>**

Exercising regularly can help you beat stress, maintain a healthy weight and avoid health problems. And with the ExerciseRewards program, you can get money back to help pay for your fitness center fees.

▶ **Here's what you do:**

- 1.** Work out at a qualifying fitness center at least 50 times for each six-month period within your benefit plan year. Your benefit plan year is the yearly period of coverage that starts at the effective date of coverage.
- 2.** Track your workout sessions by using your fitness center's computer printout or the fitness log sheet on the back of the [ExerciseRewards Form](#).
- 3.** Send us your records when the six-month period is up, by email or mail. You'll need completed copies of the [ExerciseRewards](#) and [Fitness Facility Member Verification](#) forms, proof of your fitness center membership payment and a record of your workout sessions (the fitness center printout or the fitness log sheet). Then, we'll reimburse you up to \$200 for your gym dues every six months — for a maximum reimbursement of \$400 per year.



## View your rewards anytime

Log in at [empireblue.com](http://empireblue.com). Go to the *Health & Wellness Center*, under the *Care* section. Then, select **Get My Rewards**, followed by **Available Activities** under the *My Activities* drop-down menu.



## Gift cards arrive quickly!

Once you select your gift cards online, you should get them by mail or email within 7 to 10 business days.

## Get the help you need to be your healthy best

As an Empire member, you have access to a world of programs, tools and resources that can help you and your family enjoy the best health possible.<sup>8</sup> We'll help you stay up-to-date on the latest health news and trends and give you the additional support you may need that includes:

- Information and help with preventive care, disease and condition management, and maternity care.
- Access to online [DocTalk](#) webinars for health improvement tips.
- Round-the-clock guidance from a registered nurse through our 24/7 NurseLine, available 365 days a year.

To find out more about these programs and services, call Member Services at the number on the back of your member ID card.

## More programs, more rewards in store!

You value your health — and we value your efforts to maintain it. So whether you're trying to eat more veggies or training for a marathon, we're here to help you reach your health goals — and reward you for your success. Find out more by logging in to [empireblue.com](http://empireblue.com) and visiting the *Health & Wellness Center*.



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- 1 Subscribers and their covered spouses or partners must be 18 or older to earn rewards.
  - 2 The amount of the gift cards may be considered income to you and subject to state and federal taxes in the tax year it is paid. We recommend that you consult a tax expert with any questions regarding your tax obligations.
  - 3 The rewards issued are based on claims history.
  - 4 Self-reported by member.
  - 5 Limitations may apply. Employee can earn up to \$400 per year. Employee's spouse can earn up to \$200 per year. Up to \$600 annual benefit per family. The amount of the reimbursement may be considered income to you and subject to state and federal taxes in the tax year it is paid. We recommend that you consult a tax expert with any questions regarding your tax obligations. This program is designed to help you make healthy, safe and small changes to your lifestyle. Before taking part in this program, talk to your doctor or health care provider – especially if you are pregnant or have an injury or medical condition. This program may not be right for everyone.
  - 6 Once a claim is processed, you'll be able to see confirmation of the reward in your rewards account.
  - 7 It may take up to 75 business days from the day the second of the two steps is completed for the letters to be generated and mailed. Once the letters are sent, you should receive them by mail within 7 to 10 business days.
  - 8 Health and wellness programs are not covered services under your group's medical insurance policy, but are separate components of your group health plan which are not guaranteed under your insurance Certificate and could be discontinued at any time. If it is unreasonably difficult due to a medical condition for you to achieve the standards (if any) for a reward under these programs, or if it is medically inadvisable for you to attempt to achieve the standards for the reward, we will work with you to develop another way to qualify for the reward. American Specialty Health Incorporated (ASH). All rights reserved. The Gym Reimbursement program is provided by American Specialty Health Fitness, Inc. (ASH Fitness) a subsidiary of American Specialty Health Incorporated (ASH). Members are not required to participate at an ASH Fitness-contracted fitness center to be eligible for the program. The Gym Reimbursement program is a health improvement and education program and is not insurance. ASH Fitness is a separate company that administers the Gym Reimbursement program on behalf of Empire.
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