We’re excited to help you reach your well-being goals and encourage you to earn rewards along the way. Using Blue Cross and Blue Shield of Kansas’s health and wellness platform, Strive, powered by WebMD ONE, you will be able to sign-up for activities and document your progress.

**Welcome to Strive Wellness Rewards!**

Strive Advanced Wellness Rewards Program

MC621G 09/21

Our wellness rewards program will run from [*insert date*] to [*insert date*] and you will have that time to complete and record the three required activities plus enough of the optional activities to earn your [*enter defined reward type and amount*].

Getting started

If you don’t already have a BlueAccess account, you will need to create one at bcbsks.com/blueaccess. Through your BlueAccess account, you can access Strive. You will then need to create a Strive account.

Strive is a personalized well-being experience. Whether you’d like to spend more time working out at home, focusing on mindfulness, being active with your family, or doing anything in-between, Strive can be customized to help you achieve your unique goals.

Wellness tracking

Within Strive, you can access the [*insert company name or program name]* Rewards tab, which will show you information about our wellness program and will track your progress and activity completion.

With your wellness rewards program, you will be required to complete a:

1. Biometric Screening
2. Complete the listed biometric screening tests. These must include:
   * 1. Height, weight, waist circumference, blood pressure, fasting blood sugar, and lipid panel
3. [*Define where these may be completed such as at their primary provider office, at an onsite group event, at a health fair*]
4. Once you have completed all the screening tests, enter the date of the exam and “sign” the page electronically (put in your full name).
5. Online Health Assessment (HA)
   * + 1. This can be completed within your Strive dashboard. You will see a link to the Health Assessment in the Strive Rewards Program. Once you have completed the HA, it will automatically be recorded.
6. Annual Preventative Exam
   * + 1. Complete a wellness check-up with your doctor. The types of exams that fulfill this activity include:
7. [*Indicate which exams will fulfill this item. Notify BCBSKS if you will not accept all the following*]:
   1. Annual wellness checkup (well woman or well man checkup)
   2. Mammogram
   3. Colonoscopy or Colorectal Exam
   4. Routine Dental Cleaning and Exam
   5. Routine Vision Exam
      * 1. Once you have completed the visit, enter the date of the exam and “sign” the page electronically (put in your complete name).
        2. Limit one for credit in this “required” category.

For the remainder of your total of 60 points, you may choose from the following:

1. Strive Daily Habits Goal Met
2. Complete one Daily Habit in Strive. Within Strive, you can participate in one of 17 focus areas. Daily Habits are programs that help you create small, actionable goals that will help you stick with the program and create lifelong healthy patterns. Plans run from between 4 weeks to 12 weeks; allow enough time to complete and record before the end of our program!
3. When you select your topic, enter your progress and complete a Daily Habit plan, the system will automatically credit you.
4. Educational Activity
   1. [*Your group will need to determine how employees fulfill this item. Will you offer something locally, accept a recorded webinar or other educational activity?*]
   2. [*Define the options and provide details on when this will be scheduled, when they will be notified, etc.*]
   3. When you complete the event, you will be given a code to enter into Strive with the date of the event.
   4. You may complete this item twice if your group approves.
5. Activity Challenge or Wellness Challenge
   1. [*Your group will need to determine how employees fulfill this item. Will you offer a Strive challenge or some other wellness activity?]*
   2. [*Define the options and provide details on when this will be scheduled, when they will be notified, etc*.]
   3. When you complete the event, you will be given a code to enter into Strive with the date of the event.
6. Tobacco Free or completed cessation program
   1. Complete the nicotine-free affidavit or complete tobacco cessation nurse coaching program with Blue Cross. This information can be found in the Rewards section within your Strive dashboard.

*[call-out]*

**IMPORTANT** – if you are participating in coaching for rewards, you must enroll no later than 4 months before the end of our wellness program.

1. Complete the BCBSKS Nurse Health Coaching Program requirement
   1. Complete at least six calls with the BCBSKS nurse coaching program. More information can be found within the Rewards section of your Strive dashboard.
   2. If you are participating in coaching for rewards, you must enroll no later than 4 months before the end of our wellness program.

We’re excited for you to continue your wellness journey. If you have any questions about the wellness program, please contact [fillable section]