**Welcome to Strive Wellness Rewards!**

Strive Advanced Wellness Rewards Program

We’re excited to help you reach your well-being goals! Using Blue Cross and Blue Shield of Kansas’s online wellness platform, Strive, powered by WebMD ONE, you will be able to participate in health-related activities and track your progress.

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Our wellness rewards program will run from [insert date] to [insert date] during which time you can complete the three required activities and your choice of enough optional activities to earn a total of 80 points to receive [specify reward type and amount].

Getting started

**Blue Cross and Blue Shield of Kansas (BCBSKS) members**  
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 and create your profile.

**Not the primary Blue Cross and Blue Shield of Kansas policyholder through your employer?**  
If you are not the primary policyholder of Blue Cross and Blue Shield of Kansas through your employer but would like to participate in your employer health initiatives and rewards, you can register for a Strive account at bcbsks.com/strive after receiving your registration email.

Once you have an account, log in to Strive to begin your wellness journey at bcbsks.com/strive.

Strive is a personalized well-being experience. Whether you would 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.

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Blue Cross and Blue Shield of Kansas is an independent licensee of the Blue Cross Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Strive, powered by WebMD ONE, is our health and wellness platform that provides a personalized experience to help our members build daily habits, achieve their health goals and thrive at work and life. WebMD ONE is our contracted vendor for this platform and is not affiliated with Blue Cross and Blue Shield of Kansas.

Wellness tracking

Setting goals and tracking your efforts are important habits for creating lasting change. Within Strive, you can stay on top of things using the [insert program name] Rewards tab, which provides information about the wellness program and allows you to track your progress and activity completion.

The Strive Advanced rewards program involves the completion of three required activities and enough optional activities to earn a total of 90 points.

Required activities

1. **Biometric screening**

Complete a biometric screening which includes the following tests:

* Height
* Weight
* Waist circumference
* Blood pressure
* Fasting blood sugar
* Lipid panel including HDL, LDL and triglycerides

[Define where these may be completed such as their primary provider office, at an onsite group event, at a health fair.]

Once you have completed the biometric screening, enter the date of the exam. Recording this event indicates you have completed the activity as required.

**Limit one time for a credit to earn 10 points.**

1. **Complete Online Health Assessment (HA)**

A link to the Health Assessment will be available in your Strive wellness program. Once the HA is completed, the system will automatically record and credit your 10 points on your wellness program.

**Limit one time for a credit to earn 10 points.**

1. **Annual preventive exam**

Complete a wellness check-up with your doctor. The types of exams that fulfill this activity include:

[Indicate if any of the exams below need excluded or other exams added.]

* Annual wellness check-up (well woman or well man check-up)
* Mammogram
* Colonoscopy or colorectal exam
* Routine dental cleaning and exam
* Routine vision exam

Once you have completed the visit, enter the date and select exam completed from the drop-down list. Recording this event indicates you certify you have completed the activity as required.

**Limit one preventive exam for a credit of 10 points.**

Optional activities: For the remainder of your 60 points (to reach 90 total points), you may choose from the following:

1. **Additional annual preventive exam**

Complete one additional wellness check-up. The types of exams that fulfill this activity include:

[Indicate if any of the exams below need excluded or other exams added.]

* Annual wellness check-up (well woman or well man check-up)
* Mammogram
* Colonoscopy or colorectal exam
* Routine dental cleaning and exam
* Routine vision exam

Once you have completed the visit, enter the date and select exam completed from the drop-down list. Recording this event indicates you certify you have completed the activity as required.

**Limit one preventive exam for a credit of 10 points.**

1. **Complete a Daily Habits Plan**

A link will be available on your Strive Wellness Program to select a Daily Habits Plan. Within Strive, you will participate in one of 19 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 28 and 56 calendar days; allow enough time to complete and record before the end of your program!

When you select your topic, enter your progress and complete a Daily Habit Plan, the system will automatically credit you.

**Limit two for credit to earn 20 points.**

1. **Participate in an educational activity**

[Your group will need to determine how employees fulfill this item from educational events, EGW presentation, BCBSKS webinar, etc. Define the options and provide details on when this will be scheduled, when they will be notified, etc.]

[You may choose to use the standard text below or modify as needed.]

For details on how to fulfill this activity, consult your company wellness committee.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for a credit to earn 10 points.**

1. **Activity Challenge or Wellness Event or Challenge**

[Your group will need to determine how employees fulfill this item. Will you offer a Strive pre-populated challenge or wellness activity? Define the options and provide details on when this will be scheduled, when they will be notified, etc.]

[You may choose to use the standard text below or modify as needed.]

For details on how to fulfill this activity, consult your company wellness committee.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for credit to earn 10 points.**

1. **Report your tobacco-free status within the Health Assessment.**

For this nicotine affidavit, nicotine-free indicates you have not used any nicotine product in any form or amount in the last six months or longer. You are not nicotine-free if you have used tobacco or nicotine products within the last six months regardless of the frequency or location.

Nicotine products include cigarettes, E-cigarettes, cigars, pipes, all smokeless tobacco (chew, snuff, dip & others) and any devices including tobacco products. Falsifying this information may be considered fraud & grounds for disciplinary action.

**There is no editable text associated with this activity.** A link to the Health Assessment will be available on your Strive Wellness Program. Once the HA is completed it will automatically be recorded and credited your points.

**Limit one time for a credit to earn 10 points.**

1. **Complete the BCBSKS Nurse Health Coaching Program (BCBSKS insured members only)**

If you are participating in coaching for your Strive Wellness Program, you must enroll before MONTH DD, YYYY, to complete a minimum of 6 calls.

[To access this coaching program, CLICK HERE] (https://www.bcbsks.com/health-and-wellness/disease-management)

Blue Cross and Blue Shield of Kansas offers health coaching to our members at no cost! You must complete a minimum of 6 calls with one of our registered nurses to earn these points.

**Please enroll no later than four months prior to the end of the wellness program to complete all six calls and receive credit.**

Topics include Asthma, COPD, diabetes, heart disease, high blood pressures, high cholesterol, stress, or weight loss. We also offer a maternity program to help during pregnancy and post-partum.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for credit in this optional category to earn 20 points.**

1. **Community Fitness Event**

[Your group will need to determine how employees fulfill this item. Define the options and provide details on when this will be scheduled, when they will be notified, etc.]

[You may choose to use the standard text below or modify as needed.]

Participate in a group-approved community fitness or wellness event. For details on how to fulfill this activity, please consult your company wellness committee.

After completing this activity, please enter the date completed. Recording this event indicates you certify you have completed the activity as required.

**Limit one for credit to earn 10 points.**

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