**Welcome to Strive Wellness Rewards!**

Strive Explorer 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 track your progress and participate in health-promoting activities.

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Our wellness program will run from [insert date] to [insert date] during which time you can complete the three required activities.

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 a 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

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

With the Strive Explorer program, to reach your total of 30 points complete all of the following activities:

1. **Registration or login confirmation**

When new users register for a Strive account the system will automatically record and credit the 10 points toward the 30-point total goal.

If you already have a Strive account, once you log in during date range, the activity will automatically be credited on your wellness program.

1. **Complete an 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 toward the 30-point total goal.

1. **Explore a health topic of your choice**

Select a health topic of your choice from the drop-down list included in your Strive wellness program. After reading about the topic, the system will automatically record and credit 10 points toward the 30-point total goal.

We are excited that you have chosen to embark on the Strive Explorer wellness progam. If you have any questions about the wellness program, please contact [fillable section].